

# STORYTELLING WITH DATA

*Data is needed to make smart and appropriate business decisions. However, if data is not presented in a compelling way, the decisions can be undermined.*

Data provides the foundation for making smart and appropriate choices in many contexts. However, it is not unusual for managers to be overwhelmed by the amount of available data within their organization and the marketplace. To tell an effective, data-inspired story, it is important to know the intended audience and present the most applicable information in the most effective way.

This session will begin by helping participants understand what questions need to be addressed and discerning what data is relevant to answer those questions. Then, the program will focus on what makes a story convincing and how to adapt stories to the needs of different audiences. This will be followed by applying that understanding to create powerful, data-driven stories that will change mindsets and facilitate the right business choices. Participants will also explore the interpretation of data and ensure that data is used accurately and completely.



## **Participants will walk away with these skills:**

- Discovering the end objective that needs to be assessed
- Identifying the data that best informs the end objective
- Clarifying how to interpret the collected data
- Understanding the audience and how they need to receive information
- Translating the data into an effective story for the target audience
- Incorporating relevant visuals to support the story behind the data

## **Duration:**

This program consists of one full-day, in-person session.

**Cost: \$695 General Registration**

**Select Discounts Available**

**0.6 CEUs will be issued for this program**

## **Audience:**

Professionals in any industry wanting to improve data storytelling practices.