EFFECTIVE STORYTELLING WITH DATA

A. COURSE OBJECTIVES

To enable participants to:

- Identify the appropriate message from the data
- Build a structured narrative of the solution with a clear 1-line summary, supported by 3-4 MECE messages, in the appropriate flow
- Choose the right visuals for their data
- Highlight key message on the slide
- Prepare appropriately for impactful delivery

B. COURSE CONTENT

No	Module	Description
	Course Introduction	Introductions; Participant expectations; Course objectives – Introduction to storytelling with data, and its three key pillars: Narrative, Visuals and Delivery; course methods, schedule and rules. Role play on importance of audience understanding
1	'Find the Story': Identifying messages from your analysis	One question that trips up people while making a presentation is - is this information important? Should I show it, and if yes how to word it? In this session we explore how to derive "messages" - the building blocks of your narrative
2	'Tell the Story' 1: Build your story narrative	Once you have your messages (building blocks), you need to build the story narrative on paper. Key learning objectives include how to: - 'Organise' messages across the right levels (Quick recp of Pyramid Principle) - Figure out the right story flow - Learn how to use connectors between messages to make the story engaging Multiple practice exercises are used to reinforce the concepts.
3	Data-presentation activity 1	The participants would be given a data-heavy group case developed by Mind Matters. They will be primarily tested on how they build the narrative.

4	'Tell the Story' 2a: Visuals: Choice of chart	Charts are an important element in conveying numbers in a simple way. However people sometimes get confused which chart to use for which data. This session will discuss a set of simple rules that will make it extremely easy for the presenter to choose the appropriate chart for the data
5	'Tell the Story' 2b: Visuals: Decluttering and highlighting	In this session participants learn how to make the slide's key message stand out visually, and how to ensure that the non-critical information (clutter) doesn't impede comprehension.
6	Data-presentation activity 2	The participants would be given their second data-heavy group case (custom-built for the client using domain specific information) to work on and make a presentation. They will be tested on how they build all three – narrative, visuals and delivery.
7	'Tell the story' 3: Specific tips on delivery	While a lot of tips on presentation delivery deal with body language, voice et al, this session goes beyond these Level 1 guidelines and focuses on 'Level 2' guidelines. Participants are demonstrated two specific actionable tactics that can significantly enhance presentation impact.
	Course Wrap Up	Learning summary; Key action points; Course feedback and closure.

C. COURSE AGENDA

DAY 1

No	Session	Time
	Course Introduction	09:00 AM – 09:30 AM
1	'Find the Story': Identifying messages from your analysis	09:30 AM - 10:15 AM
	Tea Break	10:15 AM - 10:30 AM
2	'Tell the Story' 1: Build your story narrative	10:30 AM - 12:00 PM
3	Presentation activity 1	12:00 PM – 01:00 PM
	Lunch Break	01:00 PM – 02:00 PM
	Presentation Activity 1 (contd)	02:00 PM – 04:00 PM
	Tea Break	04:00 PM - 04:15 PM
4	Presentation Debrief and review	04:15 PM - 05:45 PM
	Day 1 Wrap Up	05:45 PM - 06:00 PM

DAY 2

No	Session	Time
	Day 1 recap	09:00 AM – 09:15 AM
4	'Tell the Story' 2a: Visuals: Choice of chart	09:15 AM - 10:00 AM
	Tea Break	10:00 AM - 10:15 AM
5	'Tell the Story' 2b: Visuals: Decluttering and highlighting	10:15 AM - 11:15 PM
6	Presentation activity 2	11:15 PM – 01:00 PM
	Lunch Break	01:00 PM – 02:00 PM
	Presentation Activity 2 (contd)	02:00 PM – 03:30 PM
	Tea Break	03:30 PM - 03:45 PM
	Presentation Debrief and review	03:45 PM - 05:15 PM
7	'Tell the story' 3: Specific tips on delivery	05:15 PM – 05:45 PM
	Day 1 Wrap Up	05:45 PM - 06:00 PM

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