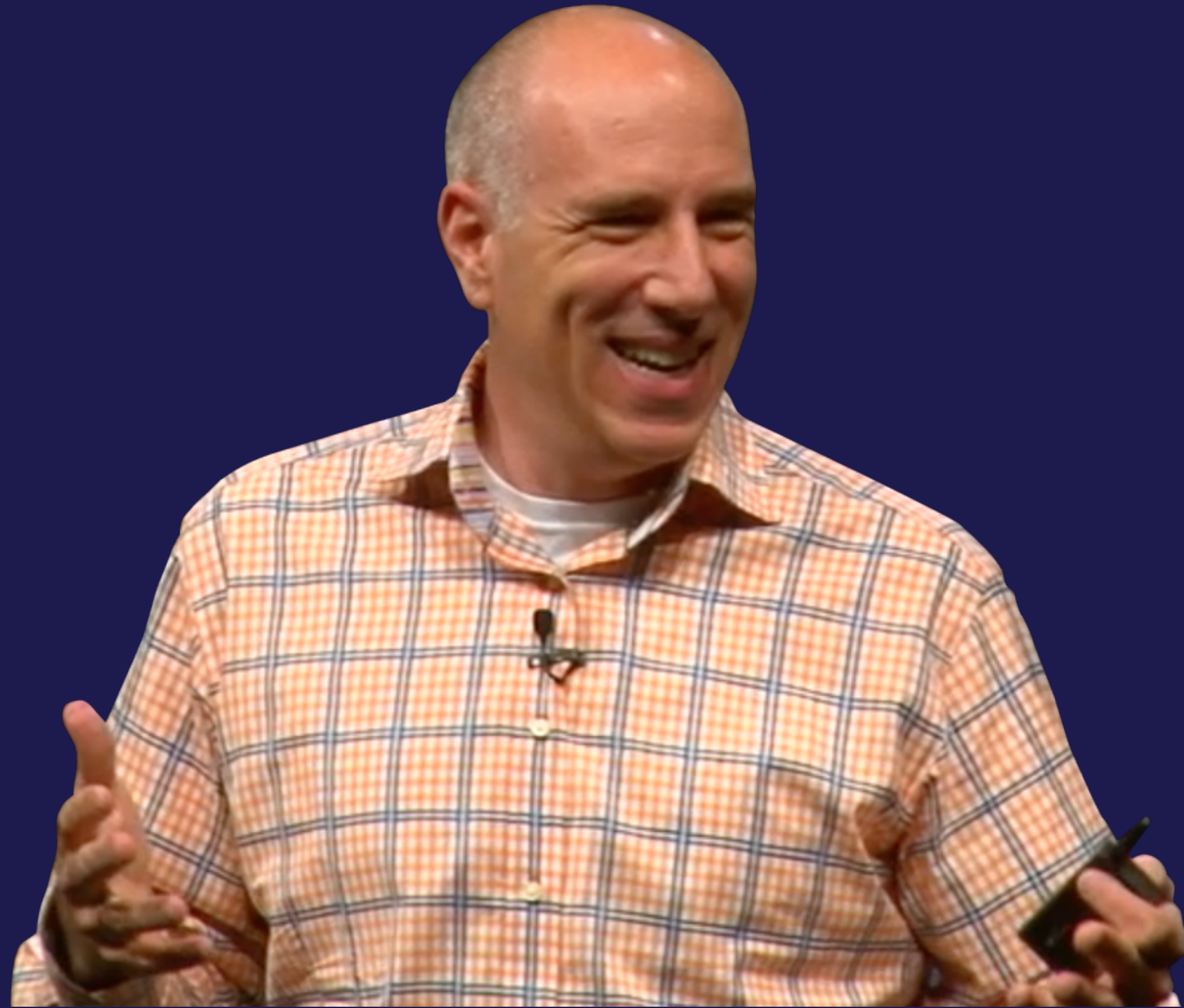




bill shander

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

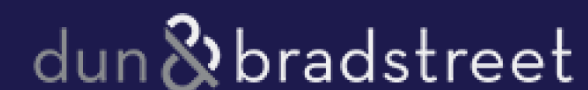
Everyone has trouble communicating with data. Many know the “what” and “why” but struggle to communicate the “how”. They will learn how to focus in on the most important components of their work so their audience can gain insights that lead to better decisions. It's all about the story and the visual.

“ 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.



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 to internal and external audiences. Beehive Media provides half-day and full-day workshops, customized from its standard curriculum for helping clients become more comfortable working with and creating engaging visual experiences out of data and other content.

Bill Shander leads every workshop, which follows a well-established format, working from theory to practice throughout the session, allowing attendees to work on hands-on 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 or presentation that will engage an audience and maximize impact.

NOTE: All timings and content described in this document are for the full-day workshop. In that workshop, not all content is guaranteed to be covered. In a shorter format workshop, a subset of this content will be covered.

Primary Takeaways

- Strategies for creating memorable and effective communications for your organization
- Creating narratives that connect with any audience, particularly when communicating "up" to leadership
- Information hierarchy and data visualization best practices
- Neuroscience and psychology behind how your audience will receive your visual displays
- Research-based best practices for design and communications

Introduction

The day begins with a brief “why we are here” context-setter for the day, followed by introductions.

Group Discussion

We take an existing output from your organization (a PPT deck, a report, an interactive experience, an infographic), and talk about it as a group. We first gain an understanding of the project’s goals and audience, and then discuss how it worked, what could be improved, etc. This is a very productive and fruitful conversation – and very accessible – since it is based on your organization’s actual work.

4X4 Model

Next, Bill discusses the primary challenges communicators face trying to reach audiences in today’s world. The solution to these challenges are many, but revolve primarily around his “4X4 Model for Knowledge Content”, which is a simple framework for presenting content to people in different layers and with key aspects, including visualization and storytelling.

30
minutes

15
minutes

The KWYs

Bill then walks through the four-step process required to turn content, including data, into visual narratives. The first step is a series of 3 acronyms that can be summed up as the KWY's - which are all about narrowing your focus on what you are trying to communicate, what your audience needs to hear, and what your data is actually saying. This critical yet obvious concept is something most communicators forget to do when working with data.

15
minutes

Headline Writing Exercise

Because focusing your message is so important, the first exercise of the day is to write headlines for your project. This helps to begin to crystalize your thoughts, which leads to more coherent and better-developed ideas as you move to the next storytelling phase. The data that will be used for the capstone exercise of the day is introduced at this point. The data can be a concept Bill brings with him or, if attendees data they're working on that we can do as a team exercise, we can use this instead. Headlines are written based on this data.

30
minutes

Storytelling

The second step in the process of turning numbers into narrative is storytelling. In this talk, Bill defines storytelling, and goes over a process for outlining a story based on data. He provides an example from a real project where data is used to come up with an outline for a presentation based on a step-by-step process. The key here is to figure out “buckets of content” and then refine those buckets into complete sentences that can be used to model a visual display in detail. There are some research-driven concepts in this section to help attendees understand key ideas.

45
minutes

Storytelling **Exercise**

After discussing storytelling, attendees (in teams of 5-6 people) get to take the data worked with previously and outline a story for presentation later. This is done following the previously-discussed process - coming up with buckets of content, and then complete sentences.

60
minutes

Visual Perception, Design, and Visualization

Understanding how humans process visual information will help you create visuals (charts, maps and infographics) that communicate effectively. We will review the science behind design best practices to help you create more impactful visual depictions of data. We go into great detail about a lot of concepts - visual perception, a very interesting study revealing important ideas to maximize design for an audience consuming an infographic or PPT slide, and a long review of the importance of simplifying a visual display to intentionally draw the eye to what's important. Bill explains all of this in the context of a couple of redesigned graphics (including from the client, if available) to bring the lesson home in a tangible way.

Concept Visualization **Exercise**

We spend about a short time doing some great warmup whiteboard exercises, getting everyone thinking visually and expressing abstract ideas in visual form. This is fun and really helps build confidence on the part of the group. This helps people get comfortable pushing their visual expression and creativity before we move on to the final exercises of the day.

60
minutes

15
minutes

Picking the Right Chart

Picking the right chart to visualize the data you have and to emphasize what you're trying to emphasize is an art, but there are definitely rules and best practices that can help. In this abbreviated workshop, this is covered very briefly, introducing tools and a very simple concept to help make better decisions about chart selection.

45
minutes

Picking the Right Chart **Exercise**

We will do a group exercise to work those muscles. Bill presents a simple data scenario and the exercise is to try to visualize the data in as many ways as you can think of. The goal is quantity over quality. The idea is to try to imagine as many visualizations as you can, to help break the mold of always just working in bar charts and pie charts, since that's where most people go by default.

30
minutes

Examples and Inspiration

Bill reviews some best-in-class examples of data stories and visualizations. He shows them and explains what works well across a spectrum of concepts. This discussion is great inspiration for the final exercise of the day, and also helps set the stage for important discussions about what works and doesn't work in the real world.

30
minutes

Capstone Exercise

We build on the previous exercises and create a relatively straightforward infographic or “deck” components (on paper/whiteboard). This is the culmination of everything learned throughout the day, helping people bring their headlines, story outlines, visualization and design thinking, to final form, in a complete output that expresses the data story in full. This output should be something you could hand to a designer or work on in PPT to execute a final product for publication.

75
minutes

Tools

If there is time (or if it's a priority), Bill will discuss the tools available for creating publication-ready data stories. This discussion reviews some of the many tools available for this work at a high level. Bill also gives a quick demo of 2-3 of the tools.

30
minutes

Customization

When working directly with organizations on their workshops, Bill is able to customize some of the content with the organization's own data. If given some example reports, presentations, infographics, etc., Bill will work them into the curriculum as talking points (with specific critiques and quick redesigns as suggested alternative approaches) and work through some personalized examples during the lessons. Also, some or all of the hands-on team exercises can be done using Bill's prepared exercises and/or using the organization's specific data challenges.

Additionally, Bill has more content modules (up to two days' worth of workshop content), which will be curated to provide the most appropriate training for your specific needs. For instance, Bill can provide a deeper dive into Picking the Right Chart and/or Storytelling Techniques and/or Basic Statistics Concepts, should you require it. The standard curriculum as outlined works for 95% of clients, but we can determine the best approach for your company via a conversation about the attendees, their level of knowledge and experience on these topics, and your goals for the training.

Scaling the Program

The program can be scaled, and part of that offering would include one more component: a coaching program. Not everyone who participates in the workshop will take advantage of the coaching program. But the most active learners will likely be your most effective data storytellers in the end!

Coaching Program

Coaching would consist of regular office hours where there is an open line of communication between your staff and Bill Shander for coaching on ongoing work. This proposal is suggesting a bi-weekly office hours approach. But we could also offer a set number of “consulting” hours, whereby employees could reach out on a more ad hoc basis.

