



MPB | Leadership Accelerated

MPB | SHARK, TEAM 1

Facilitator | David Toth

Nick Ficklin

John Surrette

Rob Berger



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MPB | SHARK, TEAM 2

Facilitator | Trisha Daho

Bryson Pelc

Nishaad Ruparel

Lauren Weddell



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MPB | SHARK, TEAM 3

Facilitator | Ilana Katz

Sanjay Agarwal

Kristina Ashqar

Melanie Fernandez



As part of MPB | Leadership Accelerated, you will be participating with your team in MPB Shark.

MPB Shark is our latest and greatest version of the iLab presentation.

What Is MPB Shark?

- You will be working with a team of your peers in MPB Shark to develop a product, service, or a concept that will benefit your firm and your industry.
- Once this is developed, you will be making a pitch to three “Sharks” (preselected industry influencers) to partner with your team to bring the concept to life.
- You will present the idea and make the offer to the Sharks at the next MPB session. The Sharks will ask questions and either accept or negotiate your offer or reject your offer.
- The Pitch should last 10-15 minutes!

What Is MPB Shark?

- The point is to use the knowledge and skills you've gained as a participant of MPB to develop and present a new business idea that will make a positive impact on the profession. For example, your initiative could be related to implementing a new learning blueprint, creating an innovation as it relates to firm culture, developing a new accounting software, etc.
- You'll use presentation and communication skills as you attempt to gain the buy-in of the sharks and your fellow cohorts.
- Included in this document are some tips and tricks to help guide you in this process. We Look forward to seeing what you and your team members come up with.
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Good luck teams!

PRESENTING

The image shows three men in business attire standing in a room, looking at a large screen displaying a financial model titled "Model Predicts 24x MOIC". The screen shows various financial metrics and a table of data.

On-Call Burn Rate			
	2024	2025	2026
2024	\$1.0M	\$1.0M	\$1.0M
2025	\$1.0M	\$1.0M	\$1.0M
2026	\$1.0M	\$1.0M	\$1.0M
2027	\$1.0M	\$1.0M	\$1.0M
2028	\$1.0M	\$1.0M	\$1.0M
2029	\$1.0M	\$1.0M	\$1.0M
2030	\$1.0M	\$1.0M	\$1.0M
2031	\$1.0M	\$1.0M	\$1.0M
2032	\$1.0M	\$1.0M	\$1.0M
2033	\$1.0M	\$1.0M	\$1.0M
2034	\$1.0M	\$1.0M	\$1.0M
2035	\$1.0M	\$1.0M	\$1.0M
2036	\$1.0M	\$1.0M	\$1.0M
2037	\$1.0M	\$1.0M	\$1.0M
2038	\$1.0M	\$1.0M	\$1.0M
2039	\$1.0M	\$1.0M	\$1.0M
2040	\$1.0M	\$1.0M	\$1.0M
2041	\$1.0M	\$1.0M	\$1.0M
2042	\$1.0M	\$1.0M	\$1.0M
2043	\$1.0M	\$1.0M	\$1.0M
2044	\$1.0M	\$1.0M	\$1.0M
2045	\$1.0M	\$1.0M	\$1.0M
2046	\$1.0M	\$1.0M	\$1.0M
2047	\$1.0M	\$1.0M	\$1.0M
2048	\$1.0M	\$1.0M	\$1.0M
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2067	\$1.0M	\$1.0M	\$1.0M
2068	\$1.0M	\$1.0M	\$1.0M
2069	\$1.0M	\$1.0M	\$1.0M
2070	\$1.0M	\$1.0M	\$1.0M
2071	\$1.0M	\$1.0M	\$1.0M
2072	\$1.0M	\$1.0M	\$1.0M
2073	\$1.0M	\$1.0M	\$1.0M
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2081	\$1.0M	\$1.0M	\$1.0M
2082	\$1.0M	\$1.0M	\$1.0M
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2093	\$1.0M	\$1.0M	\$1.0M
2094	\$1.0M	\$1.0M	\$1.0M
2095	\$1.0M	\$1.0M	\$1.0M
2096	\$1.0M	\$1.0M	\$1.0M
2097	\$1.0M	\$1.0M	\$1.0M
2098	\$1.0M	\$1.0M	\$1.0M
2099	\$1.0M	\$1.0M	\$1.0M
2100	\$1.0M	\$1.0M	\$1.0M

2023 | MPB SHARK

Persuading the Sharks



THE JUDGES:



General Tips for Your Next Presentation

The following slides entail considerations and planning strategies you can utilize when getting ready for your next presentation (including MPB Shark)

Questions to Answer as a MPB Shark Team

1. What will your new product/idea be?
2. What makes your idea unique? Why is it needed?
3. What competition does your idea have today? Does it have any pitfalls?
4. What will your pricing be? How much would a shark need to invest?

Other Questions to Answer Before You Present

1. How much time do you have?
2. How many people are attending? What positions?
3. Is this live or virtual?
4. Will you be on a stage/platform or in a conference room?
5. What are the expectations of your audience?
6. Are you presenting alone or with somebody else?
7. Will you have the capability for video or just PowerPoint?
8. What is your call-to-action for the audience?
9. Will there be deliverables in the form of handouts or worksheets?

Slides:

What do you want to include to convey your message? Points?

- Statistics
- Graphics
- Video

How will you transition different thoughts, slides, etc.?

Delivery:

- Strike a Power Pose
- Smile
- Eye Contact

7 Questions to Know Your Audience

1. What are they like?
2. Why are they here?
3. What keeps them up at night?
4. How can you solve their problem?
5. What do you want them to do?
6. How can you best reach them?
7. How might they resist?

Get really specific and think of what the individuals in your audience. Think about what kind of an event you are speaking at, and why most people are there. Then, ask yourself the following questions:

- What are they like?
- How do they spend a day?
- What keeps them up at night?
- How do they spend their paychecks?
- What is likable about them?
- What are their priorities?
- What do they already know about what you are going to tell them, and what do they need to learn more about?
- How do they give and receive respect?
- How do they make decisions?
- What biases do they have?

Once you answer the questions from the previous slide, you can better determine what experiences they will relate to. When crafting your presentation, you can rely on those shared experiences to relay information in a way that resonates. Ask yourself:

- What memories, historical events or interests do you have in common?
- What types of outcomes are mutually desired?
- Why are you uniquely qualified to be their guide?
- What similar journey have you gone on with a positive outcome?

Ultimately, you should communicate from common ground – you'll build credibility and keep the ear of the people that you need to hear you

Remember that your presentation isn't a speech. There's no need to simply stand and read information off of a slide or a piece of paper. Instead, use your presentation to engage and interact with the audience. Directly interacting within the first two minutes of your presentation "allows you to build a connection with them right up front." Not sure how to interact with the people listening to you?

- Tell a joke (try to get them to laugh)
- Ask them to "raise your hand if..."
- Tell a quick story, then "has that ever happened to you? Yeah, I see some heads nodding..."
- Ask them to give a round of applause for something...

ZOOM Checklist

- Dress (professionally and reflective of who I am or want to be)
- Lighting (no windows behind me)
- Sound (on and tested)
- Background (no plants coming out of my head)
- Screen needs to be at eye level or a little higher; camera should be at least an arm's length away from my face (I will look at the camera to make eye contact)
- Reboot my computer before I present (to avoid crashes and improve performance)
- Position (standing or sitting; camera angle; shoulders up and back)
- Turn off house phone, cell phone, computer notifications
- Note at front door about ringing the bell
- Kids and pets (and spouses) otherwise occupied

Optional: second screen - one to host and one to have the presentation view, see chats, follow my notes

Habits I can start developing to support my ability to consistently present well:

- Plan - get my thoughts together and organize my presentation (for outlining)
- Practice - become familiar with my content so that nothing distracts me
- Breathe - focus on breathing; when my body calms down, I stop producing adrenaline
- Power Pose - increases testosterone, lowers cortisol, and increases my confidence
- Light exercise - walking or stretching send blood to the brain
- Pretend - imagining I'm with a group of friends make me feel relaxed and confident
- Affirmation/Intent - enhances my purpose and confidence
- Meditate - helps me to think more clearly and be calm
- Visualize - walking myself through a successful presentation shows that all will be OK
- Smile - when I think about something or someone I love, it reduces my stress; also, research has shown that people can actually hear me smile!
- Gesture - it not only adds emphasis to my words
- Posture - I will be aware of my posture, particularly my shoulders, whether seated or standing



Best of Luck!