



The Accidental Accountant™ *Using Improvisation To Create Positive Results*

Financial Storytelling: The Key in Growing Your Organization to the Next Level

Are you responsible for presenting financial information to your organization? If you're a CEO, CFO, financial analyst or a manager needing to communicate financial information in an impactful way, this workshop will give you the necessary tools to tell more effective stories with your financial data.

Bring financial information to life and use it to communicate a story to an audience, with a focus on simplicity and ease of interpretation. This is accomplished through a mix of financial data, visualization, storytelling theory, best practices, and practical application.

Course Objectives: Following completion of the session, participants will be able to:

- Participants attending this course will be able to:
- Summarize the historical financial information to be delivered
- Translate accounting/financial language into plain English through similar and understandable context
- Recognize the value of using charts and pictures in your in financial presentations
- Design your PowerPoint presentation to let the audience see only what you want them to see at that moment
- Demonstrate and explain why storytelling is an effective method of getting your recommendations and next-steps across to your audience

Course Highlights:

- Communicating financial information in an impactful way
- Telling more effective stories with your financial data
- Connecting with your audience through real world examples
- Interpreting and presenting complex financial information through storytelling skills
- Unlocking the powerful story hidden within the numbers

CPE Credits: 1 - 4

Designed For: CPAs/Professionals in both private and public practice who want to enhance their skills and abilities to explain financial information to associates and clients

Field of Study: Communications

Prerequisites: None