



Financial Storytelling

Where Financial Insight Becomes Business Impact !



Program Overview

Finance managers and accountants play a vital role not only in managing finances but in communicating them clearly to diverse stakeholders. Technical reports based on IFRS and regulatory standards are often difficult for non-finance audiences to interpret, creating a decision-making gap.

This program helps finance professionals bridge that gap using financial storytelling. Participants learn to convert complex data into clear narratives using visuals, structure, and practice, enabling confident presentations and better, faster decisions across organizations at all levels companywide globally.

PROGRAM AT A GLANCE

- 1st To 5th November 2026
- 8:00 AM - 2:30 PM (GMT+3)
- 24 CPD Hours
- In Person Public Program In Riyadh (KSA)

Key Learning Outcomes

- ✓ Understand financial storytelling and its leadership role.

- ✓ Design effective visuals to enhance strategic storytelling.

- ✓ Develop narratives using psychology, data, and storytelling.

- ✓ Strengthen presentation skills and executive presence.

COURSE COVERAGE

Module 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

Module 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

Module 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

Module 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

Module 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



INSTRUCTOR



Sana Quadri

An accomplished leader with a strong background in digital banking, global startups, and multinational organizations, she brings deep expertise in financial management, advanced data analytics, and technology integration. Her career blends corporate governance with hands-on innovation, enabling her to drive impactful, future-ready strategies. As a board member of leading digital banks and diversified conglomerates, she has provided strategic oversight, strengthened governance frameworks, and guided institutions through digital transformation and cross-border growth at the intersection of finance, technology, and regulation. A Chartered Accountant and former PwC alumna, she is also a committed mentor and trainer, designing corporate programs in IFRS, data analytics, and financial storytelling to build high-performing finance teams.

PROFESSIONAL ASSOCIATIONS & AFFILIATIONS



AREAS OF EXPERTISE

Corporate Governance

Data Analytics

Financial Management

Board Leadership

Registration & Contact

PROGRAM DETAILS

- ☐ 1st To 5th November 2026
- ☐ Timing 8:00 AM - 2:30 PM (GMT+3)
- ☐ 24 credit hours

Who Should Attend?

- Managers seeking stronger financial communication skills
- CFOs and CEOs explaining finance to stakeholders
- Partners communicating financial insights effectively
- Leaders engaging clients and team members with clarity

To proceed with company registration.

CLICK HERE



For any information, contact us at below given details.

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Why Ed Watch?

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1							
2							
3							
4							
5							
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:
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Any Remarks:

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