

Effective Financial Presentation

Course 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 accounts and other financial information so they are easy to understand, interpret and analyse. The techniques covered by this course will:

- save time and shorten meetings
- aid decision making because everyone will understand the facts
- make a good impression on colleagues, customers and others.

Target audience

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

Course objectives

To develop participants' knowledge and understanding on:

- 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
- organising and summarising data for decision-making
- 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 in the afternoon.

Style and format

After a brief introduction, most of the day is spent on small group exercises. The course 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.

Course content

- 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
- How to design a winning financial presentation on PowerPoint.

Delegates receive a course free workbook.

Presenter: **Sally Bigwood, BA (Hons), Dip.Law, MBA**

Sally is a 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 training. Her customers include: The National Audit Office, London, the Institute of Internal Auditors, The States of Jersey, Institute of Public Finance, as well as management consultants and others.

Who's the course leader?

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

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In recent years people from the following organisations have attended Sally's workshops:

- The Institute of Internal Auditors (UK and Eire)
- KPMG
- Grant Thornton
- The National Audit Office and Audit Scotland
- The States of Jersey
- Institute of Public Finance

and many others. She

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