



PRESENTING Data Analytics

Make Analytics Meaningful to Any Audience

How You'll Benefit:

- Transform technical or analytical data into engaging, easy-to-understand business messages.
- Apply proven communication structures to move from simply "showing data" to influencing decisions.
- Adapt complex information for different audiences using relatable language, metaphors, and visuals.
- Build data narratives that show both the *need for change* and the *path forward*.
- Deliver clear, confident, and persuasive data-driven presentations.

Program Overview:

Presenting data effectively requires more than charts and numbers—it requires storytelling that connects logic with emotion. This workshop helps professionals transform complex analytics into clear, compelling business messages that engage their audience and drive decisions. Participants learn how to plan their data stories, understand their audience's data language, and structure messages that highlight insights and action. Using tools like the 4 Phases of Data Messaging, Business Narrative Model, and translation techniques (conversion, metaphor, zooming, and scale models), participants gain the confidence to present data that informs, persuades, and inspires change. The session blends instruction, guided practice, and interactive exercises using realistic case studies and business examples.

Who Should Attend:

- Data and business professionals who communicate analytics or insights to non-technical audiences.
- Engineers, project managers, and analysts who present data findings to leaders or stakeholders.
- Rising leaders who must influence decisions using data storytelling.
- Professionals in finance, operations, and sales who report on performance metrics or forecasts.

Tools You'll Receive:

- **4 Phases of Data Messaging (Descriptive, Diagnostic, Predictive, Prescriptive)** – Framework for structuring a message from insight to action.
- **Business Narrative Model** – A five-part model linking "the need to change" with "the proposed solution."
- **Know Your Audience Framework** – Understand what your audience knows, feels, and values to tailor your message.
- **Simple Conversion** – Translate data into units meaningful to your audience.
- **Metaphors** – Use relatable comparisons to simplify complex topics.
- **Zooming** – Change data perspective by scaling up or down for clarity and emotional impact.
- **Scale Models** – Blend conversion, metaphor, and zooming to make large numbers relatable.
- **Message Models (Good-Bad-New, Situation-Action-Results, What-So What-Now What)** – Practical templates for organizing and delivering data messages.



Concepts we'll teach you (Objectives):

- How to analyze and tailor data messages for audience relevance.
- How to use narrative structure to communicate data insights persuasively.
- How to simplify complex data using translation tools and visuals.
- How to build and deliver data stories that influence change and decision-making.
- How to evaluate and refine presentation content for clarity, connection, and impact.

Activities:

- **Audience Analysis Exercise**– Identify the audience's knowledge, data comfort, and decision priorities to tailor your message effectively.
- **Message Planning and Structuring**– Use the *4 Phases of Data Messaging* and *Business Narrative Model* to organize insights into clear, actionable sequences.
- **Data Translation Practice**– Apply four translation tools – *Conversion, Metaphor, Zooming, and Scale Models* – to make complex data simple and relatable. They rewrite overly technical data points into relatable, memorable statements.
- **Storytelling Application**– Build a short data story using the *Business Narrative Model* to link the need for change, current state, and path forward.
- **Model Selection Workshop**– Learners choose between Good-Bad-New, Situation-Action-Result (SAR), and What-So What-Now What to organize their presentation content. They apply the chosen model to real business data or case examples provided in the workbook.
- **Practice and Peer Feedback**– Choose and apply a structure (*Good-Bad-New, SAR, or What-So What-Now What*) to organize real data messages.
- **Action Planning and Reflection**– Deliver a short data presentation and receive feedback on clarity, storytelling, and audience connection.

Agenda:

- Topic 1: Understanding the Challenge
- Topic 2: Planning the Message
- Topic 3: Translating Data for Understanding
- Topic 4: Influencing Through Storytelling
- Topic 5: Delivering with Clarity and Confidence
- Topic 6: Implementation and Application

Delivery Format
In-Person or Virtual

Duration & Structure
7 hours

Up to
10 participants

Targeted Reinforcement:

1. **Short Cut Card (Included):** Quick reference guide of the tools and tips learned in class.
2. **AI Coach Experience for 30 days** (Additional Charge)
 - **Scenario 1:** Project Status Update:
Practice using the Good-Bad-New model to deliver a clear and concise project status update, informing your manager of progress and next steps.
 - **Scenario 2:** Recommending Process Automation:
Practice using the What-Why-How model to propose automation options, demonstrate the need for change, and guide leadership through strategic solutions.
 - **Scenario 3:** Communicating Project Impact with Metaphor:
Practice using metaphor to convey the urgency and impact of project delays clearly, helping your audience feel the consequences and understand the need for action.