



WORKSHOP OVERVIEW

DATA STORYTELLING

Building Clear and Actionable Data-Based Presentations

DATA STORYTELLING

Expert presenters know you must illustrate the meaning behind your data in order for it to produce an impact. When data is used correctly, it clearly elevates your key insights. When used incorrectly, it causes confusion and frustration, ultimately stalling decision-making.

Using Moxie's *Data Storytelling* methodology, we'll help you maximize the potential of your data. You'll move from simply exploring data to motivating others to act. Our workshop arms participants with data storytelling best practices for creating compelling presentations with easy-to-scan charts and graphs. Whether you're presenting data to provide an internal update, gain approval, or influence your next customer, we'll help you turn your insights into actionable recommendations that drive the conversation forward.



WORKSHOP TOPICS

1. **Apply** techniques to synthesize data and create clear observations
2. **Understand** how to craft a core recommendation based on your data insights
3. **Deconstruct** complex data-laden slides into clear and focused ones
4. **Visualize** meaning by overlaying annotations on your data to amplify key insights
5. **Apply** data visualization concepts in order to design slides with clear, easy-to-process charts and graphs



KEY TAKEAWAYS

- Understand how to synthesize a data set and turn it into an actionable executive takeaway, recommendation, or solution
- Develop a well-structured recommendation based on your data analysis, one that motivates clients and stakeholders to act
- Design charts, graphs, or layouts to present your data in the best way
- Visualize the data to explain key insights and takeaways
- Includes Moxie's Data Storytelling Annotation & Slide Library



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