

Presenting Data Effectively

- 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 **Direct eyes** toward your critical information by using the natural directionality implied in many graphics
- 4 To help your audience quickly interpret and digest your information, **communicate with icons**
- 5 Minimize attention abandonment and **emphasize with color**
- 6 Graphics draw attention, so **visualize data** that is important with varied styles of charts and graphs
- 7 Declutter and then bring attention to graphs, while repeating the mantra **simplify then emphasize**
- 8 Use selective color and sympathetic images to **highlight quotes**
- 9 **Match font** to your dissemination purpose so that your words on screen are legible and your words on paper support long reading
- 10 **Layer reporting** by giving your audience what they need, when they need it

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