



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

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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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