BCS® TOP TEN **MESSAGES** INTERNATIONAL BUSINESS COMMUNICATION STANDARDS Reports and presentations have messages. Present them at the top of each slide or report page. 48 products are in e in f 3 mUSD **TITLES** the segment of 3 mUSD Titles identify pages, charts, and tables. Name at least organizational unit(s), measure(s), and time period(s). mUSD 1'844), Construction Inc. Net sales in mUSD 2017 Ohio Missouri New Hampsh **TIME & STRUCTURE** Time and structure are the most important analysis types. Arrange time series horizontally and structural comparisons vertically. NYC Berlin **TIME PERIODS** Years Rome Time periods such as 'Years' Vienna and 'Months' should be identified Paris by different category widths. Quarters Apr May Months **CHARTS** 392 Austria 653 Charts are key for perception. 515 Prefer columns, bars, and lines to pies and gauges. Days Germany Apr May Jan Feb 6 **LABELS** Labels name data. Integrate labels for data series and values in charts. Try to avoid value axes and grid lines. Present Dark **Actual** ΔPL% +32 Solid Berlin +142 **Past** Present **SCENARIOS** +115 **Paris** +17 Light Dark 618 Rome **Forecasted** Scenarios represent the data categories AC to be compared. Use standard notations Hatched ΔΡΥ ΔΡΥ% for actual, planned, and forecasted data. PY +133 Berlin **Planned Paris** +147 **1** +2 Outlined Rome AC -10 Plann Outlined **VARIANCES** Variances are differences between scenarios. Unify colors for good and bad **SCALING** variances. Use pins for relative variances. Comparisons require consistent scaling. Don't cut axes. Use the same scale for the same units. Add scaling indicators if necessary. 40-

Share price in CHF

Feb Mar Apr May Jun Jul

-98 (-48%)

30-

20-

HIGHLIGHTING

arrows, and difference markers.

Highlighting accelerates comprehension.

Use unified indicators such as ellipses, trend