

## The Season of Goodwill (and Bad Presentations)

It's annual reporting season and time for the all-important annual general **meeting of shareholders**. International macroeconomic conditions are on shaky grounds, and how you present information is just as important as what you say.

If you think your presentation style is not important, guess again!

A boring presenter can easily lose an audience. Instead of listening to the message, audience members simply hear *blah, blah, blah* . . . Worse yet is a confused presentation that leaves shareholders wondering whether the financial results were positive or negative after all.

Lose your audience and a once **cordial** meeting can turn ugly. Shareholders ask questions on issues that were already answered in the presentation. More aggressive questioning may follow.

While this may make for fun theater, it's no fun for company management, who has likely spent a great deal of effort in putting presentation material together.

Mastering a perfect presentation requires a careful balance between **brevity and clarity**. This is no easy task. Presenting financial information can get complicated quickly. In the current investment environment, clear information is needed to **assuage** fears and boost investor confidence.

But when a presentation goes well, you can sense that the audience is with you. Dialogue flows freely and valued information is passed on.

The character of a company is conveyed through the messages of its management. Master an excellent presentation and increase the prospect of earning something **invaluable**: shareholders' trust.

## Glossary

<b>assuage</b>	stilla, dämpa
<b>brevity and clarity</b>	korthet och klarhet
<b>cordial</b>	hjärtlig
<b>invaluable</b>	ovärderligt
<b>meeting of shareholders</b>	bolagsstämma