

Practical Workshop

COMMUNICATING DATA TO NON-DATA AUDIENCES

BEST PRACTICES AND TECHNIQUES

**4 HOURS
"HANDS-ON"
WORKSHOP**

JUDE BARAK

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SYLLABUS

I. Strategizing your Presentation (40 minutes)

What is a "Good Presentation"? Setting your goals, Assessing the audience's knowledge level and interests, Storytelling, and Storyboarding, Tailoring data complexity to your audience.

II. Simplifying Complex Data (40 minutes)

The challenge of complex data, Strategies for breaking down complex data, Focusing on actionable insights, Transforming data into a compelling narrative, Practical exercise: Simplifying a complex dataset.

III. Data Visualization Essentials (40 minutes)

The power of visual data, Understanding and selecting the right chart types, Effective use of color and design, principles in data visualization, Ensuring visual consistency and simplicity, Practical exercise: Create a simple and effective data visualization.

IV. Creating Engaging Presentations (40 minutes)

The role of engagement in presentations, Building a compelling narrative around data, Incorporating visuals and other supportive elements, Interactive techniques for maintaining audience engagement, Practical exercise: Developing an engaging presentation

V. Making Processes Understandable (40 minutes)

The complexity of processes and systems, Visual aids for presenting processes: Flowcharts, diagrams, etc., Explaining each step in non-technical language, Strategies for simplifying and presenting complex processes, - Practical exercise: Simplifying and presenting a complex process.

VI. Rehearsal and Presenting (40 minutes)

The value of practice and Feedback, Notes and Remarks, Harnessing the presenter's view, Annotations & Interactive presenting.

**Who can benefit from
this workshop:**

Middle Management and
Team leaders:
Finance | Engineering |
Technology | IT |
Marketing & Sales |
HR & Training



Drawing from a wellspring of over 35 years of experience in Project Management, Business Analysis, and mastery in Excel, a decade ago I decided to follow my heart.

I combined my passions and opened my own business, focusing on the craft of distilling complex business data into simple, accessible narratives. I approach each challenge with personal care, warmth, and a deep-rooted belief in the transformative power of effectively communicated data. After all, numbers tell a story, and I'm here to help you tell yours.

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WHAT WE DO

We partner with C-suite executives, enabling them to convert complex data into compelling narratives for decision-makers. Whether your goal is to secure a high-stakes contract, win a competitive bid, or earn approval from your board of directors, our team is ready to support you. Our services extend from bespoke consultation, on-site training, and hands-on workshops to creating insightful and persuasive presentations on your behalf. We're here to streamline your communication, helping you drive action and achieve results.

WHY US

We have many satisfied clients in various fields, such as Finance, Pharma, Crypto, Civil Engineering, E-Commerce, Digital Marketing, etc.

CONTACT US

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OUR SERVICE

- Presentation Strategy
- Investor Presentations
- Data Visualization
- Business Reports
- Tailor-Made Workshops