



Presenting Data Effectively

Stephanie Evergreen

stephanie@evergreenevaluation.com

stephanieevergreen.com/blog

twitter.com/evalu8r

- 1 People read much faster than they hear, so keep the focus on the speaker and **remove text**
- 2 **Use emotional graphics** to draw your audience into your message and help them remember what you said later on
- 3 To help your audience quickly interpret and digest your information, **communicate with symbols**
- 4 **Build concepts** slowly, focusing audience attention on your talking points, so they can process each piece of information
- 5 Minimize misinterpretation or attention abandonment and **emphasize with color**
- 6 **Match font** to your dissemination purpose so that your words on screen are legible and your words on paper support long reading
- 7 **Layer reporting** by giving your audience just what they need, when they need it
- 8 Think dashboards, infographics, or other innovative ways to **pull it together**

My Favorite Resources

colorbrewer2.org for fantastic color combinations suitable for colorblindness or black & white printing.

istockphoto.com for high quality, easily searchable stock images.

labs.juiceanalytics.com/chartchooser to locate appropriate graph types for displaying your data.

myfonts.com/WhatTheFont/ to diagnose a font you find

fontquirrel.com for great, free, commercial use fonts

StephanieEvergreen.com/blog for style sheet templates, presentation templates, example evaluation reports & executive summaries, step-by-step instructions to modify Excel for awesome dataviz, a recipe for scratch-off paint, and links to my upcoming workshops and book.