

A close-up photograph of a person's hand pointing at architectural blueprints on a desk. Another hand is holding a pen over the blueprints. In the background, a laptop is open, and the scene is lit with warm, golden light, suggesting an office or meeting environment.

The Art of Communicating Finance

GFOASC, October 2023

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Who are you
communicating finance
to?





Agriculture
Business
Consulting
Finance
Health Care
Insurance
Law Enforcement
Marketing
Nonprofit
Recreation
Retail
Staffing

Aviation
Construction
Education
Government
Hospitality
Law
Manufacturing
Military
Real Estate
Religious
Sports
Utilities



Education (20)
Utilities (10)
Finance (8)
Real Estate (7)
Manufacturing (5)
Nonprofit (5)
Hospitality (3)
Staffing (3)
Government (2)
Aviation (1)
Law Enforcement (1)
Recreation (1)

Law (13)
Retail (9)
Health Care (7)
Construction (6)
Military (5)
Religious (4)
Insurance (3)
Consulting (2)
Agriculture (1)
Business (1)
Marketing (1)
Sports (1)

Basic Pillars of Success

Audience

Simple

Major

Passion



Financial Presentation Principles



DATA AND
STORIES,
PICS,
GRAPHS



TRENDS
AND KPI



QUESTIONS
AND
DISCUSSION