The wordings used in a report, and those that never are

LINDBERGH FORMATION — 16 rue de Maillé, 91310 Montlhéry, France · Companies register (RCS) Evry 817 946 114

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Fictional document

Fictional document — demonstration example

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Fictional document, produced for demonstration. **A wrong comment in a report steers a whole meeting.**

Wording	Used?	Nature
"Down 12% on the previous month"	Yes	Fact about numbers
"Lowest value in the last twelve months"	Yes	Fact about numbers
"Gap larger than the usual variation"	Yes	Fact about numbers
"Disappointing result"	Never	Judgement
"Strong performance"	Never	Judgement
"Worrying trend"	Never	Judgement

Why the same fall does not mean the same thing

The company's situation	The fall is
You were seeking growth	**Bad**
You discontinued a range	**Neutral**
You deliberately narrowed the offer	**Good**

Representation

Chart scales start at zero: **a 2% variation looks like a 2% variation.**

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