



Tips for Sharing Financial Stories with Your Board

Using Data the Right Way

DATA



ARRANGED



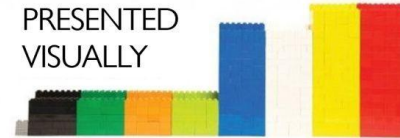
EXPLAINED
WITH A STORY



SORTED

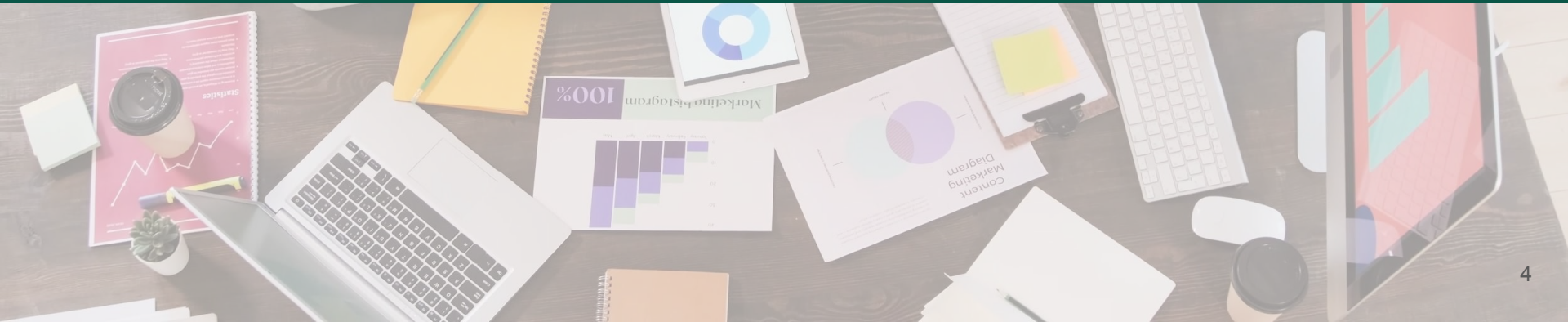


PRESENTED
VISUALLY




The Last Mile Problem

THINGS TO KEEP IN MIND AS YOU BRAINSTORM



Know Your Audience



Remember, you are **not**
presenting to yourself.

Know the
demographics
of your audience.

Find out what the
audience **wants**
to learn from
the presentation.

Know your
audiences' **level**
of knowledge.

Know Your Time Frame



TIPS FOR DESIGNING A PRESENTATION

Explain The Obvious

- **Titles**
- **Labels**
- **Scales**



Be Strategic

**Tap Into What We Know
About Human Behavior**



89289138126342

69831298231247

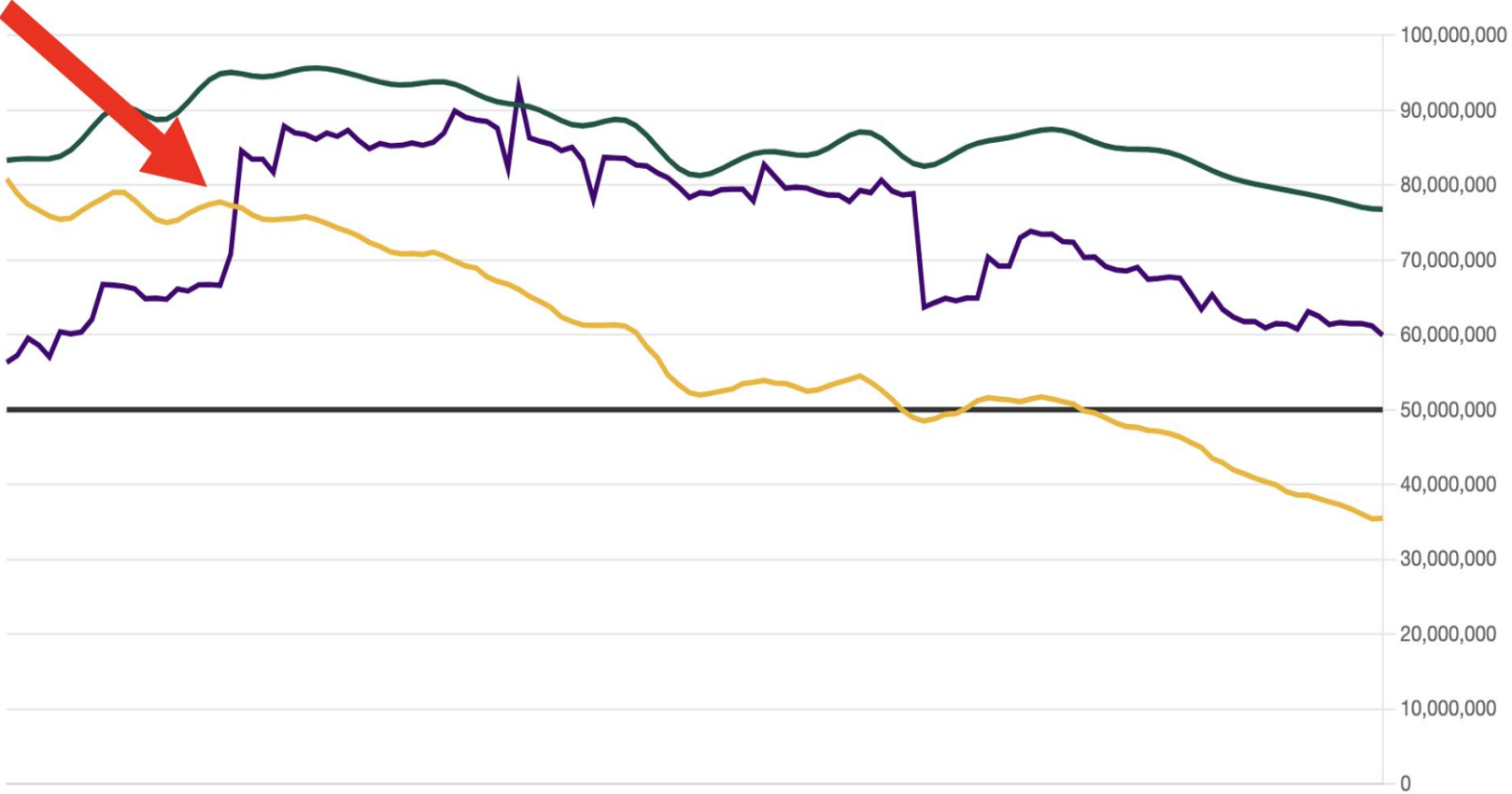
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2345326677381

4563796017323

Short-term Cash Position Forecast





TIPS FOR PRESENTING

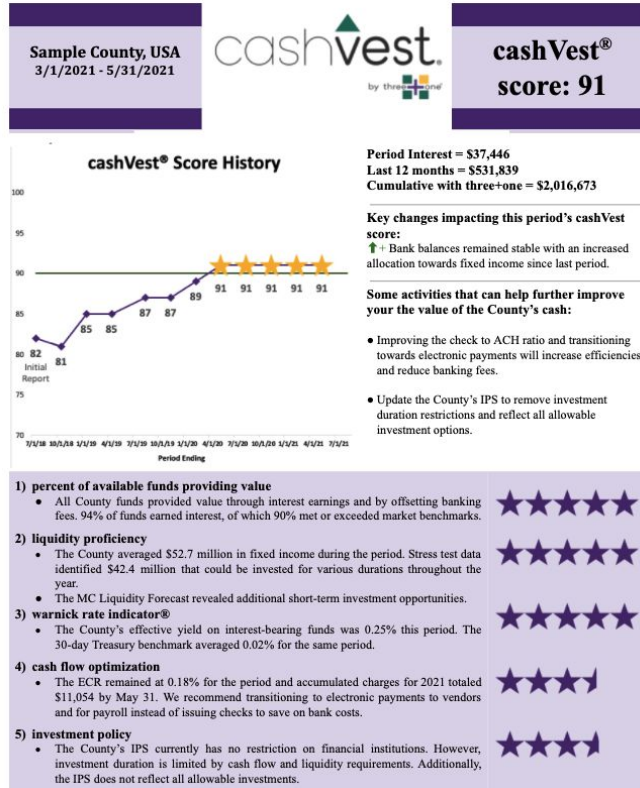


The Power of Repetition



Be Consistent With Metrics

An entity's cashVest score is always measured per quarter.



An entity's cashVest score is always based off of specific criteria.



COMMON MISTAKES



Presenting Data without Context



Annual Average Balance

\$68,080,354

Year-Over-Year Change

Annual	July 2022 - June 2023	July 2023 - June 2024	Difference
Avg. Balance	47,391,348	68,080,354	+20,689,006
Min. Balance	34,371,957	50,054,698	+15,682,741
Period	Apr 2022 - June 2023	Apr 2023 - June 2024	Difference
Avg. Balance	42,472,532	62,150,530	+19,677,999
Min. Balance	34,371,957	50,054,698	+15,682,741

You Cannot Do Everything



One Clear Message



The best data storytellers have one clear message for each graphic.

TIPS FOR PRESENTING LIQUIDITY DATA

Share Benchmark Data!

Benchmarking bank rates against U.S. Treasury rates, and against other comparable banks, ensures that you and your taxpayers are **receiving full marketplace value** on deposits.

	Term	Rate
Option #1	12-month CD	5.15%
Option #2	12-month T-bill	5.06%
Option #3	6-month T-bill	5.25%
Option #4	6-month CD	5.20%
Option #5	90-day T-bill	5.25%
Option #6	90-day CD	5.45%
Option #7	Liquid	5.38%

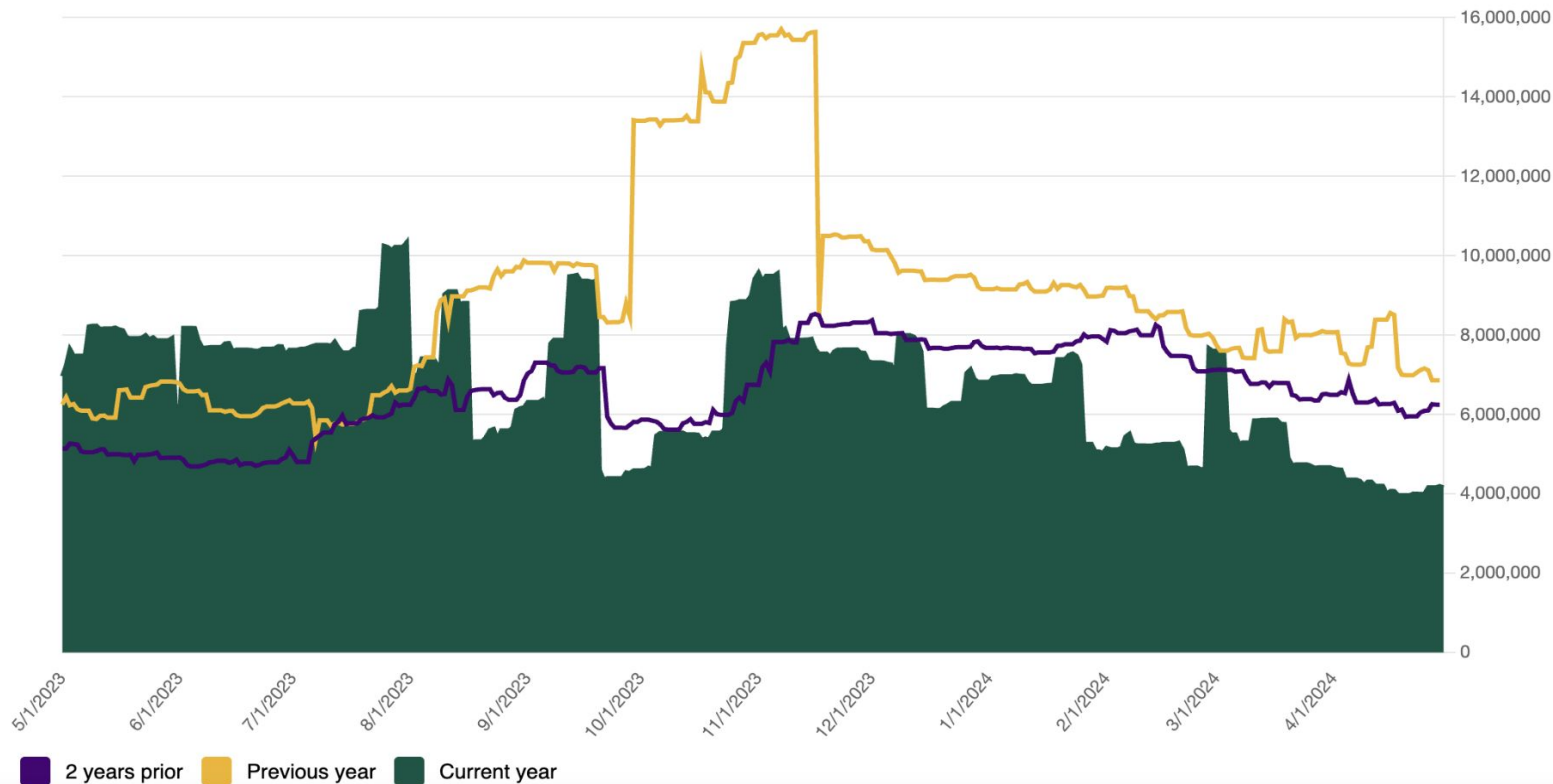
Range of actual interest rate quotes on a \$5,000,000 investment as of May 2024:

- Benchmarks help you know more about what your cash is worth, and they ensure you are always optimizing the value on all financial resources.
- \$5m @ 5.45% = **\$272,500** interest revenue
- \$5m @ 5.06% = **\$253,000** interest revenue

Use Graphics that Make Your Point Clear

Select account group

Main Operating Accounts



Do Your Best to Make Challenging Topics Simple



cashvest[®]
by three+one[®]

Liquidity Stress Testing

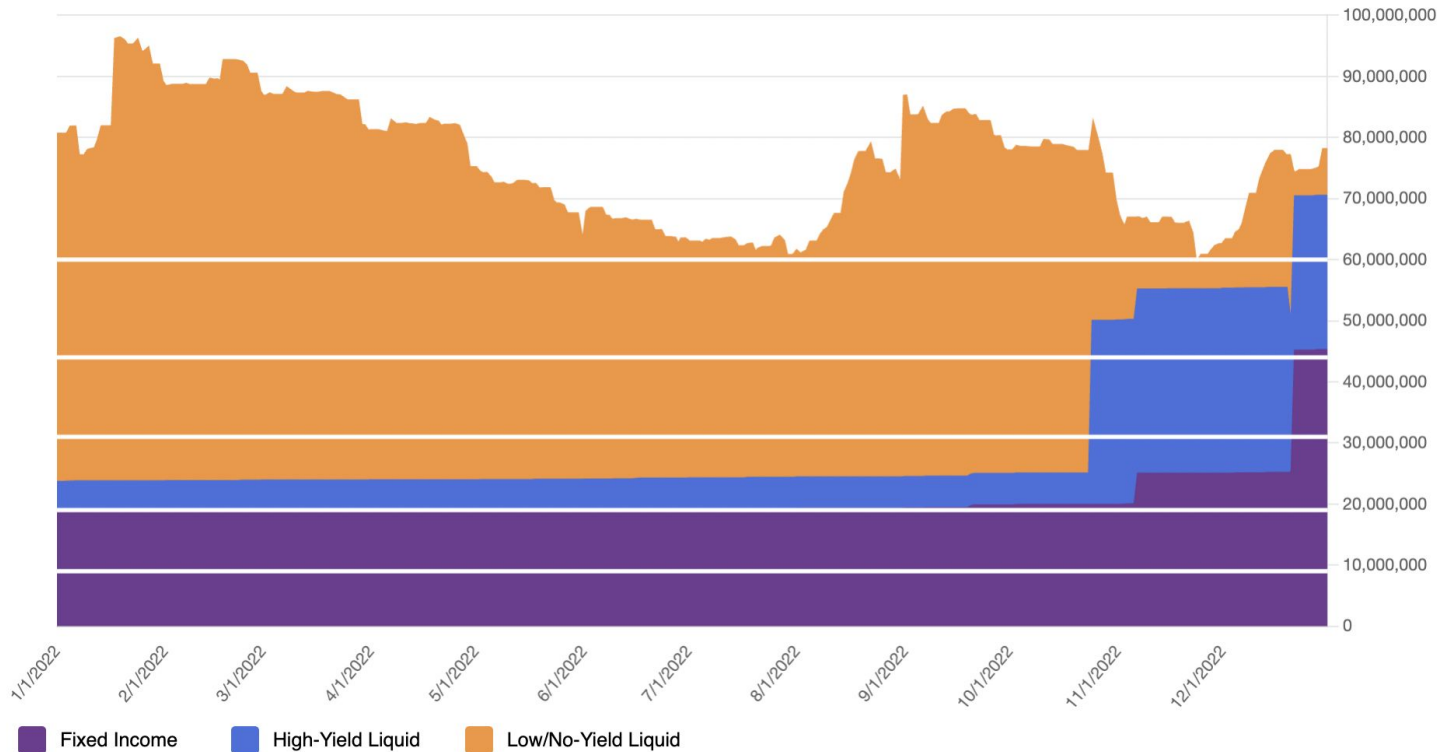
-Stress tests uncover **how much cash the County has and how long it's available** - the time horizon of funds. **This builds confidence for investment planning.**

-Views cash from a liquidity perspective - **how the market values the County's cash.**

	LEVEL 5 \$5M	LEVEL 4 \$5M	LEVEL 3 \$10M	LEVEL 2 \$15M	LEVEL 1 \$17.5M	Cushion \$16M	Working Capital [?] \$26,500,086	Total \$95,000,086
Duration	24-30 months	18-24 months	12-18 months	6-12 months	1-6 months	Up to 30 days	Daily	Varies
Benchmark Rates *	4.88%	5.12%	5.37%	5.53%	5.50%	5.48%	5.48%	5.43%

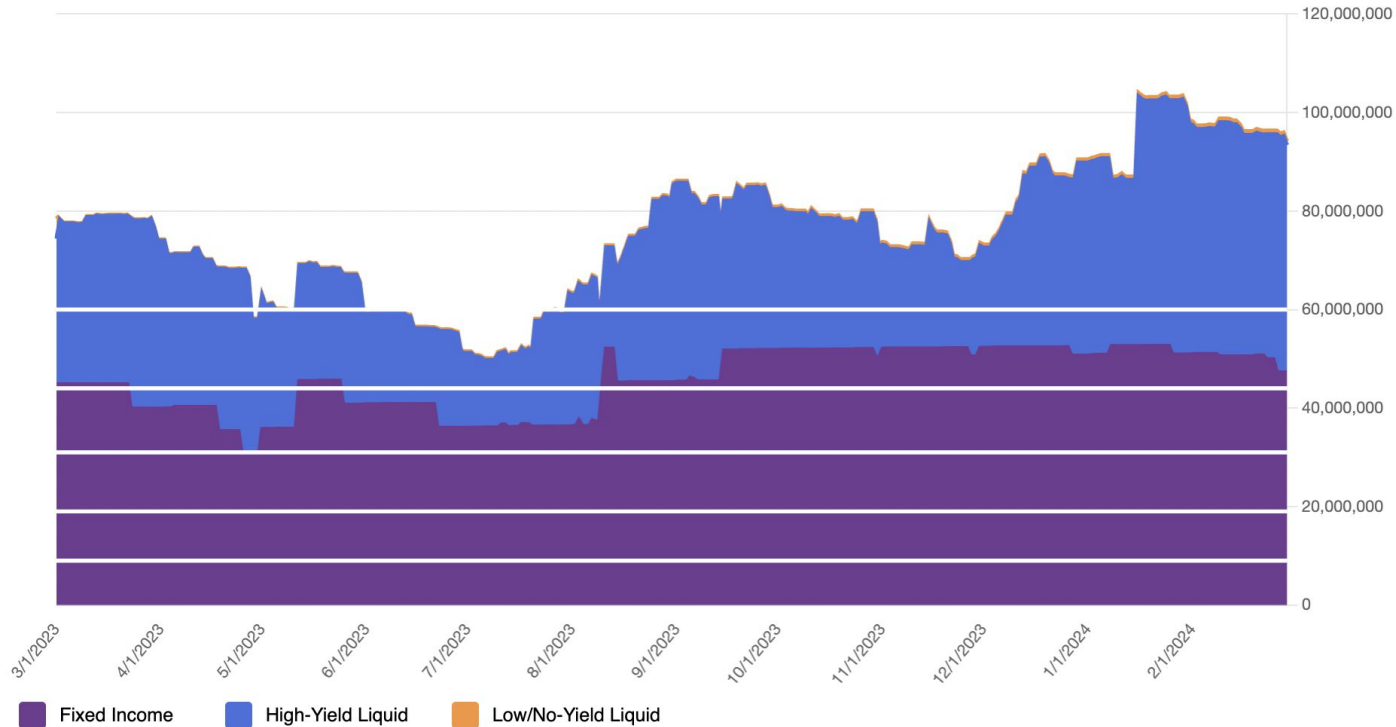
Show Before...

Investment vs Strategic Liquidity Levels ▾



... And After

Investment vs Strategic Liquidity Levels ▾



Review and Improve

- Ask for feedback when possible
- Did you reach your intended outcome?
- Adjust strategy in the future based on the above

Thank you!



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