Presenting Data Effectively
A Workshop for Data Consumers by Evergreen Data

"We are swimming in data but it's hard for us to use it quickly for decision-making."

Sound familiar? Many corporations struggle to make use of all that data but this workshop will help you figure out how to cut through the noise and tell a crystal clear story with your data. You'll learn what to look for in data and how to pull together the evidence your team generates into clear messages that support decision-making.

This one-day workshop combines theory and practice in a package that you can implement right away for immediate improvements in your decision-making conversations.

Professional skills gained from the workshop: Data Visualization, Messaging, & Storytelling
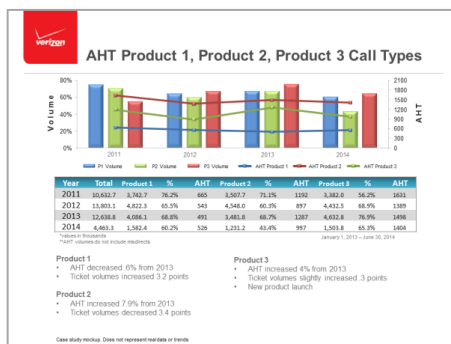
We will discuss foundational psychological principles that dictate how we need to display our data so that it makes instant sense to our critical audiences. You'll learn how to choose the best chart type, given audience needs, cognitive capacity, and the story that needs to be told about the data.

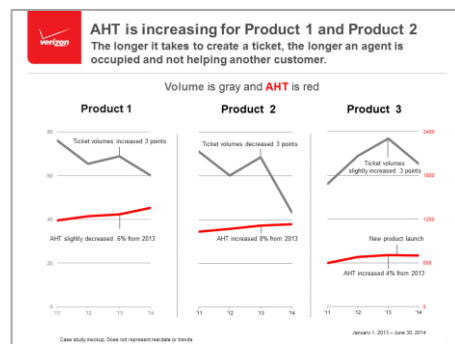Learn how to transform data into meaningful insights.

Before

After

I bring my PhD in research and heavy hitting design to help clients communicate key messages from their data, engage audiences in precise discussions, and streamline decision-making. My on-the-ground experience with clients demonstrates that when we work together, we change the conversation. We create thought leaders and organizational powerhouses.

The workshop is interactive and tailored to your needs. You will be asked to submit content ahead of time and some will be chosen for discussion. Bring existing data-based slideshows so you can apply these ideas to your own work, with my coaching.

Sample one-day agenda

9:00 am	**Welcome and Introductions**	Why we should care about data visualization and intentional design
	What Your Audience Wants	What your audience is looking for in your data and how to give it to them.
	Visual Processing Theory	The undeniable science behind why this works.
	So What?	Writing headlines and showing evidence.
	Chart Choosing	How to pick the right visual to support your point.
	Sharpening Your Point	Using a validated chart checklist, earn how to decrease the noise and elevate the story.
	Slide Construction	Building on design principles, apply these ideas to create clear slideshows.
4:00 pm	**Wrap up and close**	

> **"Stephanie Evergreen's workshop was amazing—by far one of the most impactful workshops I've ever been to!"**

By the end of the workshop, participants will learn how to:
• Adapt a data presentation for different audiences
• Weigh the pros and cons of presenting data through various chart types
• Tell a story about a graph
• Present data in a clear form for decision-making audiences

To book Dr. Evergreen or one of her staff, contact:
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