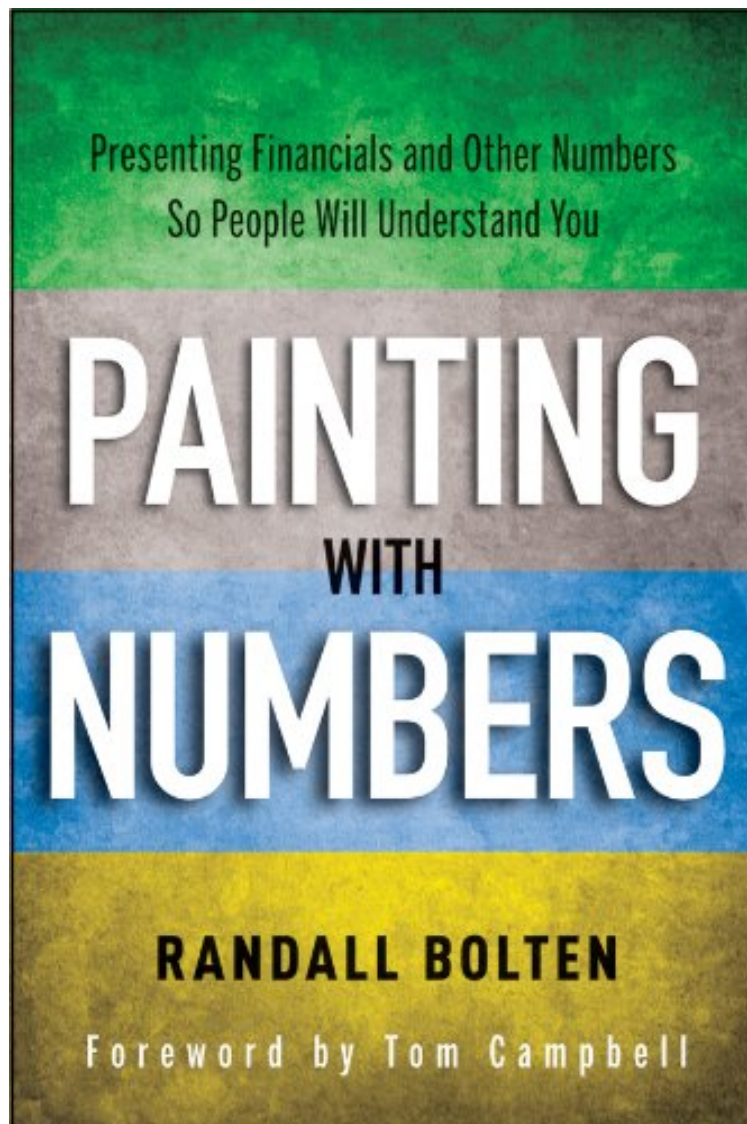


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## Painting with Numbers: Presenting Financials and Other Numbers So People Will Understand You

*Randall Bolten*

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**Randall Bolten : Painting with Numbers: Presenting Financials and Other Numbers So People Will Understand You** before purchasing it in order to gage whether or not it would be worth my time, and all praised Painting with Numbers: Presenting Financials and Other Numbers So People Will Understand You:

1 of 1 people found the following review helpful. You Don't Know It but You Need This BookBy C ThomsonIt is surprising how many people - even senior business types - are intimidated by numerical data. Occasionally this can be

an advantage in marketing to the naive or just in selling an idea. Generally, though, this fear of numbers works against you as the presenter. Apparent agreement evaporates after the meeting or the meeting degenerates into confusion. This book is an invaluable tool for getting numerical data across clearly. The book is well designed and it reads well. There is humor in the quotes selected. A lot of thought - and experience - has gone into this work. Get it! You - Mr., Mrs. or Ms. - Business Person or Not Business Person - will find it highly useful. NB: I was at Stanford Business School with the author. Apart from remembering that he is very bright, we have only had brief contact since then. My reason for writing this review is that I found answers in this book to tough questions that my software marketing daughter asked me so she is getting it for Christmas. 1 of 1 people found the following review helpful. Five Stars By Thomas R Hagerl use this as my text for work although some people still want pie charts. 1 of 1 people found the following review helpful. Textbook By Jaime G. I did not expect it to be written like a textbook. Not an easy read.

Learn how to communicate better with numbers Whether you are distributing a report or giving a presentation, you have a lot of numbers to present and only a few minutes to get your point across. Your audience is busy and has a short attention span. Don't let an amateur presentation bog you down, confuse your audience, and damage your credibility. Instead, learn how to present numerical information effectively; in the same way you learned how to speak or write. With *Painting with Numbers*, you'll discover how to present numbers clearly and effectively so your ideas and your presentation shine. Use the Arabic numeral system to your advantage master the use of layout and visual effects to communicate powerfully Understand how audiences process your information and how that affects your "personal brand image" Learn how to be perceived as a professional who truly understands the business concepts and issues underlying your numbers Use software tools, including Excel, PowerPoint, and graphs, efficiently and to drive home your point Author Randall Bolten shares his decades of experience as a senior finance executive distilling complicated information into clear presentations, to help you make your numerical information more comprehensible, meaningful, and accessible. *Painting with Numbers* is brimming with hands-on advice, techniques, tools, rules, and guidelines for producing clear, attractive, and effective quantation (the word the author has coined for the skill of presenting numbers).

*Painting with Numbers* does an excellent job of covering all the topics that go into effectively communicating with numbers. Bolten's style of writing is engaging, entertaining, and, most important, effective at delivering his message. This book has not only become a key reference on my bookshelf, but I also now have a comprehensive, textbook-style reference to use when I mentor others on communicating effectively with numbers." (Bill Boehman, CMA, CPA, *Strategic Finance Magazine*, January 2013) "There actually are quite a lot of annoying things that accountants and analysts do with spreadsheets and PowerPoint presentations. By the time I finished the first section of the book, I had thought of five or six experienced accountants at clients or companies I am investigating to whom I would like to give this book." (The Value Examiner, Sept/Oct 2012) "If you're doing investment pitches, you should read this book. If you're doing a pitch I'm going to see, I want you to have read this book. And if you're a startup CFO, finance lead, bean counter, or presentation slide deck preparer, then you should read this book." (Gust.com, June 2012) "Do you want to tell a story with numbers? If so, I recommend you run, don't walk, to buy this book." (Life Insurance Selling Magazine, June 2012) Praise for *Painting with Numbers* FROM REVIEWS: "I highly recommend the very accessible and process based book *Painting with Numbers: Presenting Financials and Other Numbers So People Will Understand You* by Randall Bolten, to anyone in business, public policy making, analysis, science, or any occupation or profession who works with numbers and must present that data to an audience. This book will improve your numeric and overall presentation skills, boost your career, and create a more successful business." — Wayne Hurlbert, Blog Business World "Painting with Numbers: Presenting Financials and Other Numbers So People Will Understand You [is] a book that will help you overcome the stigma of presenting numbers and allow you to give more effective presentations involving numbers.... For those in the financial world, Bolten's book is perfect if you're looking to give more successful presentations. It's as simple as that. You will be doing yourself — and your career — a huge favor." — David Domzalski, FinancialBin.com "Painting with Numbers, by Randall Bolten [is] the best book I've seen on how to present numbers with skill. Randall was a CFO for twenty years in Silicon Valley, so he's got the benefit of seeing all the various ways, shapes, and sizes that people throw numbers around. He's exactly the right person to learn from when it comes to seeing through the numbers, knowing what they mean, and knowing how to present them more effectively to speak the truth, and to make better decisions ... in work and in life. It's a book I'm going to recommend to the people I mentor to help them advance their careers and take their game to the next level." — J.D. Meier, MSDN Blogs FROM SPEAKING ENGAGEMENTS: "I've seen Randy Bolten's presentation about his book, *Painting with Numbers* (Wiley 2012) twice. Randy focuses on communicating numerical data. As a former CFO in the semiconductor industry, he has faced many a room full of high-level executives, and he has seen many a financial presentation -- some clear, many not so clear. His precepts are down-to-earth tips that anyone can learn to use. Simple, but not trivial. They fit into the half-hour between generating the numbers and publishing the report." — Richard Mateosian, STC Fellow (Society for Technical Communication) "Randall's relaxed and personable

presentation style made it easy to connect with the audience. He brought the definition of "quantation" to life with useful examples of how we, as professional communicators, can more clearly present financial information. I've seen enough bad presentations in my career to know that this information will be helpful to many." —David Gennarelli, Director, Investor Relations, Autodesk, Inc., and President, SF chapter of NIRI (National Investor Relations Institute) "Great presentation! Randall is an engaging and hugely knowledgeable speaker, who gave us a much-needed wake-up call about the importance of mastering financial communication. Not only was it useful, but thanks to Randall's humor and warmth, everyone enjoyed the ride. I highly recommend him!" —Rikke Jorgensen, VP Programs Professional Development, International Association of Business Communicators, San Francisco chapter

**From the Inside Flap**You have a lot of numbers to report or present, and your readers or listeners will give you only a few minutes to get your point across. Presenting numerical information coherently is a communication skill, and like any other communication skill, how well you do this has a dramatic effect on your audience's understanding of your narrative. Moreover, they will not distinguish between you and the information you are providing when forming conclusions about your professional and personal credibility. With *Painting with Numbers*, you'll discover how to present numbers clearly and effectively so your ideas and your presentation resonate with your audience. This is a skill that can be learned. During his nearly twenty years as a CFO in Silicon Valley, author Randall Bolten learned that small changes in the way numbers were presented made a huge difference in how well they were understood. In *Painting with Numbers*, you'll learn the art of quantation: the act of presenting numbers articulately for the purpose of informing an audience. Misunderstood reports can lead to mass confusion, and even costly errors. Bolten shows you how to package your material into the "right" presentation to deliver an outstanding performance, every time. Featuring a wide range of quantation examples, *Painting with Numbers* covers what you need to know to present numbers so that people can understand them quickly and get the maximum meaning from them. This accessible reference will teach you to:

- Use the Arabic numeral system to your advantage
- Master the layout to convey your information most effectively
- Use visual effects to enhance your reports
- Use software tools, including Excel and PowerPoint, efficiently to drive home your point
- Make graphs comprehensible and meaningful to your audience
- Interact with your audience as a peer
- Maximize the impact of the numbers in your oral presentations
- Add even more meaning to your quantation by combining ratios and other metrics with the basic report information
- Get the words right, and not just the numbers
- Create useful and meaningful management reports
- See how quantation can clarify public policy issues
- Appreciate the role quantation plays in your daily life

*Painting with Numbers* will show you how to communicate financials and tell your story in a way that is clear, comprehensible, concise, elegant, and, most of all, effective.

**From the Back Cover****Praise for *Painting with Numbers*** "In today's information age, the challenge facing public company executives to ensure their messages are heard by customers and investors has never been more poignant. *Painting with Numbers* lays out a practical guide to helping business leaders cut through all the noise and communicate crisply and clearly with the audiences that matter." —Duncan Niederauer, CEO, NYSE Euronext "Randall's book teaches what I have long believed— a key objective of finance is to provide timely, accurate, and understandable information that leads to better decisions. This is a challenge for organizations of all sizes—from very early-stage ventures to large public companies." —Eric Keller, Chief Operating Officer, Kleiner Perkins Caufield Byers "This is a book that badly needed to be written, so it's about time! I hope that it's read by not just financial people, but by entrepreneurs and C-suite executives as well. The book is both intellectually challenging and downright practical, and will shape the thinking of entrepreneurs and seasoned veterans who need to communicate numbers for business success." —Harry Kellogg, Vice Chairman, Silicon Valley Bank "Government policymakers need to do a much better job of communicating clearly with data, especially when it comes to our increasingly alarming federal fiscal situation. *Painting with Numbers* can help them do just that. Not only do I wish this book had been around when I was Budget Director, but I'm now prepared to drop my claim that my brother was adopted." —Joshua Bolten, former White House Chief of Staff and Director, Office of Management and Budget "I feel strongly that clearly and honestly presented data is essential to an informed electorate, and Randall made it possible for me to put that belief into practice. I'm delighted that a book like *Painting with Numbers* is available. I am confident that the lessons Randall Bolten sets forth in this book, a first of its kind, will have a hugely positive effect on the level of public debate and, thus, the quality of the choices we make in our public and private lives." —From the Foreword by Dr. Tom Campbell, Dean, Chapman University School of Law; former Dean, U.C. Berkeley Haas School of Business; five-term U.S. Congressman; Professor of Law, Stanford University; and PhD in economics (University of Chicago)