



Communication and Presentation Skills

for Business Economists and Analysts

NABE
National Association for Business Economics

CBE
CERTIFIED BUSINESS ECONOMIST

Communication and Presentation Skills for Business Economists and Analysts



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About NABE

The National Association for Business Economics is the premier professional association for business economists and others who use economics in the workplace. Since 1959, NABE has attracted the most prominent figures in economics, business, and academia to its membership with highly-regarded conferences, educational and career development offerings, industry surveys, and its unrivaled networking opportunities. Past presidents of NABE include former Chairman of the Board of Governors for the Federal Reserve System, Alan Greenspan, several former Federal Reserve Governors, and other senior business leaders.

NABE's mission is to provide leadership in the use and understanding of economics.

About the Authors

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The Certified Business Economist™ (CBE) is the Certification in Applied Economics and Data Analytics.

The CBE designation is a symbol of distinction that business economists and analysts earn by meeting a prescribed level of achievement. It documents your professional accomplishments, experience, and abilities.

The Curriculum:

Applied Econometrics

This program covers cutting-edge developments in econometric methodologies and quantitative analysis, emphasizing business applications of statistical techniques.

Business Applications of Statistics and Data Analytics

This program in statistics and quantitative methods focuses on practical, applied problems and covering topics as hypothesis testing, tools for working with big data, basic regression methods, and diagnostics.

Economics of Strategy and Managerial Decision Making

This program covers the integration of microeconomic theory with real-world business scenarios to facilitate decision making, problem solving, and planning.

Economic Measurement Seminar

Instructed by leading data users and data providers, this program provides an overview of the sources and characteristics of the most vital economic statistics.

Communication and Presentation Skills for Business Economists and Analysts

A prerequisite for the CBE designation, this program offers the skills needed for effective verbal communication and best practice presentation tools and techniques.

Writing Skills for Business Economists and Analysts

A prerequisite for the CBE designation, this program provides useful tips for effective written communication and identifies common pitfalls experienced by writers in communicating technical information to clients and end users of varying levels of sophistication.

The CBE Examination:

Today's business economists and analysts are expected to master a wide array of disciplines. The CBE examination is based on an advanced body of knowledge, developed and reviewed by leading business economists to ensure that it reflects the most relevant information and core competencies sought by today's top employers.

The CBE Exam is designed to be a comprehensive multiple-choice assessment, testing a candidate's practical and applied knowledge in the following areas:

- Applied Econometrics
- Business Applications of Statistics and Data Analytics
- Economic Measurement
- Economics of Strategy and Managerial Decision Making
- Macroeconomics and Microeconomics

Candidates may choose prepare independently or enroll in NABE's courses if guided learning is preferred. Detailed content outlines will be posted for each subject area and sample test questions will be available.

The Certified Business Economist Requirements*:

- Examination - candidates must pass a comprehensive practical examination.
 - Membership - candidates must be a member in good standing with NABE.
 - Experience - candidates must have two years of work experience in applied business economics or in a related field.
 - Education - candidates must attain at least a four-year degree.
 - Curriculum Requirements - candidates must complete NABE's Communication and Presentation Skills for Business Economists and Writing Skills for Business Economists certificate courses or courses deemed equivalent by NABE.
 - Ethics - candidates must sign and adhere to the NABE Code of Ethics.
- Continuing Education/renewal - designees are required to earn 30 hours of continuing education every two years to renew the certification. A renewal fee applies.

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Introduction

Welcome

Congratulations! You want to take your presentation skills to the next level!

The course contains a series of tools for developing all the correct elements of a powerful presentation. The elements of any presentation are the same and this Workbook will help you to repeat your success every time you present to others.

This workshop is divided into 8 Chapters:

Chapter 1: The Presentation Process

Chapter 2: Tools of Communication

Chapter 3: Delivery Skills

Chapter 4: Visual Aids

Chapter 5: Rhetorical Devices

Chapter 6: The Opening, Body, and Conclusion

Chapter 7: The Presentation Process Overview

Chapter 8: Handling Group Problems & Difficult Questions

Basic Facts

Public speaking is frequently cited as the number one fear of Americans, ahead of death.

Harvard Business Review reports the number one skill among all the criteria for advancement is the ability to communicate effectively.

The source of a presenter's fear is this: not knowing what will happen when in front of people and giving the speech or presentation. This fear is not that the presenter does not know the topic. It is not knowing what will happen while on the podium or in front of the group.

The fear of being judged, making a mistake, or not measuring up, can get in the way of a good performance (speech, seminar, department meeting, etc.).

Remember that people in the audience really want a presenter to succeed. Nobody is standing there hoping the presentation will be boring or bad. If the speaker comes from an authentic place and the material is covered with clarity, three-fourths of the battle is won.

Training Objectives

- Adapt style to match the audience's style
- Plan and prepare material effectively
- Handle the different types of visual aids
- Initiate, conduct, and conclude a persuasive presentation
- Anticipate audience questions and respond with dignity