

SupplyChainDigest™

Supply Chain Audience Bill of Rights



1. Speaker should actually be truly knowledgeable about the topic; should not be at the podium because he or she has the largest title, or their company was simply the sponsor of the event, and/or be just reading someone else's content.
2. Audience should expect there are at least 3-5 key audience takeaways that form the theme or purpose of the presentation and that can be clearly identified.
3. Other than introductory or transitional slides, nearly every slide should have some real purpose. Speaker should be able to answer this question for most slides: What is the bottom line information or insight meant to be communicated by the content on the slide?
4. Audience expects that consultants or analysts should include real-world examples in most presentations. These should generally be examples of which the speaker has first hand or at least semi-direct knowledge, not repetition of the usual examples (Dell, Wal-Mart, P&G).
5. Responses to questions from the audience should not be answered with safe "sound bites" that say really nothing, but should actually provide some real insight.
6. Speaker should not obfuscate what the true costs and challenges of a potential strategy or technology solution are.
7. Speaker should focus on what metrics are typically impacted and most importantly specifically how those results are achieved.

About SupplyChainDigest

SupplyChainDigest™ is the industry's premier interactive knowledge source, providing timely, relevant, in-context information. Reaching tens of thousands of supply chain and logistics decision-makers each week, our flagship publications - *SupplyChainDigest* and *SupplyChainDigest – Logistics Edition*, and web site (www.scdigest.com) deliver news, opinions and information to help end users improve supply chain processes and find technology solutions.

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