

Presenting Performance Indicators Effectively

A one day workshop

Workshop description

This workshop focuses on how to present performance indicators in reader-friendly ways. It is based around British Standard 7581:1992 *The Presentation of Tables & Charts* and the work of leading British and American statisticians. Participants learn the simple tricks of how to set out performance indicators so they are easy to take in and understand.

Target audience

This is a general course suitable for a variety of professionals who work with performance indicators and need to communicate them to others.

Workshop objectives

- The foundations of data presentations and how to set out reader-friendly data
- How to meet BS:7581 standards
- Writing about performance indicators without confusing your audience
- Talking about performance indicators without boring your audience
- Tricks of reduction and data analysis

This is not a computer course; it is a communications course.

Workshop 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 graphics from the press, the web, annual reports, etc.

Participants are invited bring along their "work in progress" for analysis.

Plain Figures

Training & Consultancy

Content of workshop

- The rules of plain figures as devised at the London Business School
- How to write about performance indicators without confusing your audience
- How to talk about performance indicators without boring your audience
- Data reduction and data analysis

This is a not a computer course; it is a communications course.

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

Sally Bigwood is a recognised expert in data presentation. She is co-author of *Presenting Numbers Tables & Charts*, published by Oxford University Press in 2003 and has written many articles on the subject. Her career includes stints in the NHS and local government as well as the private sector.

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

- YELL
- Institute of Internal Auditors
- KPMG
- Parks Canada
- Manchester City Council
- Audit Scotland
- Grant Thornton
- National Audit Office

What They Say About This Workshop:

"The handouts were comprehensive and well written – I know I will regularly rely on them in my job."

S.O. Manchester

"The trainer was enthusiastic and knowledgeable. I can now see where I have been going wrong all these years..."

T.J. Surrey

"...Excellent day! I particularly enjoyed the section on Speaking about Performance Indicators."

R.S., Gloucestershire