



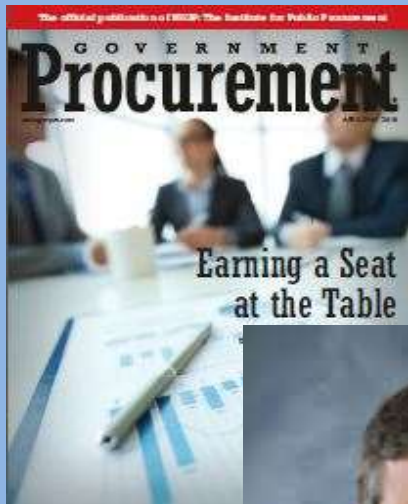
Improving the
Message:
Communicating
Procurement through
Effective Instruction

Victor Leamer

The Scene of the Crime



Earning a Seat at the Table



“If you believe—as I do—that procurement is a primary function of government, it needs to have a voice.”

— Don Buffum, Director,
Procurement & Contracts
Mississippi State University

Your Voice: The Message

- The Value of Procurement
- How to Help your Message to be Received

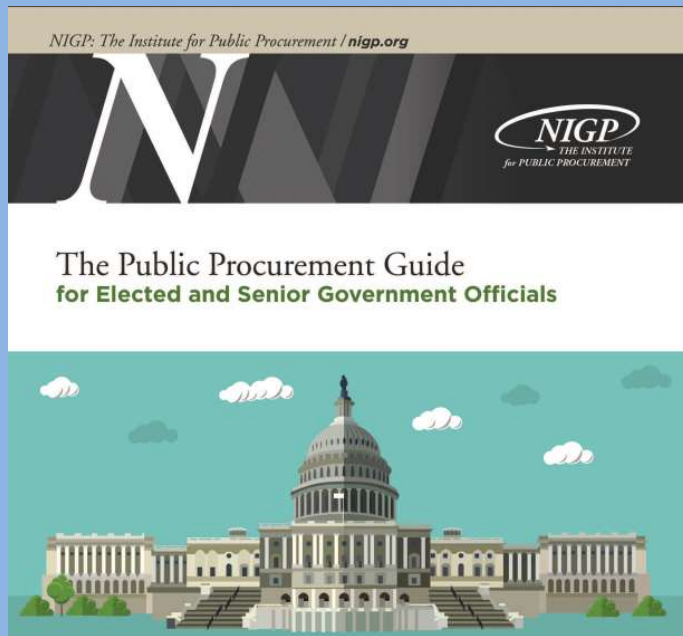
Management Expectations

- Cost Savings
- Productivity Improvements
- Brand/Differentiation Support
- Customer Satisfaction
- Positive Cash Flow
- To Be The Best
- Generating Revenue
- Competitive Advantage

Understand Business Requirements

- Buy Products and Services
 - At the right price.
 - From the right source.
 - At the right specification that meets users needs.
 - In the right quantity.
 - For delivery at the right time.

The REAL Value of Procurement



- | | |
|--|--|
|  1 What is your role in the procurement process? |  6 How is public procurement different from private sector procurement? |
|  2 Ethics - Staying on the Right Side. |  7 Procurement Methods. |
|  3 Procurement Authority - Why is it important to me? |  8 Emergency Management and Continuity of Operations. |
|  4 What is the strategic value of procurement to a public entity? |  9 The issue of Privatization. |
|  5 Procurement Values and Principles. |  10 The issue of Social Policy and Contracting Preferences. |

<https://www.nigp.org/home/find-procurement-resources/elected-officials-procurement-guide>

Values and Guiding Principles of Public Procurement



Impartiality



Ethics



Accountability



Professionalism



Service



Transparency

<https://www.nigp.org/home/find-procurement-resources/guidance/values-and-guiding-principles>

Presenting
Your
Message



Presenting the Message

Learning Styles

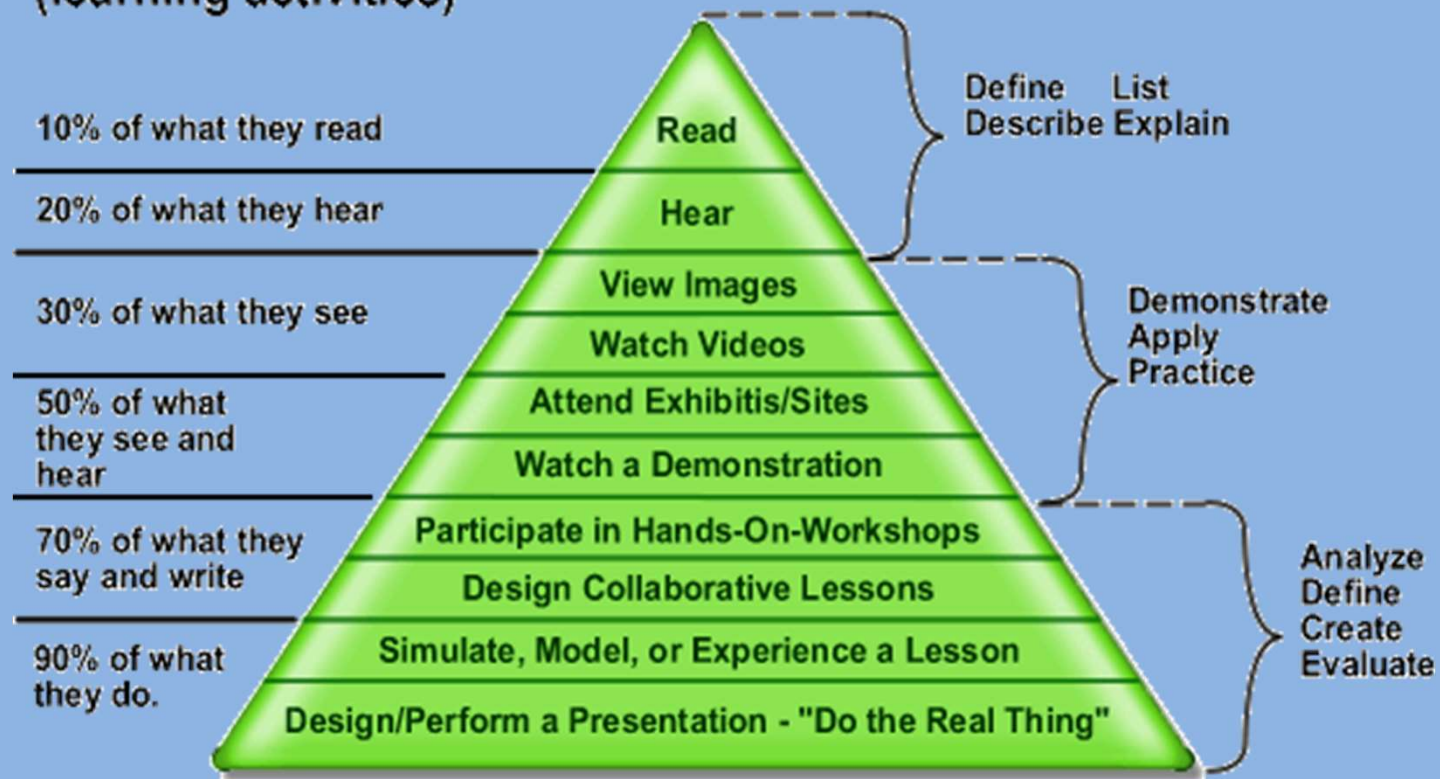


- Seeing 83%
- Hearing 11%
- Touching 3.5%
- Smelling 1.5%
- Tasting 1%

Edgar Dale's Cone of Learning

People generally remember...
(learning activities)

People are able to...
(learning outcomes)



The Flavor of Your Message

- Icebreakers
- WIIFM



Can You Hear Me Now?

- Verbal
 - Articulate/Speed/Volume
- Non-Verbal
 - Body Language/Eye Contact
- Nerves



“Reach Out and Touch Somebody...”

- Interacting with purpose
 - Questions
 - Polls/Surveys



Visualize Your Message

- PowerPoints
- Handouts



Smell...Really?

- Personal Appearance
 - Professional including Hygiene
 - Attire
 - Body Language



Presentation Tips

- Articles/Newsletters
 - LinkedIn
 - NIGP/Nsite
 - Speaker Training & Presentation Websites
- Checklist/Survival Kit
 - Presentation Preparation
 - Items to keep on hand
 - Essentials
 - Spares of Everything

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