

Executive FP&A Storytelling: Communicating Numbers with Impact

25 – 29 October 2027
Kuala Lumpur

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Executive FP&A Storytelling: Communicating Numbers with Impact

Ref: 103600481_70804 **Date:** 25 – 29 October 2027 **Location:** Kuala Lumpur **Fees:** 5200 Euro

Course Overview:

Storytelling with Numbers: Executive FP&A Communication Mastery is an advanced corporate finance storytelling training course designed to elevate how FP&A leaders communicate insight, influence decisions, and support executive leadership. In today's organizations, finance professionals are expected to move beyond static reporting and deliver meaningful narratives through financial reporting storytelling and financial insights communication that enable confident decision-making.

This course focuses on data storytelling for finance professionals, equipping participants with the skills to translate complex forecasts, performance reports, and scenario analyses into clear, compelling messages. Participants learn how storytelling with financial data strengthens finance leadership communication and enhances credibility in executive forums. The program emphasizes practical FP&A presentation skills used in board meetings, executive reviews, and strategy discussions, ensuring financial insights are not only accurate but actionable.

Through real-world finance scenarios, the course develops executive financial storytelling capabilities that allow finance leaders and CFO-track professionals to frame risk, uncertainty, and performance in ways that resonate with senior stakeholders. By mastering financial reporting storytelling and storytelling for CFOs, participants become strategic communicators who can align finance outputs with organizational strategy, improve executive engagement, and accelerate business decisions.

Target Audience:

- FP&A Directors and Senior FP&A Managers
- Finance Business Partners
- CFOs and Deputy CFOs
- Finance Managers and Controllers
- Corporate Strategy and Planning Leaders
- High-potential finance professionals preparing for executive roles

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Targeted Organizational Departments:

- Financial Planning and Analysis FP&A
- Finance and Accounting
- Corporate Strategy
- Executive Management Offices
- Performance Management
- Investor Relations
- Transformation and Change Management functions

Targeted Industries:

- Banking and Financial Services
- Energy, Oil and Gas
- Manufacturing and Industrial Operations
- Healthcare and Pharmaceuticals
- Technology and Digital Enterprises
- Government and Semi-Government Organizations
- Large diversified corporate groups

Course Offerings:

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

- Apply executive financial storytelling techniques to FP&A outputs
- Convert analysis into clear financial insights communication for executives
- Structure narratives using storytelling with financial data
- Improve FP&A presentation skills for board and senior leadership meetings
- Communicate risk, uncertainty, and assumptions with confidence
- Strengthen finance leadership communication across the organization
- Align financial reporting storytelling with strategy and performance

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Training Methodology:

The training methodology is designed specifically for experienced finance professionals and FP&A leaders. Learning is centered on real executive finance scenarios, ensuring immediate relevance to participants' roles. The course uses facilitated discussions, applied exercises, and guided practice to strengthen finance storytelling training course outcomes.

Participants work in groups to reframe traditional financial reports into executive-ready narratives, enhancing financial insights communication and leadership presence. Interactive sessions focus on storytelling structures, audience framing, and message clarity, while individual exercises strengthen FP&A presentation skills.

Role-play simulations replicate executive meetings where participants practice storytelling for CFOs and senior stakeholders, followed by structured feedback and reflection. Peer reviews encourage learning from diverse finance perspectives. Throughout the course, emphasis is placed on clarity, credibility, and strategic alignment rather than tools, ensuring participants develop transferable storytelling judgment applicable across any finance environment.

Course Toolbox:

- Executive FP&A storytelling frameworks and models
- Financial narrative structuring checklists
- Storyboarding templates for finance presentations
- Executive message clarity guides
- Practical examples of storytelling with financial data
- Applied scenarios focused on financial reporting storytelling

Note: No software tools are provided. The course focuses on insights, frameworks, and examples of tools commonly used in finance environments.

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Course Agenda

Day 1: Foundations of Financial Storytelling for FP&A Leaders

- **Topic 1:** The Role of Storytelling in Modern FP&A and Executive Decision-Making
- **Topic 2:** From Financial Reporting to Financial Reporting Storytelling
- **Topic 3:** Understanding Executive Audiences and Decision Contexts
- **Topic 4:** Translating Financial Data into Business Meaning
- **Topic 5:** Core Principles of Storytelling with Financial Data
- **Topic 6:** Common FP&A Communication Pitfalls and How to Avoid Them
- **Reflection & Review:** Reframing existing FP&A reports into insight-driven narratives

Day 2: Structuring Executive Financial Narratives

- **Topic 1:** Narrative Thinking for Finance Leaders
- **Topic 2:** Story Structures Used in Executive Financial Storytelling
- **Topic 3:** Building Story Arcs Around Performance, Variance, and Trends
- **Topic 4:** Connecting Financial Insights to Strategy and Value Creation
- **Topic 5:** Communicating Assumptions, Drivers, and Constraints Clearly
- **Topic 6:** Ensuring Transparency and Integrity in Financial Reporting Storytelling
- **Reflection & Review:** Designing a structured executive narrative for an FP&A case

Day 3: Data Storytelling for Finance Professionals

- **Topic 1:** Simplifying Complex Financial Models Without Losing Accuracy
- **Topic 2:** Selecting the Right Data for Executive-Level Communication
- **Topic 3:** Visual Logic and Message Hierarchy in FP&A Presentations
- **Topic 4:** Storytelling with Financial Data in Forecasting and Scenario Analysis
- **Topic 5:** Explaining Risk, Sensitivity, and Uncertainty to Executives
- **Topic 6:** Turning Data into Actionable Financial Insights Communication
- **Reflection & Review:** Peer review of data-driven financial storytelling examples

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Day 4: Executive FP&A Presentation and Influence Skills

- **Topic 1:** Executive FP&A Presentation Skills for Board and C-Suite Meetings
- **Topic 2:** Presenting Insights Instead of Spreadsheets
- **Topic 3:** Finance Leadership Communication Under Time Pressure
- **Topic 4:** Managing Executive Questions, Challenges, and Objections
- **Topic 5:** Storytelling for CFOs in High-Stakes and Sensitive Situations
- **Topic 6:** Presence, Confidence, and Credibility in Financial Communication
- **Reflection & Review:** Simulated executive presentation with structured feedback

Day 5: Embedding Storytelling into FP&A Leadership Practice

- **Topic 1:** Integrating Storytelling into Monthly and Quarterly FP&A Cycles
- **Topic 2:** Coaching FP&A Teams on Financial Insights Communication
- **Topic 3:** Aligning Finance Storytelling with Corporate Strategy
- **Topic 4:** Measuring the Impact of Improved Executive Communication
- **Topic 5:** Building a Sustainable Storytelling Culture in Finance
- **Topic 6:** Personal Action Plans for Executive FP&A Communication Mastery
- **Reflection & Review:** Final synthesis, leadership commitments, and application planning

FAQ

What specific qualifications or prerequisites are needed for participants before enrolling in the course?

Participants should have experience in finance, FP&A, accounting, or business analysis. Familiarity with financial reporting and performance analysis is recommended.

How long is each day's session, and is there a total number of hours required for the entire course?

Each day's session is generally structured to last around 4–5 hours, with breaks and interactive activities included. The total course duration spans one week, approximately 20–25 hours of instruction.

How is storytelling with numbers different from standard FP&A reporting?

Standard reporting focuses on accuracy and completeness, while storytelling with numbers focuses on relevance, clarity, and decision impact, helping executives understand what the numbers mean and what actions they imply.

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How This Course is Different from Other Storytelling with Numbers Courses:

This course is designed exclusively for FP&A leaders and senior finance professionals, not general audiences. It focuses on executive realities such as decision pressure, accountability, and strategic influence. Unlike generic programs, it embeds finance leadership communication directly into FP&A workflows, ensuring storytelling supports real business decisions.

The course prioritizes financial reporting storytelling and executive financial storytelling in contexts such as board reviews, forecasts, and strategic planning. Participants develop judgment, structure, and communication confidence rather than relying on tools. By focusing on storytelling for CFOs and finance leaders, the course enables participants to elevate their role from report providers to strategic partners with lasting impact.