

# Telling Great Stories with Data

Bear Douglas  
@beardigsit

Galvanize  
June 8 & 9 2017

# Hi, I'm Bear!



**Congratulations!**

**People want to hear your ideas.**

**[Warmups + Amy Cuddy]**

**The audience is on your  
side.**

**Your speaking style will be your  
own**

**Style**



**The basics: get comfortable**

# 1. Know your content

## 2. Dress right

# **3. Practice interacting with audiences**

**Pace**  
**Participation**  
**Physicality**



Photo: Jam Cosmetics

**Learn from Ira**



# Participation





# Participation



**Bear Douglas** @beardigsit · 17 Jun 2016

Fit to bust with pride as the [#earlybirdcamp](#) students present some amazingly polished apps. Congratulations!! 🎉🎉🎉 [pic.twitter.com/V27nHJaHi1](https://pic.twitter.com/V27nHJaHi1)



13



40





# Participation



**Bear Douglas** @beardigsit · 28 Apr 2016

.@aliparr kicks off the #HelloWorld workshop at #NairobiTechWeek to a packed house- excited to chat with you all! [pic.twitter.com/RFAxRDpEnr](https://pic.twitter.com/RFAxRDpEnr)



4



12



# Participation



**Bear Douglas** @beardigsit · 19 Feb 2015

Even from the nosebleed section, @andypiper is brilliant  
[pic.twitter.com/eCAyewzwNL](https://pic.twitter.com/eCAyewzwNL)





# Physicality

**Let's try a thing**

# Breath support

**Start grounded**

**Find your neutral hands**



**Open your gestures**

**Move with intention**

**Refocus.**

# How To Slow Down

1. Breathe between sentences
2. Focus on sentence cadence
3. Enunciate

**Uptalk?**

**Vocal fry**

**Time for a break.**

# Telling Stories with Data



**1. There must be a story**

# Alternatively...

- State of the world
- Problem statement
- Analysis
- Results
- Next steps

## 2. Think of data as your illustrations

1. 50,000 people tweet about #warriors on game days.  
3,000 people tweet on other days.
2. We ingested 100,000 tweets with the hashtag #warriors from game and non-game days
3. K-means clustering grouped them into 9 major categories; 6 out of the 9 were positive-neutral in tone
4. Most strongly-positive geotagged tweets came from San Francisco; also NYC on game days
5. The distribution of retweets has a heavy long tail

**3. Great stories have a  
takeaway**

# Things To Remember

1. Define your terms, enough
2. Talk high and low level
3. Your actual data should appear somewhere
4. Be realistic but hopeful about conclusions
5. Aim to teach everyone something

**End of Day 1**

**Day 2**



# Warmups!

**Practicing effectively**

**You must rehearse. Aloud.  
At Pace.**

**Memorize selectively**

**Cue yourself effectively**

**Reuse extensively**

**Nail the first minute.**

# Handle Hiccups

1. Who can handle? How? How long?
2. Give the audience an update
3. Fix & carry on



**What if the audience isn't on my  
side?**

# Common Fears

1. I forgot what to say.
2. Tech snags.
3. I get a question I can't answer.
4. Persistent audience trolls.
5. I say “um” too much.

# Takeaways

1. Nail the first minute
2. Pick one thing to focus on the first time
3. You will be great.

**Questions?**