

The Finance Stage

Make your FP&A team part of the decision-making process thanks to **Financial Storytelling**

Despite the **strategic importance of the insights** developed by FP&A, our presentations lack engagement and interest and the main feedback received is



No clear message



No business empathy



Use of financial jargon



Distracting visuals



No storytelling

This is why we developed **the Finance Stage**, course that trains FP&A professionals to improve their financial storytelling and presentation skills.



Course overview

- Step 1:** Prepare your message
- Step 2:** Prepare your story
- Step 3:** Prepare your visuals
- Step 4:** Prepare yourself

And deliver your presentation (see more details in next page)



Targeted audience

FP&A/Controlling teams of more than 5 persons who want to

- **influence** business decisions
- craft a memorable message that generates **engagement** and **follow up actions**



Format

- The 8 hours course is given
- In person in 1 day on your premises (or any other place)
 - Online via Zoom/Teams 4 workshops of 2 hours
 - Self-paced video training



Learning method

The course alternates **theory** and **interactivity** with

- Individual/group exercises
- Brainstorming sessions
- Quizzes
- Practice

Soufyan Hamid, the facilitator

Soufyan spent 17 years in FP&A and through his **experience**, he developed a training method mixing the storytelling principles of TEDx talks and Toastmasters with the specificities of FP&A. A training for Finance by Finance



From this course, we learned excellent techniques to enhance my financial presentations, starting from the basics in graphics to tips on how to be prepared to answer difficult questions. Soufyan listens and works with the resources from your everyday life[...]

Carlos Rodriguez
CFO at Fractal



The course was structured in a logical sequence [...]. The theoretical parts were alternating with practical ones, [...]. Soufyan did a great job walking us through this journey, adapting as we went. It was great to also receive actionable feedback following the last session [...]

Delia Pop
Financial Planning and Analysis Manager at Dance

Contact me to find out more



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What do we cover in this course?

The course covers the main pain point of finance teams in crafting their usual presentations and propose concrete ways to apply them. This comes from the start (what insight to extract from the analysis) to the end (how to deliver the presentation)



How do we facilitate? - Holcim case study

STEP 1
Prepare your message



The reporting prepared for Holcim was analysed by team and each team was assigned a different stakeholder, having the role of sparring partner.

Strong team engagement during that exercise

STEP 2
Prepare your story



When the main message was clear, the teams could structure their presentation thanks to a framework and stickers with each message and supporting assertion.

At that point, they started to see what they were going to say

STEP 3
Prepare your visuals



Only then, the teams could jump on preparing the slides. Teams were OK but under stress because **we made it short on purpose to show that slides are only a supporting element of the presentation, not the central.**

STEP 4
Prepare yourself



The final step before the presentation is to train for the delivery. By using volunteers or the instructor, we show best practices in body language, voice tone and delivery of a presentation.

Recharges the batteries before the ultimate presentation

What do they think

★★★★★

What I like most about the course in storytelling for finance is how it effectively integrates complex financial concepts with persuasive narrative techniques, making the content more accessible and memorable. I would definitely recommend this course to a friend, as I believe it offers a unique perspective on how to communicate financial ideas more impactfully. I have particularly appreciated learning how to structure and present financial information in a more captivating manner, which I believe I can apply in real-life professional situations to enhance my ability to influence and persuade. I'm from Mexico and the content, language, and method is really valuable.

Emmanuel Mora
Controller

★★★★★

The one who wanted to improve presentation skills and **Soufyan's courses are highly recommended**. He is doing some great Job.

Samir Das
Financial Director at The Organic Pharmacy

★★★★★

A well-structure, concise course. It gives a good mix of lecture and practice, in a **very supportive atmosphere**.

Ilona Sisak
Deputy CEO at SIGNAL IDUNA