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**Create a 'Win-Win' Situation**

- Participation provides positive exposure for the company
  - Good Public Relations
  - Educate the community
- Participation builds a stronger work force
  - Technical & non technical development
  - Enhances personal networking
- ACME's activities provide input in shaping policy & developing standards

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**Verständlich**  
**Kernfakten**  
**Einfach**  
Nicht langweilig **Essenz**  
**gestrafft**  
**Klar** **Verbindungen**  
**Kernbotschaften**

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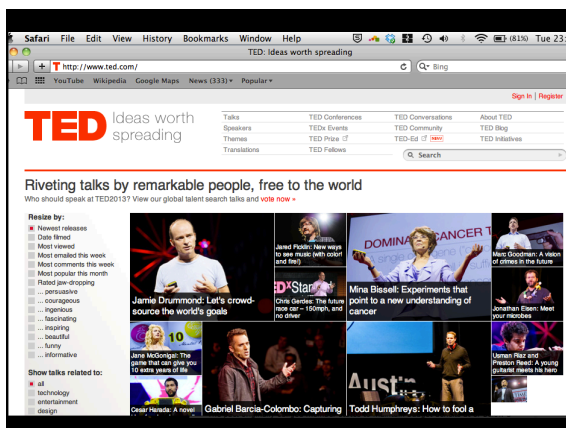
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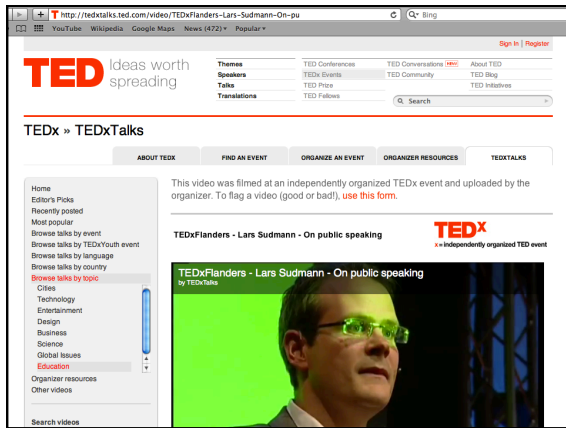
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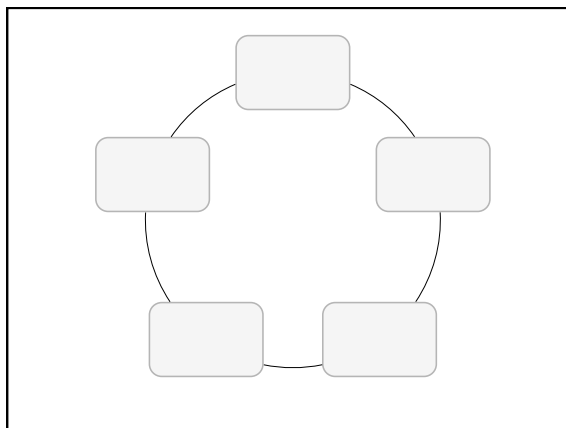
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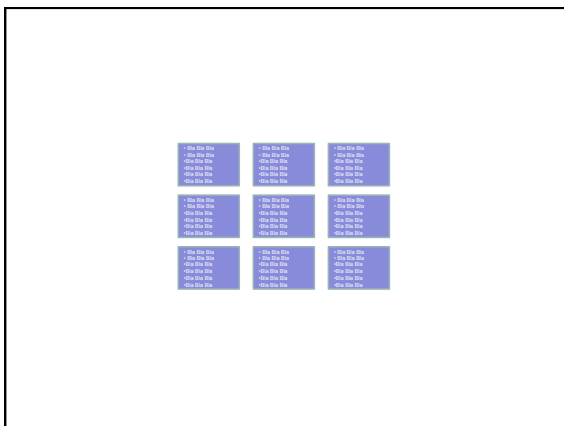
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**“Hm, zeigt das auch die Ergebnisse der letzten Analyse? Das müsste auch rein?!”**



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**Schicken Sie das bitte noch zu den anderen Abteilungen zur Abstimmung**



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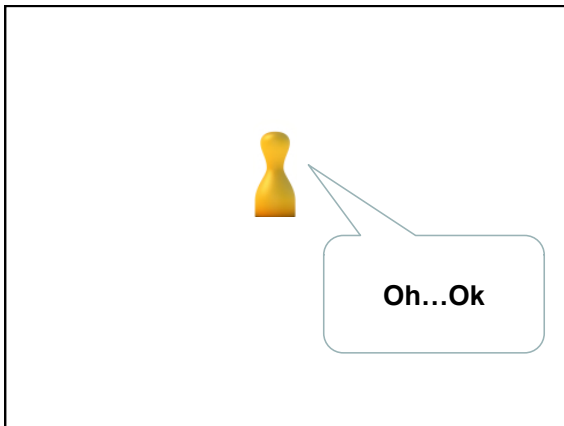
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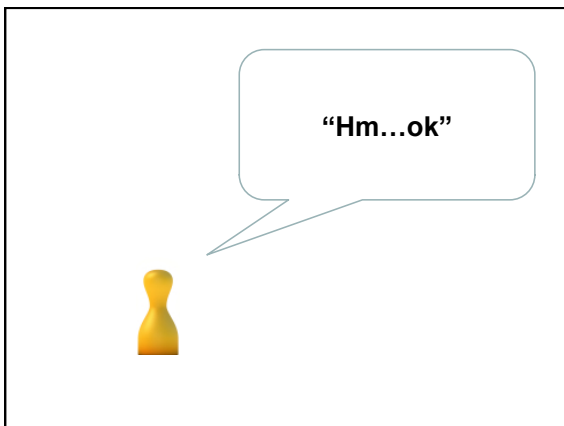
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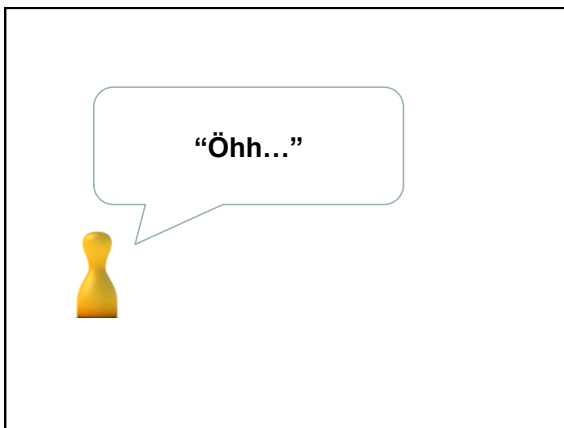
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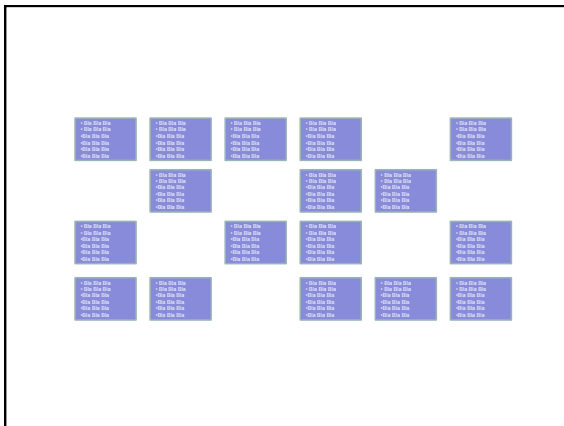
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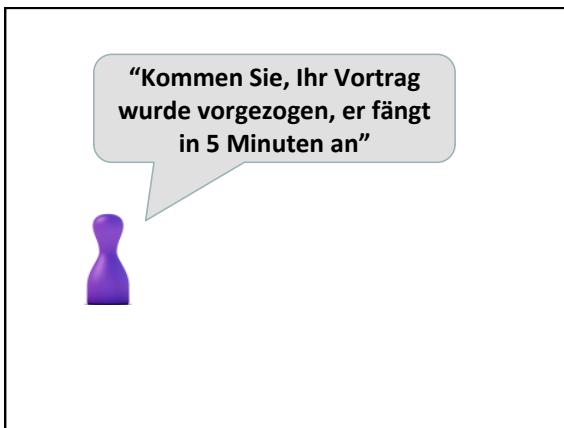
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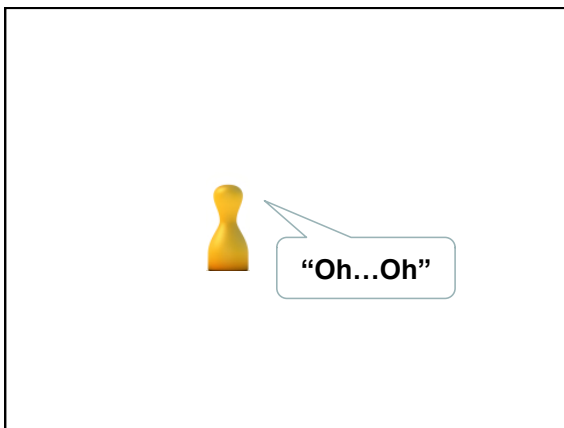
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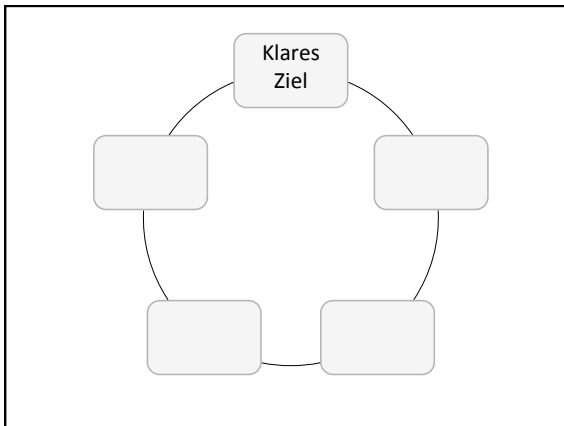
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Am Ende der Präsentation möchte ich, dass \_\_\_\_\_

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Am Ende der Präsentation möchte ich, dass ich die Zustimmung für mein Projekt habe, dass jeder Meilenstein klar ist für jeden, dass jeder die Details meines Projekts versteht, dass ich auch mit meinen Kollegen gut klar komme und dass ich ebenfalls in zwei Wochen grünes Licht für Phase 2 bekomme, gegebenenfalls noch eine Verbindung herstelle mit Projekt Albatros, das sich in einer ähnlichen Lage befindet und das in 3 Jahren eine Problemsituation darstellen könnte.

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Am Ende der Präsentation möchte ich, dass ich die Genehmigung für die Budgeterhöhung von 100.000 EUR bekomme.

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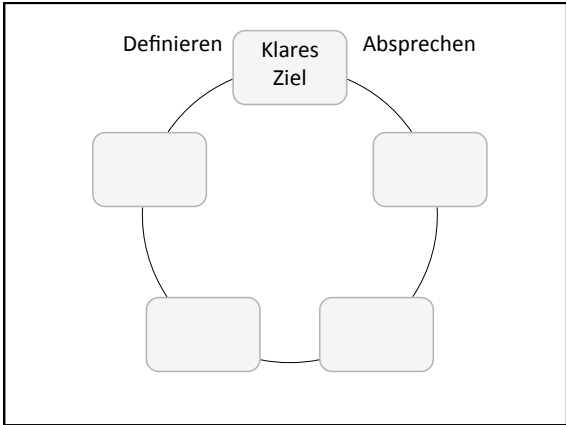
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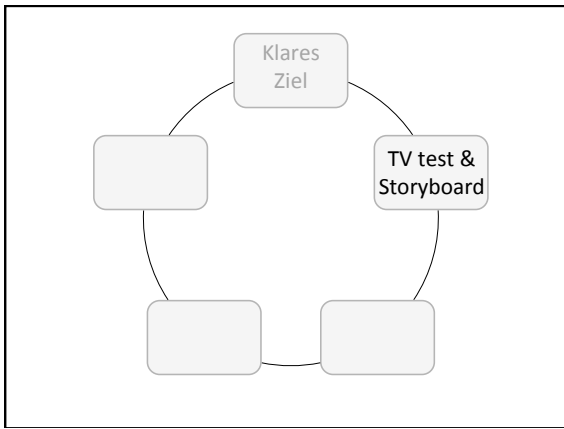
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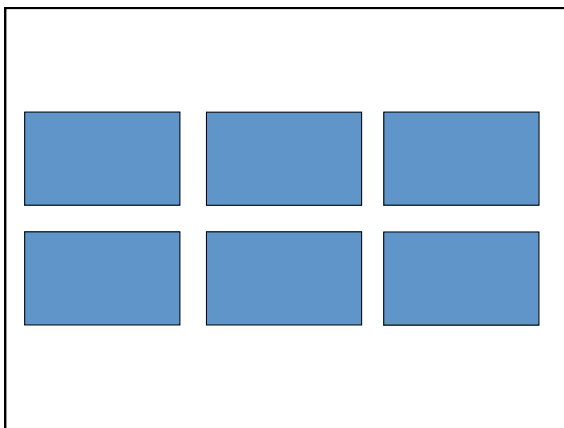
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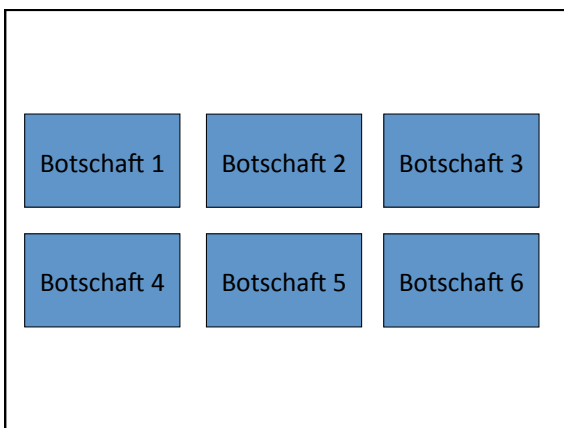
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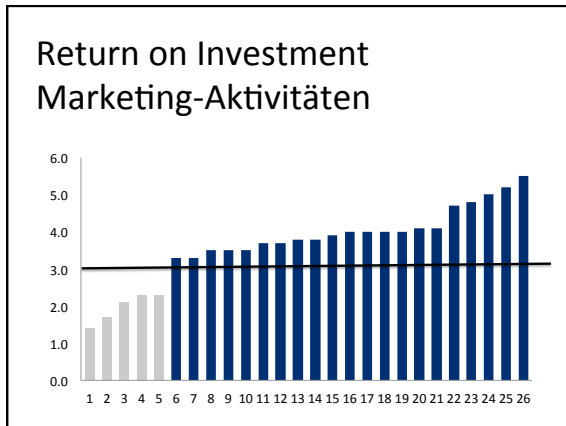
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<i>in thousand Eur</i>	Year -4	Year -3	Year - 2	Year -1	Current Year	Total
Unit alpha	32,5	4,3	5,4	4,4	4,5	51,1
Unit beta	54,5	4,3	34,3	23,3	0,4	116,9
Unit gamma	5,5	3,4	0,0	5,5	45,5	59,9
<b>Total</b>	<b>92,5</b>	<b>12,1</b>	<b>39,8</b>	<b>33,2</b>	<b>50,4</b>	<b>228,0</b>

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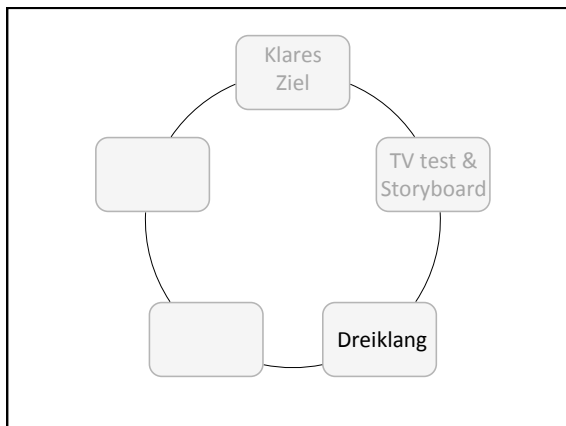
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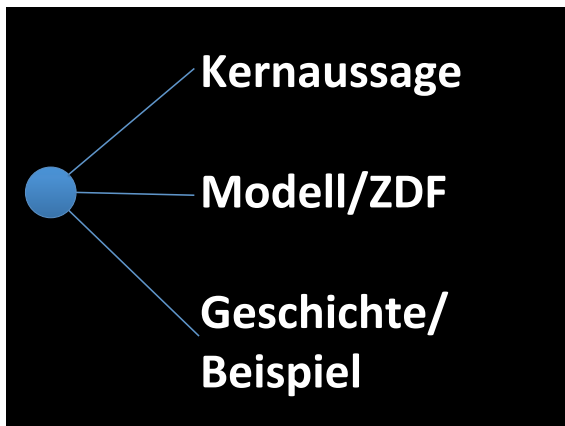
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**Einsparprojekt**

Ersparnis	Jahr 2	Jahr 3	Jahr 4	Jahr 5	Annahmen	Status
30032	30032	30032	30032	30032	3 Schichten	Meilenstein 1 - ok
345345	345345	345345	345345	345345	5 Standorte	Meilenstein 2 - ok
3553	3553	3553	3553	3553	300 Stunden	Meilenstein 3 - ok
276432	276432	276432	276432	276432		Meilenstein 4 - Zukunft
345345	345345	345345	345345	345345		Meilenstein 1 - Zukunft
3553	3553	3553	3553	3553		Meilenstein 1 - Zukunft
1004260	1004260	1004260	1004260	1004260		

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**Projektstatus**

- 1 Mio EUR Einsparungen p.a.
- Kapitalwert 3+ Mio EUR
- Sensitivitätenanalyse bestätigt robustes Projekt

**Projekt-  
status ok**

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## Einsparprojekt

Ersparnis	Jahr 2	Jahr 3	Jahr 4	Jahr 5	Annahmen	Status
30032	30032	30032	30032	30032	Schichten	Meilenstein 1 - ok
345345	345345	345345	345345	345345	Standorte	Meilenstein 2 - ok
3553	3553	3553	3553	3553	300 Stunden	Meilenstein 3 - ok
276432	276432	276432	276432	276432		Meilenstein 4 - Zukunft
345345	345345	345345	345345	345345		Meilenstein 1 - Zukunft
3553	3553	3553	3553	3553		Meilenstein 1 - Zukunft
1004260	1004260	1004260	1004260	1004260		

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Details nach der Kernbotschaft

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1,300,000

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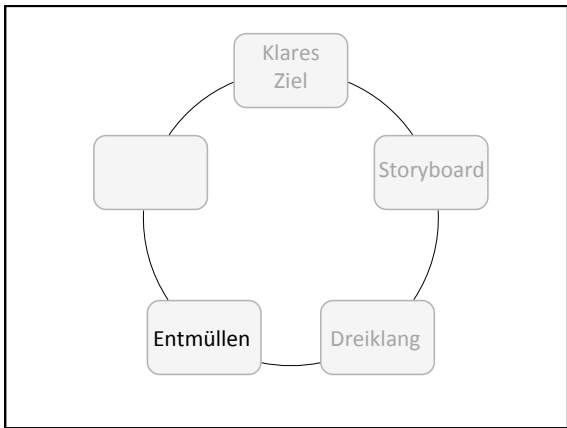
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Ein Bild sagt  
mehr als  
1000 Worte...

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...aber...

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...nicht jedes  
Bild!

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**Budget Proposal for next Fiscal Year**

1. Invest 150 K in fixing the issues

		Share of Share		Share of Size		Share of Label	
		Jan-June	Index	Jan-June	Index	Jan-June	Index
Belgium	FredTex	23	84	30	95	43	78
France	FredTex	24	120	38	112	23	68
Holland	FredTex	28	74	31	75	26	59
Luxembourg	FredTex	40	113	28	110	32	112

2. Invest 200 K `EUR in growing the consumer equity via ACME, Inc. sophisticated, multi-media enabled synergy copies

**Delivering Excellence through Passion**

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Visualisierung muss immer zur Kernaussage passen und sie unterstützen

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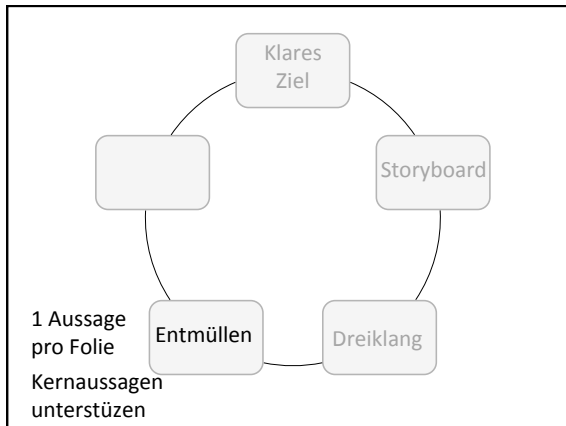
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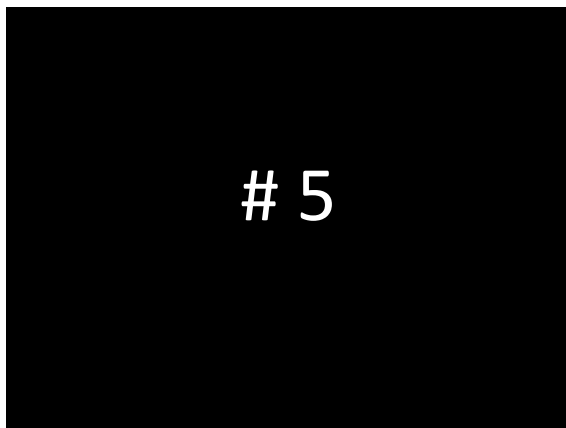
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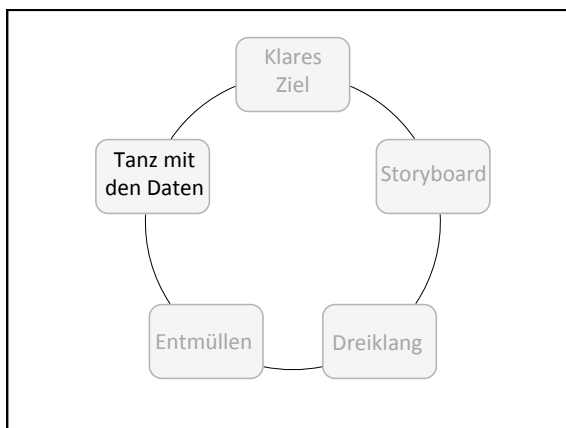
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### Eine typische Folie

- Dies ist der erste Text
  - Dazu gibt es oft noch Unterpunkte
  - Manchmal zwei Unterpunkte
- Dies ist der zweite Textteil
  - Manchmal nur einen Unterpunkt
- Oft stehen sehr viele Stellen im Text
  - Daher sind noch mehr Angaben nötig

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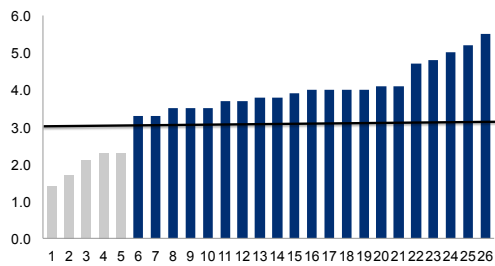
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### Return on Investment Marketing-Aktivitäten




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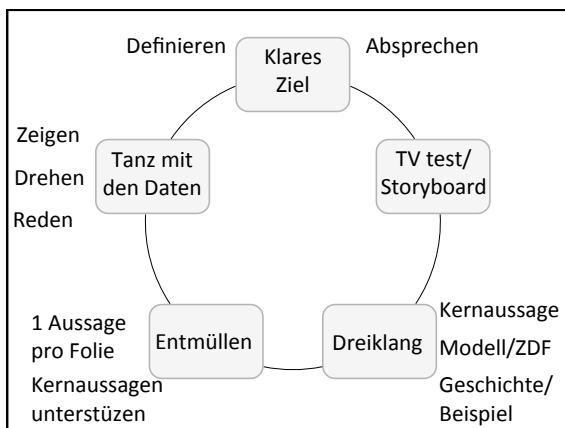
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*Passion for People*  
**Wer ich bin / Meine Ziele**

John F. Kennedy                      26. Juni 1963

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**Komplexe Themen klar  
und einfach präsentieren**

Lars Sudmann  
mail@lars-sudmann.com

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