

COURSE OUTLINE

How to Smell the Numbers

Who is it for?

- This workshop is aimed managers who need to improve their understanding and communication of the management information.

What is it about?

- This course is aimed at senior managers who need to develop better financial awareness and analysis skills. Those individuals who need to be able to support their presentations more robustly and too often spots anomalies or gaps in the financial “story” they tell.

What will it cover?

- Understanding the communications model
- Tailoring your message for your audience
- Identifying your communication objectives and working backwards
- Communication: emotion, not data transfer
- Specific examples
- Case Study – presentation by trainer of data analysis including anomalies, contradictions and errors.
- Delegates to identify those errors, consolidate and summarise presentation in a 5 minute presentation
- Review & action planning

What will I learn?

- Methods of communication you can take to get your points and objectives across in a positive manner
- The different behavioural and communication styles
- Adapting your communication methods to different types of people and situations
- Developing effective skills for persuading and advising others in the work place
- Confidence to ensure that the numbers support the story / communication objective