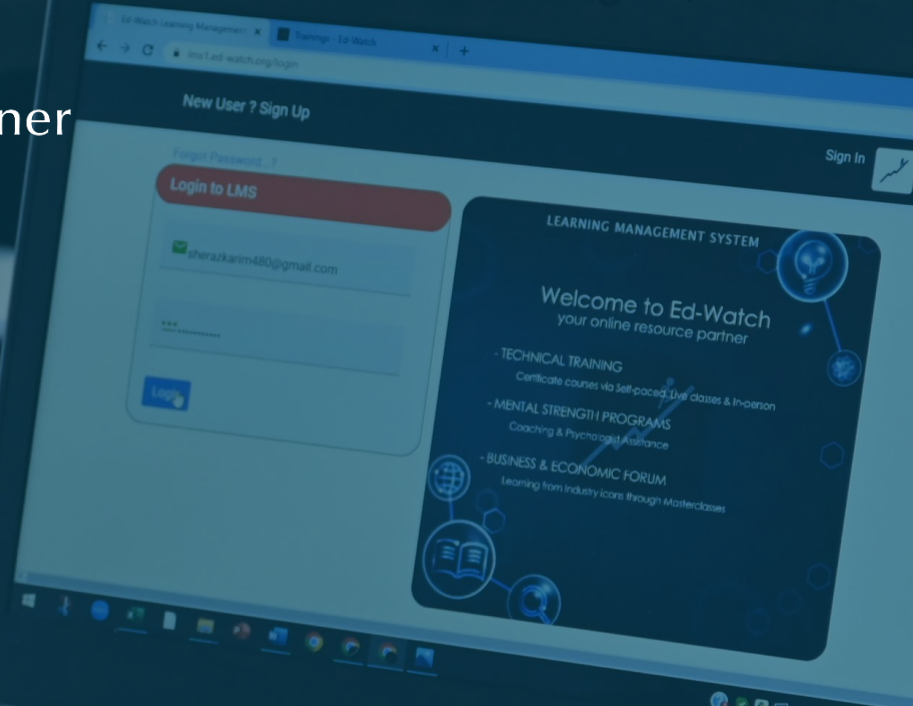




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# FINANCIAL STORYTELLING





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# Program Overview

Finance Managers and Accountants constantly juggle serious responsibilities within the organization, that is the responsibility to manage finances as well as to report them accurately to all the stakeholders. As all the financial reports are very technical and not many in the organization are familiar with the IFRS, other reporting standards, and regulatory requirements, finance professionals often face difficulty in communicating the financial information and graphical reports to the non-finance staff and sometimes even the Board members. The storytelling technique is proven to impart information where the participants get involved by having an immersive experience that allows them to enjoy absorbing the information dynamically and entertainingly.

This program aims to engage all those finance managers and accountants and to provide them with the skills they need to communicate financial information to finance and non-finance professionals to help them make better business decisions.

The training program is offered via following channels:

- Self-paced lessons
- In-person 2 day-class (limited locations)

Main Case Studies: 1

Other Case discussion: 3



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### **OBJECTIVES OF THE PROGRAM:**

At the end of the program, participants should be able to:

- Describe accounting & financial information including key financial and operational metrics in plain language
- Be able to create a story behind the numbers
- Recognize the value of using charts & pictures
- Design clear and concise presentation to drive desired action
- Share detailed information in clear and concise manner
- Be able to get your recommendations and ideas across and help the audience take the next step

### **PARTICIPANTS:**

From Managers to CFOs / CEOs/ Partners wanting to enhance their skills and abilities to explain financial information to other stakeholders in the organization, clients,, and team members

### **COURSE COVERAGE:**

1. Understanding the problems, one encounters in business meetings and presentation.
2. Understanding the Human behavior
3. How storytelling helps?
4. Identifying the problem
5. Visual Impact - Developing the right presentation slides
  - Necessary Analysis/ information
  - Choosing the right display
  - Use of graphs/ charts and infographics
  - Use of colors
6. Speech Impact - Information delivery
  - Constructing a compelling story
  - The three Acts
  - Factors that trigger emotions
  - Non-Verbal Communication
  - Tell your story



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# ELEARNING MODULE

## SCHEDULE:

- E-Learning – Self-paced
- Course duration: 12 Hours
- Virtual Classes 1 hour once a month
- 24/7 Support
- 60% passing criterion
- Quizzes & Assignments

## PAYMENT:

- US\$ 249 [Pay now](#)
- Group discounts & installments available  
([contact@ed-watch.org](mailto:contact@ed-watch.org))



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# IN-PERSON CLASS

## SCHEDULE:

- In-person class
- 2 days – Four session – 8 hours a day
- Timing 9:30 AM to 5:30 PM (GMT+5)
- Dates: 9<sup>th</sup> & 10<sup>th</sup> August 2023
- Locations: KHI

## PAYMENT:

- US\$ 245 [Pay now](#)
- Group discounts & installments available  
([contact@ed-watch.org](mailto:contact@ed-watch.org))



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# REACH OUT TO US



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