

EFFECTIVE DATA VISUALIZATION

A Workshop for Data Consumers by Dr. Stephanie Evergreen

“We’re swimming in data but it’s hard for us to use it quickly for decision-making.”

Sound familiar? Many of us 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 how to become a data translator and pull together the evidence your team generates into clear messages that support decision-making.

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

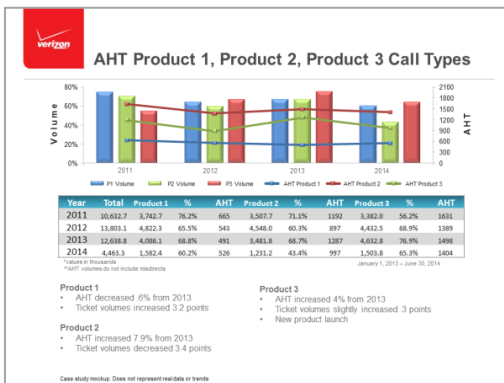
Professional skills gained from the workshop:
Data Visualization, Messaging, & Storytelling



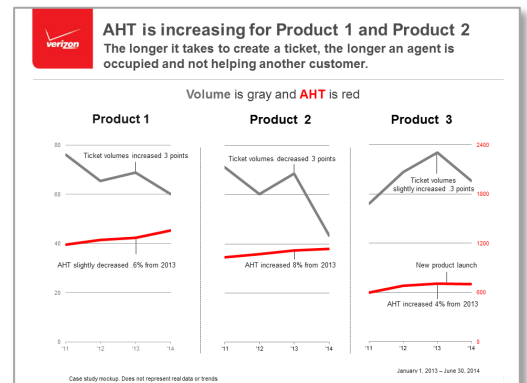
We discuss foundational psychological principles that dictate how we need to display our data so that it makes instant sense to our critical audiences. You’ll learn how to choose the best chart type, given audience needs, cognitive capacity, and the story the data tells.

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 situation. You submit your graphs ahead of time, I'll remake some, and we'll talk about why changes to the visual make **such a difference** in the clarity of your conversations.

SAMPLE HALF-DAY AGENDA

9:00 am	Welcome and Introductions	Why we should care about data visualization and intentional design
	Visual Processing Theory	The undeniable science behind why this works
	What Your Audience Wants	What your audience is looking for in your data and how pick the chart type that makes sense
	So What?	How to tell a story with data like a leader
	Working with Analysts	How to get on the same page and common mistakes to monitor
noon	Wrap up and close	What happens when we get this right

By the end of the workshop, you'll 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, contact:
Hey@StephanieEvergreen.com

“Stephanie Evergreen’s workshop was amazing—by far one of the most impactful workshops I’ve ever been to!”

