

Using Data to Communicate (Tier 1)

1 Day

Description

This course will provide you with the methods necessary to prepare and present data to effectively inform or persuade your audience.

Prerequisites

- None

Objectives

- ✓ Organize data.
- ✓ Present data in visual form to effectively communicate your message.

Organizing Data

Interpret Your Data

- Data
- The Data Communication Process
- Types of Data that Managers Use
- Data Interpretation
- Data Organization
- Common Statistical Measurements
- Comparative Analysis
- How to Interpret Your Data

Build Your Case with Data

- Data-to-Knowledge Sequence
- Arguments
- Faulty Logic
- Comparisons
- Ethical Standards
- How to Build Your Case with Data

Persuade Your Audience

- Persuasion
- Dialogue
- Credibility
- Approach
- Audience Demographics

Presenting Data

Determine Appropriate Visuals

- Visual Formats for Data
- The Comparison Matrix
- Components of Charts, Graphs, and Tables
- Style Elements for Visuals
- How to Determine Appropriate Visuals

Deliver Your Message

- Learning Styles
- Presentations vs. Reports
- Types of Presentation Tools
- How to Deliver Your Message

Deal with Bad News

- Types of Buffers
- How to Deal with Bad News

Adjust Your Approach

- Types of Questions
- How to Adjust Your Approach