**Presenting Data Effectively**

Keys to Success:

* Know your audience:
	+ Level of data understanding
	+ Engagement / willingness to listen and discuss
* Know your goal / message you intend to convey:
	+ Do not bring a large volume of data – make it concise and well thought out
* Data:
	+ Complete data collection and analysis – separate from creating an actin plan / improvement ideas
	+ Collect data and understand what it is telling you – then create your presentation with recommendations based on findings
	+ Turn data into knowledge – turn knowledge into insights
* Presentation:
	+ Tell the story
	+ Persuade others into action

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| Key Initiative | Notes / Complete |
| #1 Talk to Your Customer – Scoping* What question are you trying to answer?
* Ask smart questions upfront
* Gain relevant data – know how / where to get data
* Determine preferred format of deliverable – spreadsheet, graphical info, ppt presentation, email communication
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| #2 Develop Team “Data Standards”* Make sure everyone working on data team understands the standards
* Create every presentation with clarity – so that if it were standing alone, the reader could understand you story without further explanation
* Must Haves:
* Titles
* Sources
* Dates
* Benchmarks
* Inclusions / Exclusions
* Key takeaway note
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| #3 What Story Does Your Data Tell?* Personalize data to tell the story – answer the questions
* What does your message / presentation convey?
* Uncover and communication hidden insights / implications of data
* Realize the implications of the data, translate that into a message that can be digested by you audience
* Utilize real stories to make the data more relatable
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| #4 Give Yourself Enough Time* Take your time
* Ensure accuracy to build trust
* Review prior to presentation to adjust for any errors
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| #5 PRACTICE* Understand what baseline knowledge your audience has – give them enough background to understand the presentation
* Create notes and practice presentation in front of team – have team give feedback – review for type-o
* Simplify:
* Create simple visuals
* Bring you best 10 slides
* Limit presentation time to 20 minutes of information and 10 minutes of Q&A
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| #6 Make Sure You Understand the Data* Don’t respond to questions as though you are defending data –
* Understand the questions on the table
* Understand the data and speak thoughtfully to questions – not personally
* Follow up quickly and come away with a plan / solution to the question
* Diffuse emotion
* Fall in love with the problem but don’t fall in love with your answer – be willing to massage your answer to find a solution that is agreeable to the larger whole
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| #7 Understand That You Are Selling Your Story* Create a big idea
* Support your idea with thoughtful data
* Tell the story and sell it to audience – prove a need for change / action
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| #8 Team Debrief* Empower everyone on the team to speak up with feedback
* Always look for growth / improvement ideas
* What went well?
* What went wrong?
* What will we do differently in the future?
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