



ed-watch
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FINANCIAL STORYTELLING

Virtual Training



25th To 29th January 2026



9:00 AM – 2:00 PM (GMT +3)

PROGRAM OVERVIEW

Finance managers and accountants hold a critical responsibility within organizations: not only managing finances but also communicating them effectively to diverse stakeholders. While financial reports are often highly technical and rooted in IFRS, regulatory requirements, and complex reporting standards, many non-finance colleagues and even board members may struggle to interpret them clearly. This communication gap can create challenges for finance professionals, making it harder to translate data into insights that drive informed decision-making.

This program is designed specifically for finance and accountants professionals who need to bridge this gap. By leveraging financial storytelling techniques, participants will learn to transform technical reports into engaging, impactful narratives supported by visuals and structured communication methods. Through case studies, data visualization exercises, and hands-on practice, the program equips participants to present financial information in a way that resonates with both finance and non-finance audiences, enabling better business decisions at all levels of the organization.

OBJECTIVE OF THE PROGRAM

At the end of the program, participants should be able to:

- Understand the importance of financial storytelling and its role in effective leadership communication.
- Develop compelling financial narratives by recognizing the role of communication and psychology in decision-making, simplifying complex data, and applying the Three-Act Storytelling Framework.
- Select and design effective data visualizations that enhance clarity, focus attention, and support strategic storytelling.
- Strengthen presentation delivery skills, including the use of non-verbal communication for executive presence.
- Apply storytelling techniques to complex financial scenarios and deliver impactful stories tailored to diverse stakeholders.
- Gain insights from industry best practices and establish strategies for continuous improvement in financial storytelling.

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

1. Warming Up to 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 human psychology and behavior in response to information
- Why stories? Why financial storytelling?
- Case Study: Linking financial communication to real-world impact
- Exercise 2: Identify problems in the given case

2. Essentials of Financial Storytelling

- Pre-requisites of presenting a financial story
- Why financial storytelling matters for leadership and boards
- Developing a story from complex data
- Connecting numbers to business insights
- Exercise 3: Develop a story from the case

3. Storytelling with Data Visualization

- Storytelling with data: turning numbers into insights
- Choosing the right display (charts & graphs) using MS Excel
- Exercise 4: Select the most effective display
- Directing audience attention and focus
- Exercise 5: Drive focus using data presentation techniques



COURSE COVERAGE

4. Building and Structuring the Narrative

- Developing the narrative arc
- The Three Acts of a financial story: Beginning – Middle – End
- Exercise 6: Build Nina's Story
- Role of non-verbal communication
- Exercise 7: Present the case

5. Delivering Impactful Financial Presentations

- Case Study 2: Group activity – scenario-based storytelling
- Different scenarios to look for in boardroom & investor communication
- Guest Speaker Session: Best practices in financial storytelling
- Case Study 3: Crafting and presenting a financial story
- Exercise 8: Group presentations – Present Your Story
- Best practices for continuous improvement



TRAINER PROFILE

Sana Quadri

IFRS Expert | Financial Storyteller | Process improvement Expert



An accomplished professional with extensive leadership experience, she brings a distinguished track record from her work in digital banking, global startups, and complex multinational organizations. Her expertise encompasses financial management, advanced data analytics, and technology integration, underpinned by a dynamic career that balances corporate governance with frontline innovation.

Holding board-level positions in leading digital banks and diversified conglomerates, she has provided crucial strategic oversight, shaped robust governance frameworks, and driven high-impact decisions at the intersection of finance, technology, and regulation. Her boardroom leadership reflects a deep understanding of steering institutions through digital transformation and cross-border expansion. She is a Chartered Accountant and former PwC Alumni.

Training and Mentorship:

A dedicated mentor, she has significant experience in designing and implementing corporate training initiatives. Her programs focus on elevating team capabilities in finance (including IFRS expertise), data analytics, and financial storytelling. Some of her training clients include:

- UCIC
- Bank Albilad
- The Saudi Investment Bank
- Milaha
- HBL
- Ubl Funds
- Atlas Funds
- Tapal
- Macpack Films
- Toyo Packaging
- National
- Bank of Oman
- Shan Foods
- Attock Cement
- Feroze 1888
- Ittehad Chemicals
- DIC Pakistan
- LDC Company
- KPT
- Jhim Pir
- NBP
- Biafo Industries
- Treet Corporation
- Gulahmed
- Dalda Foods

PROGRAM DETAILS

- 25th To 29th January 2026
- 24 credit hours training program.
- Accredited by CPD UK
- 9:00 AM to 2:00 PM (GMT +3)

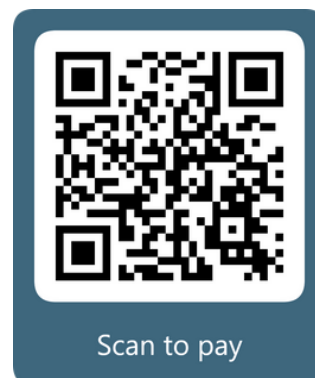


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To proceed with company registration.

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For any information, contact us at below given details.

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javaria@ed-watch.org

Call or WhatsApp Us

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Terms & Conditions

1. Registration and Payment Terms

- Course registration with Ed-Watch is only confirmed upon receipt of full payment, which must be completed within seven (7) calendar days from the date the invoice is issued.
- Accepted payment methods include bank transfer, cheque, credit/debit card.
- All course fees displayed in Ed-Watch communications (website, brochures, or proposals) exclude any applicable taxes, duties, or bank transfer-related charges. These additional charges, including any withholding tax, are the responsibility of the client where applicable.

2. Cancellation and Refund Policy

- Any cancellation made less than 14 days before the scheduled course start date will be subject to a 100% cancellation fee of the total course fee.
- All cancellation requests must be submitted to Ed-Watch in writing (email or official letter).
- Ed-Watch will acknowledge and respond to any cancellation request within seven (7) days of receipt.

Complete the nomination form and send it via email to shahzad@ed-watch.org or javaria@ed-watch.org.

Nomination Form							
S.No.	Participant Full Name	Job ID	Email ID	Contact No.	Function/ Department	Education Level	Years of Experience
1							
2							
3							
4							
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6							
7							
8							
9							
10							

Note: Please complete the details below if your nomination is through a company.

HR Contact Person Details		
Name:	Email ID:	Contact No:
Designation:	Company:	
Company Address:		

Invoicing Contact Person Details	
Name:	Email ID:
Designation:	Contact No:

Any Remarks:

OFFICE

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US: 20 Hallo St, Edison, NJ 08837, USA