



A one-day workshop on how to give powerful, data-rich presentations.

Morning session: *Find Insight in Data*

Afternoon session: *Present Data Effectively*

Organizations run on PowerPoint and live on data. Done well, this can drive operational performance and speed decision making. Done poorly, it muddies messages and confuses conversations. The ability for executives, entrepreneurs and analysts to extract meaning from data, package it and present it well is critical for today's business.

This workshop combines theory and practice, focusing on information design, crafting messages and data visualization best practices. Hands on learning and real world examples make it engaging and interactive.

At the end of this session, participants will be able to:

### *Find Insight in Data*

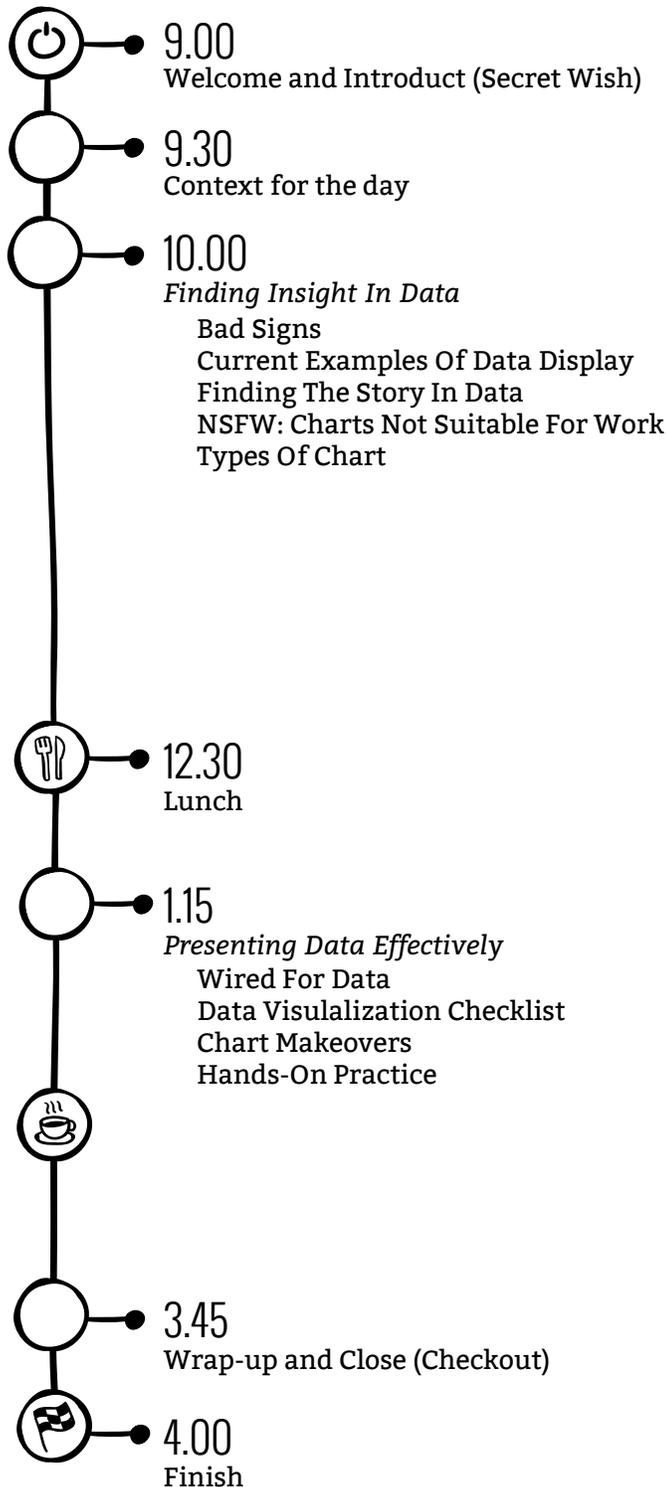
- How the presentation of data and information frames the way you think about the data
- What executives and colleagues are looking for when they look at your data.
- The role data can play in shaping conversation and presentations.
- A story-driven approach to finding insights in your data-sets.
- How to frame data so that it can be interpreted correctly.
- Understand the difference between poor and effective graphs and identify examples of each.

### *Present Data Effectively*

- The accuracy, ease and interpretability of different graphical forms.
- Know what type of graph to use given the information that is to be displayed.
- Recognize clutter that doesn't add value and be comfortable cutting it from visuals.
- Employ preattentive attributes to direct attention and provide a visual hierarchy.
- Craft a narrative and know what text is essential to aid the audience's interpretation of information.

## SAMPLE AGENDA

9 a.m. – 4 p.m.



### Note.

*Each session is highly interactive and tailored to your needs. Participants may be asked to submit content ahead of time. A subset of these are chosen to discuss in small groups. The session includes time for open discussion and Q&A*

## INSTRUCTOR BIOS

**Gavin McMahon** is a senior partner and co-founder of fassforward Consulting Group. Over the past several years Gavin has advised Fortune 100/500 companies on the impact of market changes and their interrelationship with marketing and business strategy. He brings a unique perspective on growth and innovation, as well as an understanding of the barriers to achieving desired results in these areas.

You can follow him on Twitter [@powerfulpoint](#) or visit his blog, [Make A Powerful Point](#).

**Stephanie Evergreen** is a leader in the data visualization field. Her research-based approach to evaluation and design make her a sought after speaker for organizations ranging from small nonprofits, community foundations, university departments, to those such as Verizon, United Nations, & Head Start. She holds a PhD in interdisciplinary research, which included a dissertation on the extent of graphic design use in research communications. This interdisciplinary focus gives her the unique ability to specialize in data from a wide range of fields, from education to health care to policy to market research and beyond.

She wrote the book, “[Presenting Data Effectively: Communicating Your Findings for Maximum Impact](#)”. You can follow her on Twitter [@evergreendata](#) or visit her blog, Evergreen Data.

## CHANGE THE CONVERSATION

We believe if you want to change your business, start with the conversation. Here’s the problem. You’re having “Chocolate Conversations”: Conversations that only add to the noise and status quo. Instead, we help you have Intentional Conversations that change thinking and inspire action at all levels of the company.

The result? Deeper leadership, crystal-clear communications and amazing customer experiences. fassforward is a consulting firm that helps you change conversations that spark growth, transform culture and delight customers.

For more information on booking your Presenting Data workshop, [contact Maria Zorzos](#) or (914) 738-7200.