Perfecting Data Presenting, *Virtually*

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Feedback 2020…

"*I was pleasantly surprised by the immediate and appropriate learnings the course offered, the balance between theory and practice was spot on … I've already started applying what I've learned! It was much more useful than I thought and will really have an impact on my daily work*"

Amanda Cusimano Head of Data & Insight @ Frieze

Feedback 2020…

"Very useful, I'm sure all of presentations from now on will be significantly better thought out and will enable me to convey messages to all types of audience with much greater clarity."

Steven Hall Data Engineering Team Lead @ Confused.com

Feedback 2020…

"*I found the course very useful and learnt things that I could apply straightaway in my role. I felt the course had the right blend of practical and theory and the sessions over the 2 days flew by***."**

Ka Yui Tang Head of Data Engineering @ RI

Bad News….

According to cognitive scientists 90% of what you say will be forgotten in a week.

Ebhinghaus forgetting curve

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Stories matter

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Perfecting Data Presenting, *Virtually*

Agenda

Session One

Presentations, Part 1
From Data Exploration to Data Inspiration
Understanding your Audience
Creating focus
Structuring your presentation

Session Two

The Power in a Story
Slide Top Tips and Elephant Traps to Avoid
Engaging your Audience
Presentations, Part 2
Round-up

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Perfecting Data Presentations Summary

2 x 3 hour sessions (10.00am-1.00pm), with pre-session reading and homework

Pre-session work;

Find a previous presentation you have delivered that used data to explain your position. If you don't have your own presentation, you can use someone else's from the company that uses data.

Pre-prepare a 5-10 slide deck from the above to deliver a 7 min approx presentation using Zoom, to share your screen. Sensitive information can be removed.

Homework after Session One;

Recreate your presentation using the new format and 3 act story and review your video (1 hour approx)

Materials; A digital workbook will be provided prior to the sessions containing tools to be used during the sessions and for the homework.

Each session will have breaks and will be delivered via Zoom.

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ace

your next presentation

To deliver great presentations I need to:

↘ ***Align*** my message to my audience's needs

    Be clear on what my BIG idea is

    Understand my Audience

↘ ***Create*** Clarity in my content

    Create focus in my message

    Structure my content so my audience can follow and remember it

↘ ***Engage*** my audience

    Use stories to bring my points to life

    Use content that is engaging, informative and presented clearly

    Own my role, practice, smile ……..and shine

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Developing your structure - Example

- Being able to present data clearly to business stakeholders is important
- This course will increase your data presentation capabilities, giving you the skills and confidence to succeed

Align	Clarity	Engage

Align

- Understanding the good things you currently do when presenting
- Being clear on your key presentation message
- Understanding your audience

Clarity

- Understanding the importance of focus
- The power of 3
- A new presentation planning structure to help you succeed
- Using the structure to focus on the key points relevant to your audience

Engage

- Storytellings importance and some techniques to increase the audience interest in what you're saying
- Tips on how to structure slides using data, so your message is clear and convincing, and convinces the audience
- Tips on how to strengthen your presentations without changing you as a person

- Consider why you are giving your presentation
- Build your content around your audience

- Confidence comes from certainty
- Following our structure will ensure your content is clear and focused

- Inspire the room to act, without becoming an actor

- With increased confidence and skills, your presentations will be more memorable and inspiring, giving you the opportunity to shine in front of your leaders, and fast track your career

Perfecting Data Presenting, *Virtually*: Training Masterclass

Thursday & Friday, 10am-1pm each day.

Conducted via Zoom.
8 seats per training course.

£399 per person +VAT

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