

# Communication for Leaders – Semester 1

## Topic: Power of Storytelling in Data-Driven Presentations

### Presentation Slide

The following slide was used during the one-minute leadership pitch.

**Why Storytelling Makes Data More Powerful**

Most data fails in 10 seconds → overload = no meaning

Storytelling adds context → people understand & care

Aristotle's Pillars:

- **Logos:** data = logic
- **Pathos:** story = emotion
- **Ethos:** delivery = credibility

Leaders don't just share data → they guide insight

**Data → Story → Action**

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### Context and Purpose

The objective of this presentation was to demonstrate how storytelling enhances the impact of data-driven presentations. Raw data often overwhelms audiences, while storytelling provides structure, meaning, and emotional connection.

### Core Message Explained

Most data fails to capture attention within the first few seconds due to information overload. Storytelling adds context, helping audiences understand insights and care about outcomes.

The presentation referenced Aristotle's three pillars of persuasion:

- Logos: Data and logical reasoning
- Pathos: Emotional connection through storytelling
- Ethos: Credibility through confident delivery

### Leadership Perspective

Effective leaders do not merely present data; they guide their audience toward insight and action. Storytelling bridges the gap between numbers and decision-making.

## **Key Takeaway**

Data alone informs, but stories inspire action. Strong leadership communication follows the flow: Data → Story → Action.

## **Reflection**

This activity reinforced the importance of simplicity and clarity. Transforming complex data into a narrative helped deliver the message confidently within a one-minute constraint.