

Effective Financial Presentation

A one-day workshop

Workshop description

This is a workshop on how to present persuasive and memorable financial information in written reports, at small meetings and at formal presentations. Candidates learn the simple steps in how to set out figures so they are easy to understand, interpret and analyse.

The techniques covered by this workshop will:

- save time and shorten meetings
- aid decision making because everyone will understand the facts
- give you a reputation as someone who can communicate with ease.

Who should attend?

Accountants and other finance staff who present information in reports, at meetings or in presentations.

What will I learn?

This workshop will develop participants' knowledge and understanding of:

- the principles of setting out data so it is easy to read and analyse
- writing clear and succinct financial reports
- how to talk about financial information without boring the audience
- the tricks of data reduction
- the pitfalls of popular software programs
- how to use PowerPoint effectively so the audience understands and remembers the financial message

This is NOT a course on public speaking although there is a section on how to give successful oral reports.

Plain Figures

Training & Consultancy

What is covered in the workshop?

- The rules of plain figures devised at the London Business School
- How to design reader friendly tables and graphs
- Writing succinctly about finance
- Talking about finance at meetings
- How to introduce tables and graphs to an audience
- The tricks of data reduction
- How to design a winning financial presentation on PowerPoint.

Delegates receive a free workbook.

Style and format

After a brief introduction, most of the day is spent on small group exercises. The workshop is informal and friendly with plenty of opportunities to ask questions and explore ideas. We look at examples of good and poor financial information. Participants are invited to bring in examples of their own work for discussion.

Who's the course leader?

Sally Bigwood, BA (Hons), Dip.Law, MBA

Sally is the UK's leading expert in data presentation. She is co-author of *Presenting Numbers Tables & Charts*, published by Oxford University Press and she has twenty years experience of management training. She has trained people from:

- The National Audit Office,
- The Institute of Internal Auditors (UK and Eire)
- The States of Jersey,
- Institute of Public Finance,
- KPMG
- Audit Commission

and many others. She was a judge of the PricewaterhouseCooper / CIPFA Accountability Awards 2005-08.

For more details on this workshop and our other courses, please contact us. You can telephone us on +44 (0) 1924 219 097 or 07903 370 013 (mobile), or e-mail us at: enquiries@plainfigures.com