**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 |  |
| #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 |  |
| #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 |  |
| #4 Give Yourself Enough Time   * Take your time * Ensure accuracy to build trust * Review prior to presentation to adjust for any errors |  |
| #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 |  |
| #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 |  |
| #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 |  |
| #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? |  |