

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 throughous bærearebe, 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 Fracttal



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









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



message

story



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





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







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.**



Prepare **yourself**



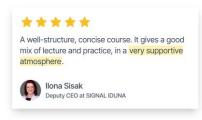
The final step before the presentation is to train for the delivery. By using volunteers or the instructor, we show best practices in body language, voice tone and delivery of a presentation.

Recharges the batteries before the ultimate presentation

What do they think







Deloitte.

















