

COURSE TITLE:

Storytelling with Data

Learn how to see the story beyond the numbers and turn your everything-but-the-kitchen-sink presentations into enrapturing, exciting stories



2 HOURS | VIRTUAL OR LIVE

DESCRIPTION

Are your presentations consistently bogged down by bullet points, percentages, graphs, and number soup? Data is great, but too much can sink even the best story. Turn tedious data dumps into artful, engaging stories that stick with the audience long after your presentation is over by better understanding your audience, the meaning and context of the data in front of you, and how the human mind processes data (or doesn't). There's a powerful story in all those percentages and fractions and pie charts. Learn how to discover it, uncover it, and let it soar.

OBJECTIVES



LEARN

Learn how to isolate and elevate key data points for maximum impact



TRANSLATE

Translate numbers into kickass visuals and bring dry bullet points alive with the power of metaphor and analogy



UNDERSTAND

Better understand the story you need to tell and what data enhances this, and what detracts



BREAK-OUT

Break-out of the fear-based mindset that you have to include everything, and embrace an audience-focused mindset that allows you to truly connect

THE FLOW

INTRODUCTION & CONTEXT

Our goal is for you to take data soup, and turn it into a message that inspires action

10 MIN

STORY STRUCTURE BASICS

- Beginning, Middle, End
- Hero Reframe
- Hook

15 MIN

ANATOMY OF A POWERFUL SLIDE

How to make your visuals pop and your data points stick

15 MIN

PRUNING THE HEDGES

Learn to spot what's essential and what's superfluous in your overgrown field of data

15 MIN

KEY POINT + 3 POINT

Clear and intentional story structure supports outstanding presentations

10 MIN

THE POWER OF METAPHOR + IMAGERY

Review and apply tactics for strategically organizing information to boost engagement and retention

10 MIN

PRACTICE!

Simulated conversations with unexpected curveballs to practice agility in real time

35 MIN

CLOSE & REFLECT

Participants identify at least one element of the workshop they can incorporate into their work

10 MIN

EXPAND IT

- **Data On Its Feet:** Put agility concepts from the original session on their feet in fast, fun, and customized role plays that reflect their real-world conversational challenges. Work with veteran improvisers to create realistic conversations in real-time and practice picking up social cues, pivoting, and delivering your message with greater impact. Participants also receive tailored feedback for individual participants and their specific conversational hang-ups. Ideal for a smaller group.
- **Pivot U:** Agility-focused add on. Spend 1 hour building on concepts laid in first session, but faster, more energized, and more unpredictable. Exercises are more intermediate/advanced level and tailored to the participants' work realities. Learn more advanced skills, raise your self-awareness, and isolate your conversational superpowers.