

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

annual general meeting	yhtiökokous
assuage	lievittää
boost	lisätä
brevity	(sanonnan) lyhyys t. suppeus
confidence	luottamus, varmuus
confused	sekava
convey	välittää
cordial	sydämellinen
pass on	kertoa eteenpäin
shaky	huterä
spend an effort	nähdä vaivaa