PRESENTING
DATA ANALYTICS

Practice developing data-driven messages using one of 4 different iSpeak messaging models depending on the objective you have with your audience.

For Techincal Professionals

Who should attend?

✓ Technical Professionals

✓ Individual Contributors

✓ Subject Matter Experts

✓ Data-Focused Professionals

How you will benefit…

- Learn the 6 steps of the data analytical process and where the communication phase fits
- Identify one of four goals for your own data-driven message
- Define your audience, their business language, their understanding, and their engagement level (i.e. Do they care?)
- Create a 6-word headline to define your message (i.e. answer first)
- Select one of four messaging models aligned best with your messaging goal
- Practice using metaphors, scale models, zooming, and translating to make your data understandable and engaging
- Create a data-driven message using an iSpeak Messaging Model
- Deliver your message to the audience
- Receive feedback from your peers and a professional coach on each of your presentations
- **Leave the workshop with:**
  - A tool for preparing to create any data-driven message
  - 4 Messaging models aligned with 4 Data Analytic messaging goals
  - A 6-word headline tool for guiding your message development
  - 4 methods for creating more clarity and engagement with your data
  - Feedback from your peers on your message
  - A commitment to apply at least one new skill from this workshop

Course Content

The Data Analytic Process
- 6 phases of data analytics
- 4 Types of data analytic presentations

4 Data-Driven iSpeak Messaging Models
- Inform Messaging Model
- Interpret Messaging Model
- Recommend Messaging Model
- Influence Messaging Model

Data Clarity & Engagement
- 5 Data-Telling Tools
  - Simple translation
  - Metaphors
  - Audience participation
  - Zoom technique
  - Scale models
- Utilize these tools in your final presentation

Receive Coaching on Your Presentation
- Deliver your data-driven message
- Identify your strengths and areas for improvement

iSpeak

ispeak.com | **info@ispeak.com** | **512.671.6711**

PRESENTING DATA ANALYTICS

Course Activities

Define your Goal and Audience

Document answers to the four questions used to prepare for your goal and audience.

Select Your Message Model

Determine the best messaging model based on your messaging goal.

Utilize Data Clarity and Engagement Tools

Learn and immediately apply techniques that make your data more understandable, memorable, and engaging.

Create and Deliver Your Message

Each participant will develop and deliver a well-structured presentation that is easy to follow, understand, and remember.

Receive Coaching and Feedback

You will receive coaching and feedback on your presentation to make you aware of your strengths and your areas for improvement.