

# HOW TO PRESENT NUMBERS



she speaks

**NUMBERS**



# ARE YOU READY?

Per \*Deloitte, by 2025 one of the most highly sought after skills for finance and accounting leaders will be **STORYTELLING** skills.

There is no other skill more important to the elevation of your career and the elevation of your teams than effective communication.

These are the skills that inspire action and move teams and organizations forward.

So let me ask you again? Are you and your team ready for this shift in business leadership?

If not. Fear not! I've got you!

This guide will give you the 4 steps you need to begin incorporating storytelling into your financial presentations to engage, inspire and drive action.

*\*Deloitte's "Crunch Time V Finance 2025"*

# THE FINANCIAL STORYTELLING FRAMEWORK

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## STEP 1 - WHAT'S THE STRATEGY?

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The first step we need to do to begin creating and crafting a story actually has nothing to do with the skill of storytelling but it's an essential piece if you want your stories to have meaning.

Take the time to understand the strategic goals of your department, your function, or the project you are sharing a story about and how the point of your story fits within the overall strategy of your organization.

This is an important step because if your stories don't somehow relate to the vision or mission of those you are trying to influence, then your stories are actually irrelevant.

If you want to influence, if you need to inspire action, if you want to have impact then you need to ensure the stories are strategically aligned.

## STEP 2 - WHAT'S THE GOAL?

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Every presentation should have a goal and that goal should be determined for the audience listening.

Before you pull up a blank google slide deck and attempt to craft any presentation, take some time to answer these three questions:

1. Who will be in the room?
2. What is their biggest goal?
3. What is their biggest fear and what will give them hope?

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Are you presenting to executives whose biggest goal right now is hitting financial expectations?

You'll want to find the data and share the stories that help guide decisions that can help move this goal forward.

Or maybe you are presenting to managers whose biggest goal is to increase employee retention. You'll want to craft an entirely different presentation that addresses this

If you've taken the time to define and identify the answers to these questions, your presentation will resonate much stronger.

## STEP 3 - FIND THE STORIES

Now that we've Identified the strategic goals, we've thought through who our audience is and what they need to hear, we can now identify the stories that matters most.

And they way you do that is by asking a lot of questions. Questions that sound like this.

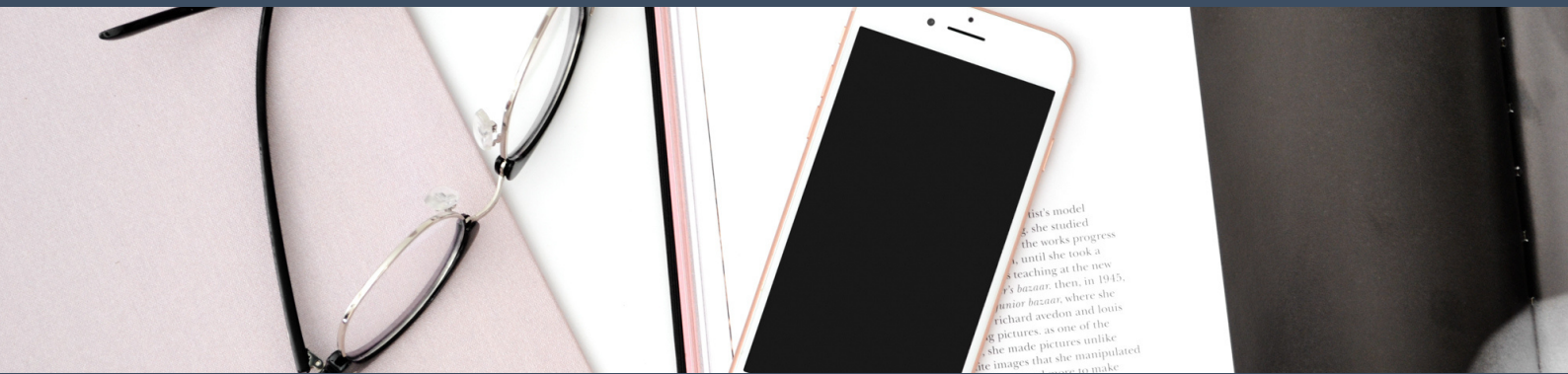
1. What is surprising? Scary? Hopeful? Compelling?
2. What is something I know not everyone knows?
3. What is bringing us closer to our goals? What is bringing us further away?
4. In what ways are we doing better than our competitors? In what ways are we doing worse?
5. What has long term implications now? What do I need to trend out longer to show the long term significance?
6. What is trending differently than before? What is meaningful now that wasn't before?
7. What is one thing that is we ignored would be bad?
8. How can I make someone look good?
9. What is the one thing I want people to care about?





# THE FINANCIAL STORYTELLING FRAMEWORK

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## STEP 4 - CRAFT YOUR STORY ARC

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And finally step 4 of the process you're going to craft the story arc which all starts with your one main idea.

What's the ONE message you want your audience to take away from your story?

There should only be one point per story. So what's the point you want to make with your story? Write it down. Any information or data that does not support this point gets tossed out.

Once you've identified the one point, you'll want to spend a little time crafting the story around this one idea with a story arc. A story is a story because it has a story arc. It has rise and fall and it's in the rise and fall that creates the emotional connection we feel when we hear a story.

There are about 6 different story arcs I use in financial storytelling.. Three end in positive success, like the hero's journey or a rag to riches story and three end in bad fortune, like a Romeo and Juliet story but in all 6 different story arcs in order to generate emotion every single one has conflict.

Conflict is what hooks us into the story. A simple way to craft your story is to think about in terms of Set Up, Struggle & Solution. The Set Up is where you'll provide the necessary context to ensure your listeners understand what's happening, the middle introduces the Struggle the team needs to come together to solve and the Solution is where you present the resolution to tackling the struggle.

Ready to bring confident communication & storytelling skills to your finance & accounting team?

**BOOK A FREE DISCOVERY CALL TODAY!**



Hi!

I'M LIZ BARHYDT

The best career advice I ever got was from one of my first VP's I ever worked for. She was famous for her Friday breakfast brioche french toasts and she created the most loyal team I've ever been a part of.

Early in my career I was scared to speak unless I knew exactly what I was going to say and perfectly crafted out the message in my head over and over.

I would never raise my hand for new challenges unless I knew without a shadow of a doubt I would absolutely crush it.

And while I thought this attitude contributed to my success,

**IN REALITY IT ACTUALLY HELD ME BACK.**

One day, my VP pulled me aside after a team meeting. She said, "Liz. You are such an asset to this team. But remember,

**...THE GREATEST OPPORTUNITIES ARE FOUND IN THE MESSY."**

As finance & accounting leaders, it's scary to get out of comfort zones and step into new territory. It's scary to put ourselves out there.

But we cannot forget it's when we leave our comfort zones, we experience the greatest growth.

# YOUR SUPERPOWER

So I started stepping out.

I got uncomfortable

And I vowed to speak out if I had something to say regardless of what I thought other's would think of me.

## AND I BELIEVE THAT IS WHAT SKYROCKETED MY CAREER TO CFO.

I found my voice, I learned to use stories to communicate effectively and people noticed.

And now after over 15 years of experience, helping build high performing teams and coaching my rising leaders to find their voice I love that I get to help others outside my immediate organization do the same.

I help them get out of their comfort zones &

## STAND OUT IN THEIR CAREERS BY DEVELOPING EFFECTIVE COMMUNICATION AND FINANCIAL STORYTELLING SKILLS.

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