



**intouch**  
INSIGHTS

# Stories by NUMBERS!

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Some may feel that Project Finance has a reputation for being dull and rather boring, the logical versus emotionally driven team who use unfamiliar language, opaque jargon and are generally known for being as dry as your “I’m only going out for one” mouth, the morning after your regrettably big night.

But it’s far from it.

OK, so some of it could be true, we know we can be considered by some as a special kind of breed and let’s face it, we know it’s not got the same curb appeal as space travel.

### What’s the magic formula?

So, what people often forget is that numbers, as well as words, tell a story. If you can read numbers, like you read a book, you can understand the narrative.

We are storytellers too. We just do it differently; it’s how our brains work.

And guess what *finance is fun* and should be considered a part of the groovy gang! We are innovative, we are courageous, and we too can build relationships. We love that our touch colleagues think of us as a secret weapon, we just quietly crack on with the job at hand and our client relationships are as **sound as a pound**, built upon trust and integrity. The Big Intimacy touch culture works in our space too!

Our passion and mission is for everyone out there in the industry to also recognise this collective superpower within your agency or business! We are not just a back-office support function.

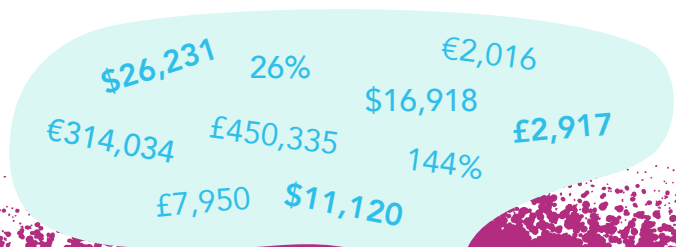
Well, OK that might be a stretch to change a ton of mindsets, but it genuinely is our quest.

Consider how diverse our day can be, we get involved in every aspect of our business from beginning to end with clients and our internal teams at every level - budgets, reconciliations, invoicing, process improvement, cash flow, forecasts, all of which have a dynamic impact on our overall company performance and results for clients.

You may not believe this, but there is honestly a massive and very real sense of achievement when you support your colleagues and complete a reconciliation of a complex project that is made up of a master plus 80 or so additional budgets, even better when we smash the client KPIs and complete said task before the contract deadline and to top it off, with savings and no client queries!

That’s a magic moment for us.

And after two years of COVID restrictions and reconciling virtual events, we kid you not, we simply cannot wait to get back to those good old days of working through some real fiscal complexity.





## Summary

Along the way, we've learnt that genuinely not everybody feels the same way we do about numbers and that's totally cool. We all get excited, inspired and motivated about a variety of things and we all bring a different skill set to the party. We couldn't project manage our way out of a paper bag or design a super cool high tech production environment, we are in awe of what those guys do, but we do know our formulas and a sexy finance system when we see one.

So, to all our fellow talented tribe of project financiers out there, respect to you all, keep punching your calculator people and be proud!

And to the rest of you, next time you are lucky enough to get involved with some financial part of your project, embrace it, trust in the process and read those numbers like a book, see how the story unfolds. You never know...

**AL & MURPH**