

ROCK

the VizComm

data storytelling & visualization workshops

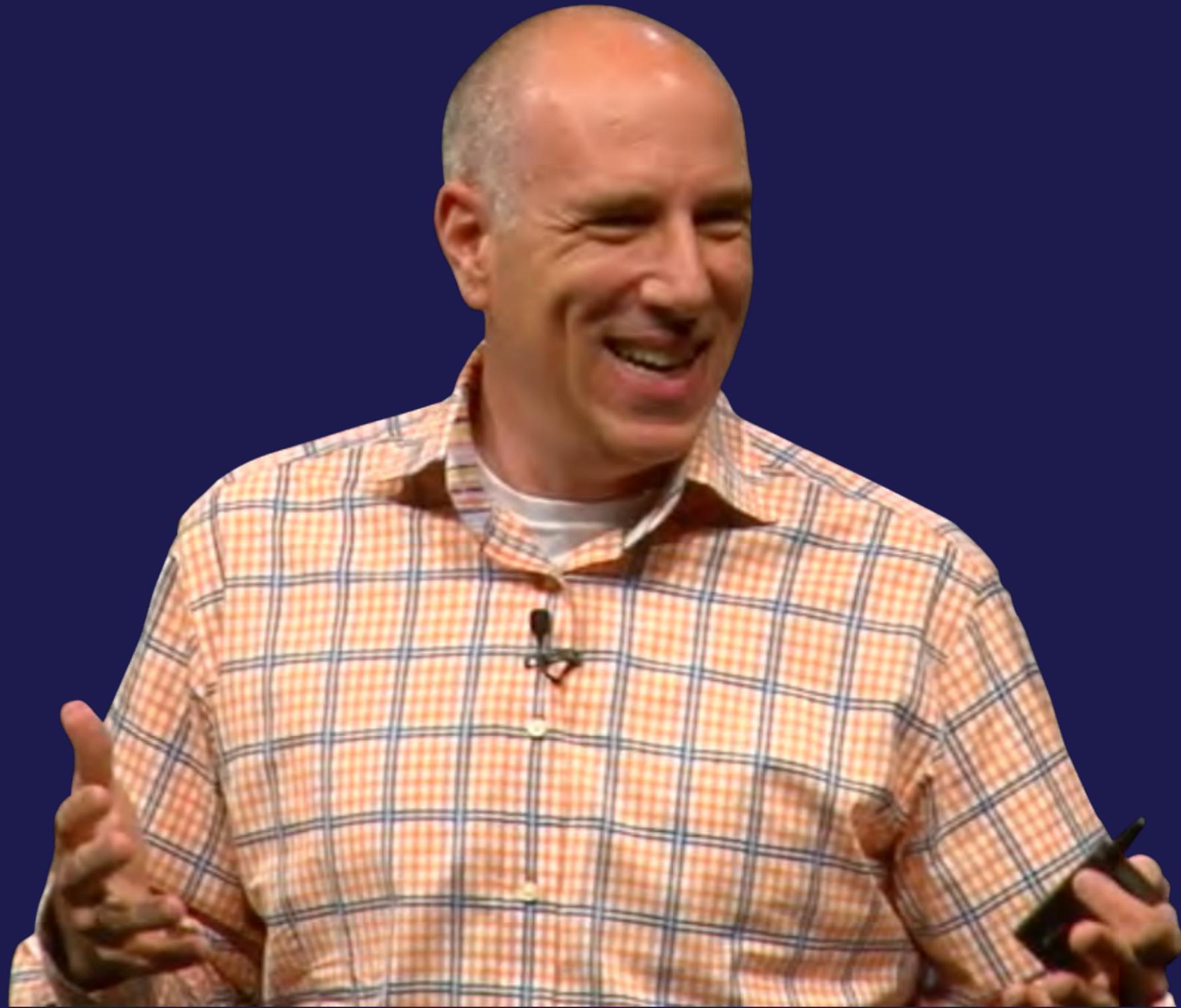
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INSPIRING

Your people want to be inspired so they are excited to turn what they learn into action. They will see best-in-class examples from great data storytellers of our time. They will walk away thinking differently about data and what they do every day to share data with their audiences. People leave this session inspired to meet a higher bar of visual data communications.

“ Bill provided a format that was engaging, educational, and inspirational. Our team is excited to put to practice his methodology and tools including his memorable acronyms for distilling messages!



EDUCATIONAL

Everyone needs practical lessons they can turn around and translate into their day-to-day work. They will be exposed to research-driven best practices that will make them better data storytellers and able to create visualizations with impact. It's all about visual perception, pre-attentive processing, and just doing less (stripping away, editing down to what's most important.)

“ I love that Bill mixed information with interaction. I think it was the right mix of the two, which kept it informative, interesting and fun.



FOCUSED

Everyone has trouble communicating with data. Analysts know the “what” and “why” but struggle to communicate the “how”. They will learn how to focus in on the most important components of their work so their audience can gain insights that lead to better decisions. It's all about the story and the visual.

“ Bill really helped us think about how to tell a compelling story and visualize data & insights in an engaging way. He worked through specific materials with us and gave us tips & tricks that will help bring our work to a new level.



EXPERIENCED

Bill has been delivering talks and workshops for years to a who's who of clients across a variety of industries.



THE WORLD BANK



OVERVIEW

I've had clients tell me their staff is "in a PowerPoint and charts rut". Everyone who is thoughtful about the current state of affairs is seeking to improve their communications of data to internal and external audiences. Beehive Media provides a full-day (8 hours, including lunch and breaks) workshop, customized from its standard curriculum for helping clients become more comfortable working with and creating engaging visual experiences out of data.

Bill Shander leads the workshop, which is optimized for up to 25 attendees. The workshop follows a well-established format, working from theory to practice throughout the day, allowing attendees to work hands-on on data challenges.

In individual and team exercises, attendees work their way up from basic conceptual and communications exercises to creating full outlines and plans for static and/or interactive infographics/visualizations/PowerPoint decks/reports. They practice converting abstract ideas and data into visuals, allowing them to conceptualize and produce a complete infographic that could be handed to a designer for collaboration and execution (for any designers in the room, it will make them better at collaborating and executing on these projects).

Primary Benefits

Change how you think about data communications from the ground up – focusing less on numbers and more on the impact on your audience

Learn a simple four-step process for going from numbers to narrative, with a lot of attention paid to focusing on what you really want to say about data, and deeply understanding what your audience needs to hear

Learn a specific outlining technique for creating a logical flowing story

Learn a special trick to confirm your story works while simultaneously revealing the right chart to use to visualize the data

Understand how humans perceive all visual experiences and how that relates to how we design visuals that have impact

Learn about what charts work best to communicate what kind of data and to accomplish specific tasks (making comparisons vs. seeing trends, etc.)

Practice skills to work quickly and iterate on ideas when visualizing data

Learn specific changes you can make to every output so your first post-workshop presentation is incrementally better

Practice telling data stories using your data so your learning is tangible and specific to what you're doing day to day

Exposure to a number of easy to use tools that you can use to make significant impact on your day to day work starting tomorrow

Ask questions and receive feedback on your work from an expert with 25 years of experience creating and teaching data communications for clients including International Monetary Fund, United Nations, State of California, Harvard University, Starbucks, American Express, Dun & Bradstreet, National Institutes of Health, Facebook, and many more.

CURRICULUM

Introduction

The day begins with a “why we are here” historical context review, going back in recent history to the 80s-90s, when visual communications of data exploded, and further back to hundreds and then thousands of years ago, when visual communications of data began in its earliest forms. Then we all introduce ourselves to each other.

From Numbers to Narrative - the Process

Much of the day then revolves around the four-step process of turning raw data into a visual narrative with impact: focusing a message, telling a story, design and visualization, and then execution. We don't really do any execution, but we do talk about tools and execution a bit throughout the day. Each segment of the day includes a short talk (20-30 minutes) followed by exercises - some in teams, some as individuals.

Examples and Fun

Bill shares some examples of great data storytelling as part of the learning and for inspiration. And there is a fun exercise during the day when we all get to prove to ourselves that we CAN create visuals that explain even some abstract concepts.

No Computers

This is not a workshop where you spend all day staring at a computer. In fact, feel free to come without any electronics. This is all conceptual work - thinking differently about data and communications, and developing ideas. Bill brings 9X12” whiteboards, markers, and erasers, and you do your work by hand. These materials are yours to keep - it is a very important part of the process and the goal is for you to do this going forward.

Hands on Work and Feedback

The most important parts of the day are the exercises. You will have six different opportunities throughout the day to work the key data storytelling and visualization “muscles”. And you will get feedback at every step to help reinforce good habits and think critically about those opportunities to evolve your thinking and processes for future work.

Tools

The day usually ends with a quick talk about tools, including a couple of demos of tools you might be able to put to good use right away!