

HOW CENTER STAGE IMPROVES FINANCIAL PRESENTATIONS



Financial and other quantitative information doesn't have to be dull and boring. Chief Financial Officers, economists, analysts, and all those involved in presenting data rarely have the training to do this well. Once they learn, they are relieved and grateful to discover techniques and strategies that make their lives so much easier. Instead of dreading presentations, they look forward to them.

EXAMPLE

Mr. L was the CFO of a mid-sized petroleum company. After he completed Center Stage, the biggest win for him was how much time he saved preparing for his financial presentations. "It literally takes me 1/3 the time," he told us. "When you multiply that out over several years, the productivity improvement is staggering."

CENTER STAGE TIP

Don't just show a spreadsheet and expect your audience to grasp what you grasp, without 1) setting up the context before you show it, 2) highlighting the most relevant numbers, and 3) being quiet when you first show the slide.