

The 7 SUCCESS-Rules of Prof. Rolf Hichert are the basis of good and successful business communications.

- **SAY:** Deliver Messages
Messages make the difference between statistics and reports. Messages inform the receivers of reports what is important. It is like a good headline in the newspaper.
- **UNIFY:** Standardize Content
Equal contents have to look the same. Which means: what is not equal, never looks the same! So sales development has to be visualized differently to a personnel development. Apples do not look like bananas and this is a great help when you are shopping in the market.
- **CONDENSE:** Concentrate Information
A picture tells more than 1000 words. Do our business charts tell us more than 1000 words or do they rather need 1000 words to be explained? Only with high information density we can understand complexity and find important correlations.
- **CHECK:** Ensure Quality
Data must be accurate and reports automated to avoid mistakes by past and copy. Using visualization we have to make sure that figures are still comparable and avoid scaling manipulations.
- **ENABLE:** Implement Concept
Put into practice the mentioned rules. This needs a good planning, because people do not like changes. Therefore provide managers with alternative prototypes.
- **SIMPLIFY:** Avoid complication
We want to increase readability by avoiding „noise – no information" and redundancy of information.
- **STRUCTURE:** Group content
Prof. Hichert observed that many reports have no logical structure, which makes it hard to understand.



*SUCCESS –
Reporting rules*

The following pages show HI-Chart SUCCESS examples from the seminar Management Reports.



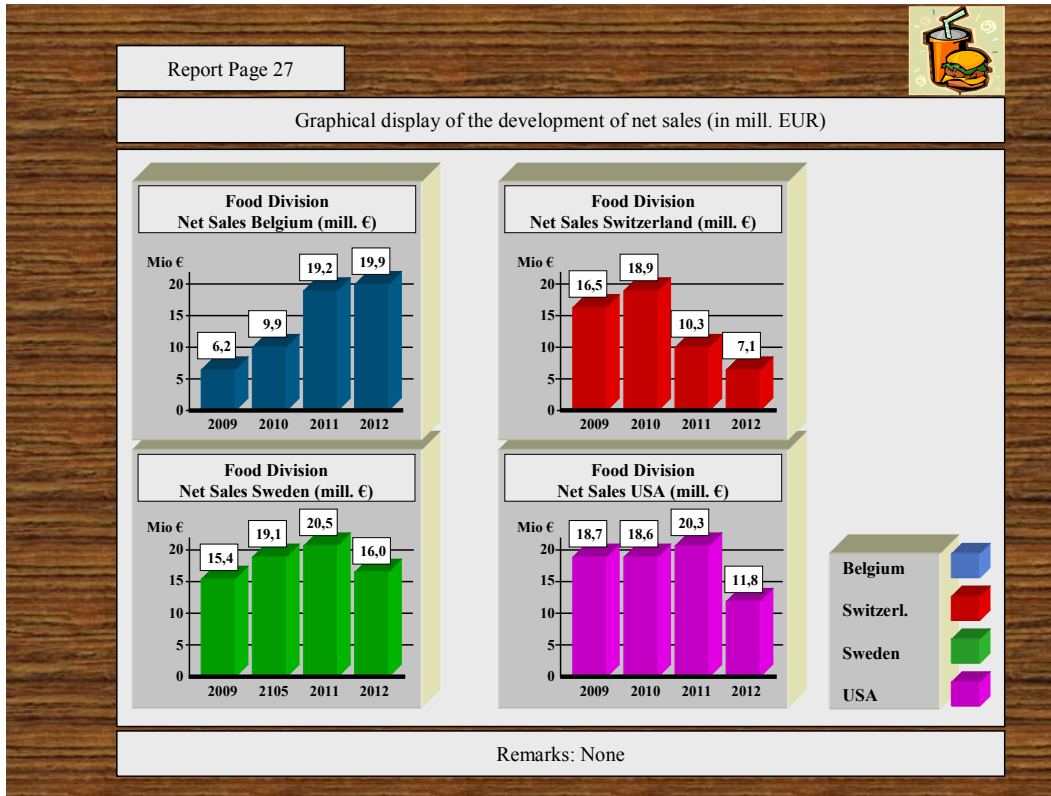
Reporting & Communication

Visualisation of Reports

Notes:

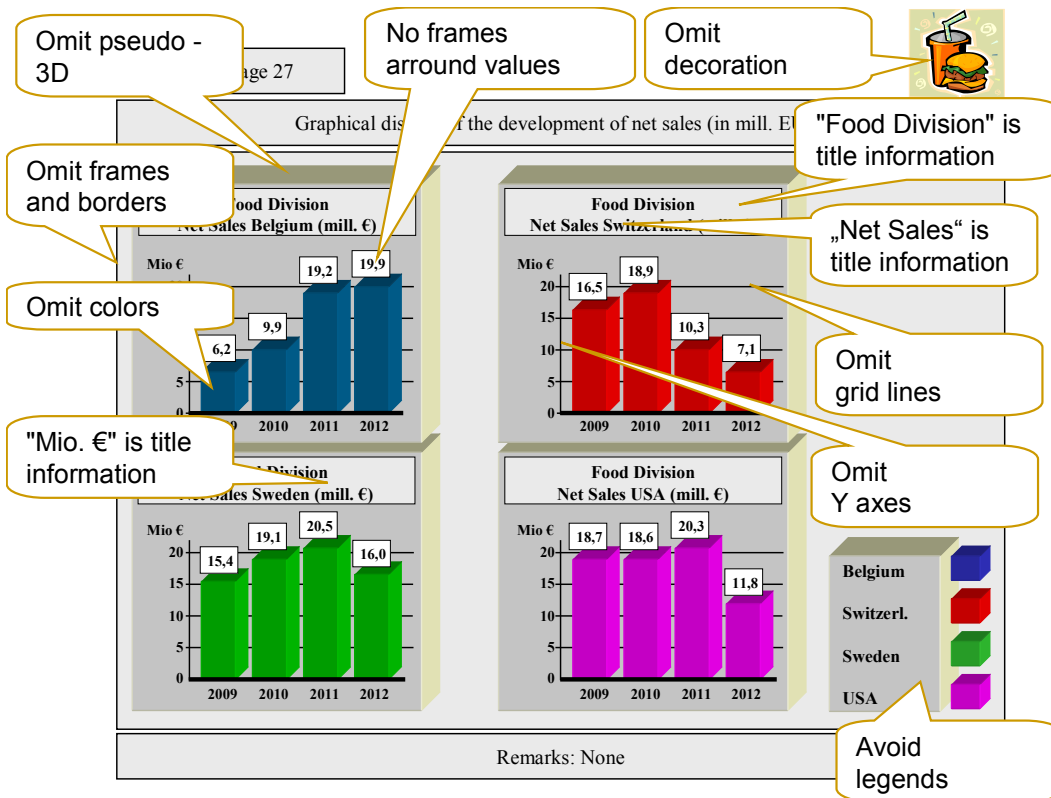
Reporting & Communication

Visualisation of Reports



Dietmar Pascher

Source: Hi-Charts
 Seminar
 Management-
 Reports H+P





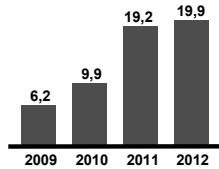
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Visualisation of Reports

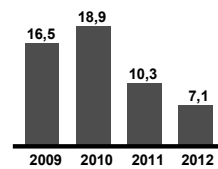
Avoid complication

Food Division
Net Sales in mill. EUR

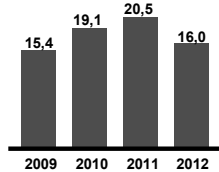
Belgium



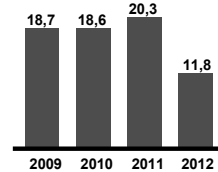
Switzerland



Sweden



USA



Deliver messages

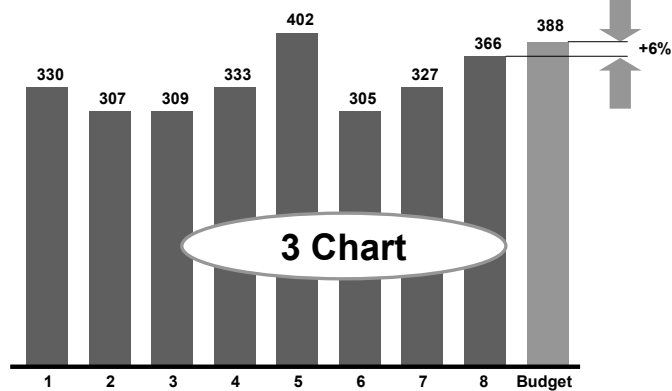
In year 9 (Budget) we plan a budget increase of six percent

1 Message

AFG Division
Net Sales in mill. EUR
Year 1 – Year 9 (Budget)

2 Title

5 Accentuation



3 Chart

4 Foot Note

Source: Published Yearly Reports year 1 to year 8 (nominal) and Budget

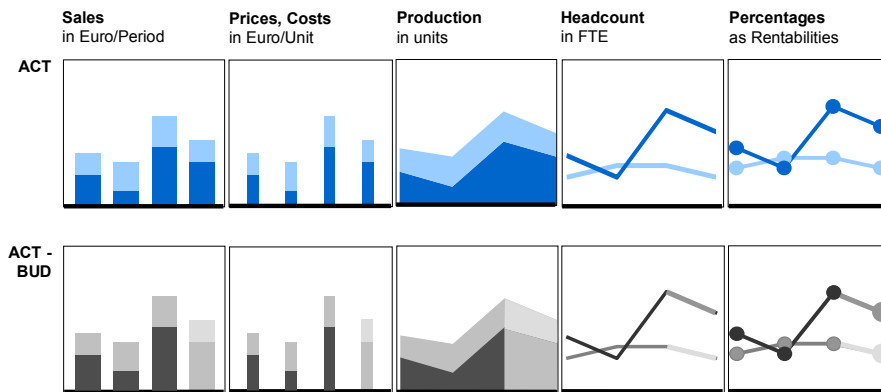
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Managers can only understand the shown information quickly (like road maps) if we use a consistent notation

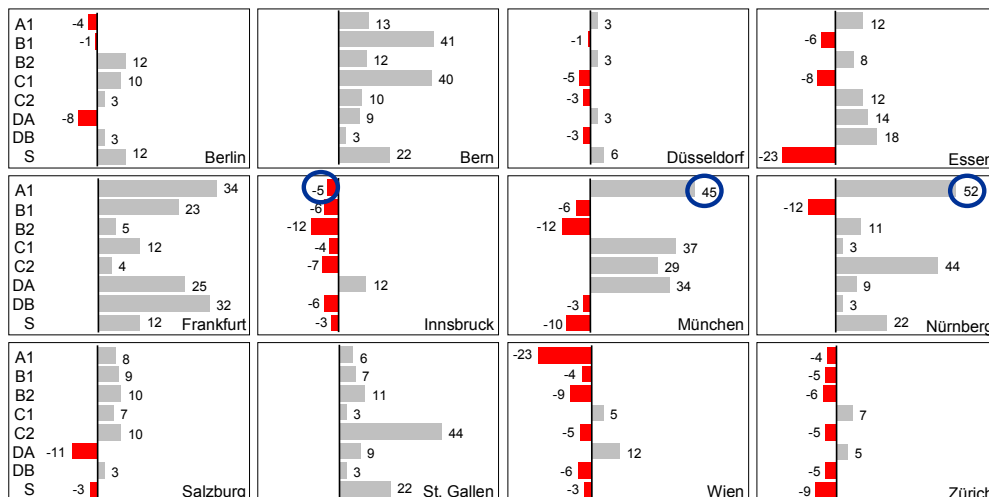
Conceptual



Standardize content

Business charts with high information density give a better overview by allowing comparisons

Profit by Divisions in mill. EUR
Offices Europe Q1



Concentrate information

Ensure quality, avoid incorrect scaling

Source: T56 vom 23.4.



Reporting & Communication

Visualisation of Reports

negative example

Company: ALPHA AG		Type of report: Variances LY-ACT-BUD				Date: 6th of May	
Unit: Total Net Sales		Actual month: <u>April</u>					
Development of branches in D-A-CH							
Region	Act Last Year	Budget	Act	Act/Act Last year		Act/Budget	
	Variance	Var. in %	Variance	Var. in %	Variance	Var. in %	
	EUR	EUR	EUR	EUR		EUR	
Total	17277057	13623362	13330151	-3946907	-22,84%	-293212	16,60%
Subsidiary Hamburg	5857553	3038115	4493907	-1363646	-23,28%	1455792	47,92%
Subsidiary München	3351702	3821627	2002859	-1348843	-40,24%	-1818768	-47,59%
Subsidiary München	1653830	1957888	1238448	-415382	-25,12%	-719440	-36,75
Subsidiary Dresden	1588177	1084500	1294517	-293660	-18,49%	210017	19,37%
Subtotal Germany	12451262	9902129	9029731	-3421531	-27,48%	-872398	-9,66
Subsidiary Wien	1581124	1032335	1215568	-365556	-23,12%	183233	17,73%
Subsidiary Bregenz	616595	663252	675341	58745	9,53%	12088	1,82%
Subtotal Austria	2197719	1695587	1890908	-306811	-13,96%	195321	10,33%
Subsidiary Zürich	1655555	1430615	1997509	341954	20,65%	566894	39,63%
Subsidiary Lausanne	972521	595031	412003	-560518	-57,64%	-183028	-30,76
Subtotal Switzerland	2628077	2025646	2409512	-218565	-8,32%	383866	15,93%
Responsible: Peter Maier, CFN, Tel. 0956, peter.maier@alpha.com						KR-01 Page: 56	

SUCCESS^{HI}
for tables

negative example

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Omt terms like unit, value, date, structure, development etc..

Do not underline if there is no meaning

No fonds like serifs

EUR is title information

Avoid „(Sub)total“

Extra lines increase readability

Presentation in thousand EURO should be good enough for a management report

Consistent notation for regions, subsidiaries, branches

Using right justified column headings we can avoid the grid lines

Try to avoid frames, shadows and pattern

Clear column concept: Last year, Act, Budget

We rarely need two digits after the point

Reporting & Communication

Visualisation of Reports



In long listings an additional accentuation at the outside border is very helpful

ALPHA AG
Net Sales in Mill. EUR
Regions in D-A-CH

Variance report LY-ACT-BUD
January – April

6th of May

Region	LY	ACT - LY		ACT	ACT - BUD		BUD
		var	of LY		var	of BUD	
Hamburg	5.9	-1.4	-23%	4.5	1.5	48%	3.0
■ München	3.4	-1.3	-40%	2.0	-1.8	-48%	3.8
■ Düsseldorf	1.7	-0.4	-25%	1.2	-0.7	-37%	2.0
Dresden	1.6	-0.3	-18%	1.3	0.2	19%	1.1
Germany	12.5	-3.4	-27%	9.0	-0.9	-10%	9.9
Wien	1.6	-0.4	-23%	1.2	0.2	18%	1.0
Bregenz	0.6	0.1	10%	0.7	0.0	2%	0.7
Austria	2.2	-0.3	-14%	1.9	0.2	10%	1.7
Zürich	1.7	0.3	21%	2.0	0.6	40%	1.4
Lausanne	1.0	-0.6	-58%	0.4	-0.2	-31%	0.6
Switzerland	2.7	-0.2	-8%	2.4	0.4	16%	2.0
D-A-CH	17.3	-3.9	-23%	13.3	-0.3	2%	13.6

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