

DATA STORYTELLING: PRESENT WITH CONFIDENCE

“Each time we face our fear, we gain strength, courage and confidence in the doing.”

FINDING STORIES



INTRODUCING FINDING STORIES



As interest and investment in data continues to grow, so does the need for best practice and support to help everyone achieve success. In recent years there has been an explosion in techniques, roles and use cases for how to analyse, model and visualise data, however we believe that there is currently an imbalance in the support for this increase.

Many online and offline training providers do an amazing job in supporting the technical side of the role, but we've found that there is less support out there for the 'softer side' of the role. Attributes such as empathy, listening, storytelling, influencing, confidence, facilitation and ultimately leadership need more of a focus and we are here to help make that a reality.

From our experience, to differentiate and excel in data centric roles you need a balanced skill set to complete your projects, land your work and influence change. We're here to help create that balance and further elevate the role data plays within our organisations.

'Finding Stories' ultimate goal is to help promote the importance of softer skills in this most technical of disciplines and help deliver training programmes that will increase an individual's confidence in today's work and success in their future career.

INTRODUCING OUR COURSE ON PRESENTING WITH CONFIDENCE

“ **Delivering with confidence is hugely important because our performance during our presentation can mean the difference between a project that drives action, vs. a project that is quickly forgotten.** ”

This course is all about building your confidence in how you will deliver your presentation to your end audience.

From our experience, planning for the actual presentation of our data stories is often seen as a luxury, and the first time we tend to talk through our slides is directly in front of our intended audience. ... which can't be right!

This course is designed to challenge that and to share ideas on how you can put more meaningful time into preparing and rehearsing for your presentation, and then what you can do to manage nerves on the day to present with confidence and authority.

The course is based on a combination of years of experience in business presentations, together with the theory and best practice of theatre performance and what actors focus on to become more confident in their own delivery.

WHY DO IT?

If you're often left frustrated with an audience that has failed to connect with your presentation, or if you feel that nerves and a lack of confidence is holding you back, then this course is for you.

The course contains models, examples and best practice to help you become a better presenter and have more influence within your organisation.

The training is designed to be interactive and full of discussions and exercises, with best practice from the world of acting to help build your confidence and elevate your delivery.

The course is run by experts in both data analytics and stage acting to help effectively demonstrate the principles of the course and share stories from our own experience that will both educate and inspire.

Participants of the training will end up with a portfolio of techniques and ideas to help build your confidence and self-belief when it comes to your next key presentation.

WHAT TOPICS DO WE COVER

01

PLANNING

Measuring the importance of presentations in our work.
Getting our audience 'ready' for hearing our story.
How to make sure you're physically prepared.

02

REHEARSAL

What makes a good presenter and where do you need to focus.
The importance of rehearsals.
How to rehearse so it will make a difference.

03

DELIVERY

Dealing with pre-presentation nerves.
Audience Engagement.
Facilitating conversations post-presentation.

**COURSE
DURATION**

1 DAY

SELECTION OF SLIDES FROM COURSE

TOP TIPS ON PREPPING YOUR AUDIENCE

1. Book in ahead of time.
2. Help them understand why its relevant to them.
3. Consult and co-create with key stakeholders ahead of time (build supporters in the room).
4. Set a pre-task
5. Give them a trailer of what is to come.

HOW TO PREPARE YOUR AUDIENCE

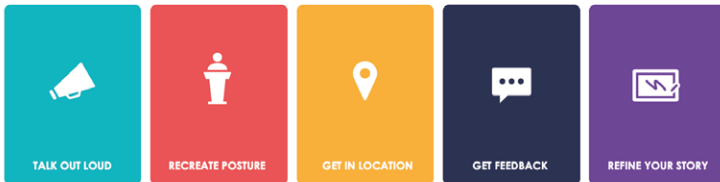
WHAT DEFINES A GOOD PRESENTER



WHAT DEFINES A GOOD OR NOT SO GOOD PRESENTER?



HOW TO REHEARSE:



HOW TO REHEARSE

HOW TO PRESENT IMPORTANT CHARTS

MONEY CAN BUY YOU HAPPINESS... BUT IT AIN'T EVERYTHING

Relationship between Income, Population Size (size of bubble) and Happiness back in 2012



Sources: World Population Review, World Happiness Report





Ross Durston

The course was created and will be led by Ross Durston, who is trained in the topics of Storytelling, Speechwriting and Data Visualisation.

Ross designs courses and learning programmes based on his training and 15 years of data analytics and research experience.

Combined together with experience spanning across multiple sectors (such as Retail, B2B, e-commerce and Financial Services), working both client and agency side, Ross is set to support ambitious teams and talented individuals become better data storytellers.



Mathew David

The course was created in consultation with Mathew David, a professional actor and communication coach.

Mathew holds a Masters in Acting for Stage, Screen and Radio from the Royal Welsh College of Music and Drama and has worked with BBC Worldwide, BBC Wales, Starz, CBS, S4C and Welsh National Opera.

As well as having consulted on the course content, Mathew will also support the delivery of the course, bringing best practice and energy from the world of theatre on how to engage with your audience, rehearse effectively and control your nerves.

For more information, please get in contact.

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