



**ed-watch**  
Your online resource partner



In-person  
**FINANCIAL  
STORYTELLING**

**Make numbers matter: Become a financial storyteller who inspires action.**

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**6, 7 & 8 May 2024**



**JW Marriott Marina Hotel  
UAE, DUBAI**



**9:00 am - 5:00 pm (GMT +4)**

## PROGRAM OVERVIEW

Finance Managers and Accountants constantly juggle serious responsibilities within the organization, that is the responsibility to manage finances as well as to report them accurately to all the stakeholders. As all the financial reports are very technical and not many in the organization are familiar with the IFRS, other reporting standards, and regulatory requirements, finance professionals often face difficulty in communicating the financial information and graphical reports to the non-finance staff and sometimes even the Board members. The storytelling technique is proven to impart information where the participants get involved by having an immersive experience that allows them to enjoy absorbing the information dynamically and entertainingly.

This program aims to engage all those finance managers and accountants and to provide them with the skills they need to communicate financial information to finance and non-finance professionals to help them make better business decisions.

## OBJECTIVE OF THE PROGRAM

- At the end of the program, participants should be able to:
- Describe accounting & financial information including key financial and operational metrics in plain language
- Be able to create a story behind the numbers
- Recognize the value of using charts & pictures
- Design clear and concise presentation to drive desired action
- Share detailed information in clear and concise manner
- Be able to get your recommendations and ideas across and help the audience take the next step
- How to prevent double-counting of emissions
- How to classify emissions from leased assets
- How to classify emissions from biomass

## WHO SHOULD ATTEND?

From Managers to CFOs / CEOs/ Partners wanting to enhance their skills and abilities to explain financial information to other stakeholders in the organization, clients, and team members

## METHODOLOGY

The program will be highly interactive, with opportunities to advance opinions and ideas. Participation is encouraged in a supportive environment. To ensure the concepts introduced during the program are understood, they will be reinforced through a mix of learning methods, including lecture style presentation, open discussion, case studies, exercises, and group work.

## COURSE COVERAGE

### Day 1: Warming up for storytelling

#### Exercise 1:

- What's your Story?
- Times when a minor communication error led to major consequences
- Why most people fail in building a narrative
- Understanding the human psychology
- Human behavior in response to information.
- Why stories?
- Why financial storytelling?
- Pre-requisites of presenting a story
- Case Study

#### Exercise 2:

- What are the problems in the given case?
- Developing a story

### Day 2: Constructing a story

- Storytelling with data
- Choosing the display
- Charts & graphs using MS Excel

#### Exercise no. 3:

- Choosing a display.
- Focus attention

#### Exercise no. 4:

- Drive more focus
- Developing the narrative
- Structure of a story
- The three Acts
- Beginning
- Middle
- Ending

#### Exercise no. 5:

Build Nina's story

Role of non-verbal communication

#### Exercise no. 6:

Present the case

### Day 3: Delivering impactful financial presentations.

- Case Study 2

#### Exercise no. 7:

- Group Activity.
- Different Scenarios to look for
- Guest speaker session
- Case Study 3

#### Exercise no. 8:

- Present stories
- Best practices for continuous improvement





## TRAINER PROFILE

### SANA QUADRI

IFRS | Financial Storytelling | Digital Enthusiasts



Financial leader and digital champion, Ms. Sana boasts over 16 years of experience driving process improvement and innovation. As a seasoned finance expert, she's held senior roles at renowned institutions like Telenor Microfinance Bank (Director of Financial Reporting) and Lakson Investments & Next Capital (CFO). Throughout her career, she's tackled diverse projects in the financial services industry, notably in digital transformation of finance function, internal controls over financial reporting, bookkeeping structure for core banking, corporate governance and IFRS implementation (16, 9, 15).

Leveraging her deep accounting and finance expertise, Ms. Sana has evolved into a sought-after trainer, empowering others through her knowledge of IFRSs, Financial Reporting & Analysis, and Financial Storytelling. Her "IFRS Practical Issues Series" program provides a platform for accountants to learn and collaborate on real-world challenges.

Recognizing the ever-growing need for digital skills, Ms. Sana embraced her entrepreneurial spirit and founded Ed-Watch. This initiative prioritizes equipping individuals and organizations with the skills needed to thrive in the digital age.

Her commitment extends beyond the corporate world. As a Chartered Accountant (PwC alumna), Ms. Sana champions inclusivity. She led the development of ICAP's "Women Inclusion Guidelines" and actively participates in committees like "Economic Advisory & Government Relations" and "Women's Committee." Her research on "Increasing the tax net in Pakistan" was published in "The Pakistan Accountant" under the title "Time to tackle taxation Jams."

Ms. Sana currently wears two hats: CEO of Ed-Watch and financial consultant/ controller at HugoBank, one of Pakistan's pioneering digital banks. Established by the prominent global players GETZ and Atlas, HugoBank leverages their extensive experience and resources. At Hugo Bank, she's building the financial foundation, paving the way for growth and success in this innovative landscape.

## PROGRAM DETAILS

- Three days In-person training program.
- On 6 - 8 May 2024, UAE, DUBAI
- Timing 9:00 AM - 5:00 PM (GMT+4)
- 24 Credit Hours Training.
- Certified by CPD UK.

**Price USD 2595 per person, excluding tax.**  
Group discounts available.



# Accredited by CPD UK

## FOR REGISTRATION CONTACT

[Register Here](#)

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### VISIT US

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