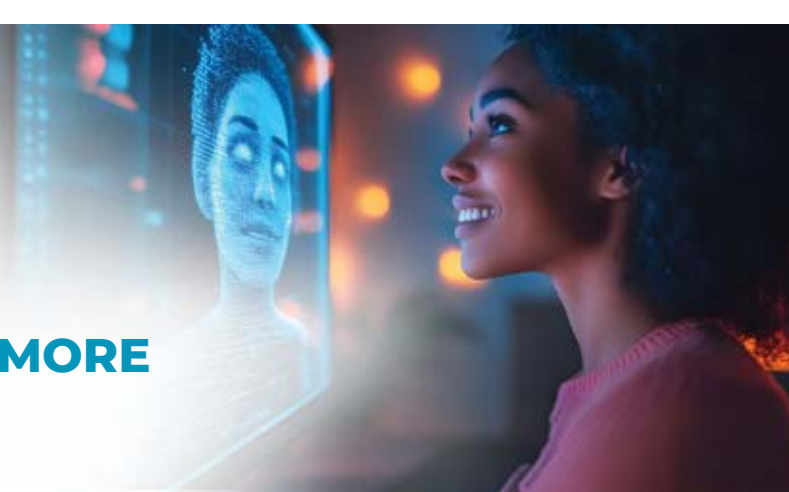




MASTER CLASS

MC2602: Data-Telling:

# HOW TO MAKE YOUR DATA MORE ENGAGING AND RELATABLE



## How You'll Benefit:

- Present complex data in a way that is clear, relatable, and memorable.
- Choose the right messaging model to inform, interpret, recommend, or influence.
- Translate raw numbers into insights that resonate with business audiences.
- Use practical tools (conversion, metaphors, zooming, scale models) to simplify complexity.
- Build data-driven messages that drive understanding, alignment, and action.

## Program Overview:

In today's data-driven workplace, numbers alone rarely inspire action. The ability to transform data into a clear and compelling story is what drives decisions. This workshop equips professionals with the skills to move beyond "data dumps" and instead create messages that resonate with both technical and non-technical audiences. Participants learn how to set clear goals for their data message, analyze their audience, and select structures that inform, interpret, recommend, or influence. They will also practice practical tools to simplify complexity, build understanding, and make data meaningful. The result: professionals who can deliver data-driven messages with confidence, clarity, and impact.

## Agenda:

### TOPIC 1

**Challenges with Data Presentations** – Why data alone often fails to connect.

### TOPIC 2

**Know Your Goal** – Define whether you are informing, interpreting, recommending, or influencing

### TOPIC 3

**Know Your Audience** – Analyze what they know, feel, and understand about your data.

### TOPIC 4

**Conversion and Impact Tools** – Learn how to simplify and humanize data.

### TOPIC 5

**Data Messaging Models** – Apply structured frameworks for clarity and persuasion.

### TOPIC 6

**Practice Application** – Create and deliver your data message using the tools and models.

### TOPIC 7

**Evaluate and Refine** – Reflect, receive feedback, and strengthen delivery.

## AI Coaching Experience:

### Scenario 1:

Presenting Project Success to a Diverse Audience: Practice using the Situation-Action-Result (SAR) model to present project outcomes clearly and persuasively, using translation tools to make complex data relatable to all audience members.

### Scenario 2:

Influencing Leadership for Safety Improvements: Practice using the What-So What-Now What model to present a safety solution clearly and persuasively, using translation tools to engage leadership and drive action.

Delivery Format:

**Virtual**

Duration & Structure:

**2 hours**

Up to:

**30 participants**