

Presenting Data Visually™

Agenda for **virtual** classroom delivery



Module 1

	Welcome and housekeeping
Good vs. bad data visualization	Good vs. bad data visualization
	Activity: What's wrong with this chart?
	Team report-outs
What your audience needs	Who is your audience? (Hint: The data you show depends on their role)
	3 things you need to do <i>before</i> building a data visualization
	Our reality: We often present to mixed audiences
	Putting the pivot strategy to work
	<i>Break (10 min)</i>
Your data visualization strategy	Summarize your data story
	Headings vs. headlines
	Practice: Create active headlines
	Highlight your key insights
	Choose the right chart type
Accentuate with callouts	
Visualizing your data can be easy: Introducing the <i>Data Visualization Library</i> (DVL)	
Homework: Start transforming your own data visualization	
2.5 hours	<i>Wrap up</i>

Module 2

	Share your discoveries with peers
Your data visualization strategy (cont.)	Minimize the noise with D.A.B. (de-clutter, abbreviate, be consistent)
	Think outside the chart
	<i>Break (10 min)</i>
Hands-on application	Leverage your charting toolkit
	Build data visualizations efficiently leveraging the Data Visualization Library
	Working with your brand
	Homework: Finish transforming your own data visualization(s)
2.5 hours	<i>Wrap up</i>

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Module 3

	Introducing the Transformation Lab
<i>Transformation Lab</i>	Share your data visualization(s) with peers and exchange feedback
	<i>Break (10 min)</i>
	Gallery walk: Share your work with the entire group, give and get feedback
<i>Wrap up and next steps</i>	You now have a toolkit to present data visually
	Recap of concepts we covered
	Your key takeaways and feedback
<i>2.5 hours</i>	<i>Wrap up</i>
