



Financial Data Storytelling and Executive Dashboards Training Course

16 – 20 August 2027
Madrid

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Ref: 795_160411 **Date:** 16 – 20 August 2027 **Location:** Madrid **Fees:** 5700 Euro

Overview

Financial Data Storytelling and Executive Dashboards Training Course is a five-day professional course for finance managers, FP&A professionals, management accountants, financial analysts, controllers, and business partners who leave with a Financial Decision Storyboard and Executive Dashboard Pack. Participants connect decision questions, financial measures, visual integrity, variance narratives, dashboard architecture, executive briefings, and action tracking. The course addresses reports that contain accurate numbers but fail to focus attention, explain drivers, or prompt decisions. Agile Leaders Training Center develops decision-focused financial data storytelling.

Who Should Attend

- Financial planning functions responsible for forecasts, scenarios, performance, and management insight
- Management accounting functions responsible for costs, margins, variances, and decision support
- Controllershship functions responsible for reporting quality, consistency, and governance
- Financial analysis functions responsible for trends, drivers, comparisons, and recommendations
- Business partnering functions responsible for translating financial evidence into operational decisions
- Reporting and analytics functions responsible for dashboards, semantic definitions, and distribution

The course assumes participants can interpret financial statements, budgets, forecasts, variances, and KPIs, and leaves out basic accounting, introductory spreadsheet use, data engineering, and external certification preparation.

Departments and Industries

The course supports departments and industries that communicate financial performance to managers and decision-makers.

- Corporate finance, FP&A, and controllership
- Retail revenue, margin, and store-performance reporting
- Manufacturing cost, yield, and operations reporting
- Banking profitability, risk, and portfolio reporting
- Healthcare service, capacity, and cost reporting
- Public-sector budget and service-performance reporting

Learning Objectives

By the end of this course, participants will be able to:

- Build decision questions and an audience-focused reporting structure
- Apply consistent definitions and visual notation to financial measures
- Analyze variances, trends, drivers, and exceptions
- Compare visualization choices for financial evidence
- Build executive dashboards and concise financial narratives
- Deliver briefings that connect insight, decision, owner, and action

Course Agenda

Day 1: Frame the Financial Decision Story

- Executive Audience and Decision Question Map
- Financial Message Pyramid and Story Arc
- KPI Definition and Business Rule Dictionary
- Baseline, Target, Forecast, and Actual Framework
- Financial Decision Storyboard

Day 2: Analyze Performance and Drivers

- Variance Bridge and Driver Tree
- Price, Volume, Mix, and Efficiency Analysis
- Trend, Seasonality, and Exception Review
- Segment, Product, Customer, and Channel Comparison
- Materiality and Management Attention Matrix

Day 3: Design Finance Dashboards

- IBCS SUCCESS Formula for Business Reporting
- ISO 24896 Business Reporting Notation
- Chart Selection and Visual Integrity Checklist
- Executive Dashboard Information Architecture
- Filter, Drillthrough, and Detail Navigation Plan

Day 4: Write and Present the Narrative

- Context, Evidence, Meaning, and Action Structure
- Variance Commentary and Driver Explanation Template
- Risk, Opportunity, and Outlook Narrative
- Executive Briefing Sequence and Question Plan
- Decision, Owner, Due Date, and Action Tracker



Day 5: Practice Financial Storytelling

- Exercise: Diagnose a Weak Finance Dashboard
- Exercise: Build a Variance Bridge and Driver Narrative
- Exercise: Redesign an Executive Finance Dashboard
- Exercise: Deliver a Decision-Focused Finance Briefing
- Capstone: Financial Decision Storyboard and Executive Dashboard Pack

Practical Exercises

The course uses suggested activities based on finance reporting scenarios in retail, manufacturing, banking, healthcare, and public services.

- Suggested activity: convert a broad reporting request into audience needs, decision questions, measures, definitions, and an ordered financial story.
- Suggested activity: analyze actual, budget, forecast, prior-period, and segment results using variance bridges and driver trees.
- Suggested activity: test charts, scales, notation, density, hierarchy, accessibility, filters, and drill paths against a dashboard design checklist.
- Suggested activity: deliver an executive briefing and capture the decision, owner, due date, evidence, and follow-up action.

FAQs

Who suits financial data storytelling training, and what does it assume?

Finance managers, FP&A teams, management accountants, analysts, controllers, business partners, and reporting specialists suit the training; it assumes they can interpret financial statements, budgets, forecasts, variances, and KPIs.

How does financial data storytelling differ from a general data visualization course?

Financial data storytelling starts with management decisions and financial relationships, then combines definitions, variance drivers, materiality, visual notation, narrative, outlook, and actions; general visualization training focuses more broadly on chart construction and presentation.

What makes an executive finance dashboard useful?

An executive finance dashboard is useful when it prioritizes decision-critical measures, provides comparisons and context, preserves visual integrity, exposes drivers and exceptions, supports detail navigation, and links insight to accountable action.



How should a financial variance narrative be written?

A financial variance narrative should state the result, quantify the material difference, identify credible drivers, distinguish recurring from temporary effects, describe risk or opportunity, and specify the decision or action required.

Which controls improve management reporting visualization?

Management reporting visualization improves through governed KPI definitions, consistent notation, comparable scales, clear labels, appropriate chart selection, source and refresh controls, reconciliation, accessibility, and review of commentary against evidence.

Conclusion

Participants take back a Financial Decision Storyboard and Executive Dashboard Pack containing audience and decision maps, a KPI dictionary, variance bridges, chart standards, dashboard architecture, narrative templates, briefing plans, and an action tracker. It changes periodic finance reporting into a focused management conversation. The pack keeps evidence, interpretation, decisions, and follow-up connected.