Daniel Lesser
Workbook Chap 4
7/29/19

Guidelines
- Decide what you want to convince audience of
- Emphasize the key info. Isolate/highlight. Limit focus, one idea
- Choose Reference Pts carefully, time Period, Scale, other Data
- Can Point Things out, "danger line", arrows, labels
- "Lure" by Presenting assumption vs Reality
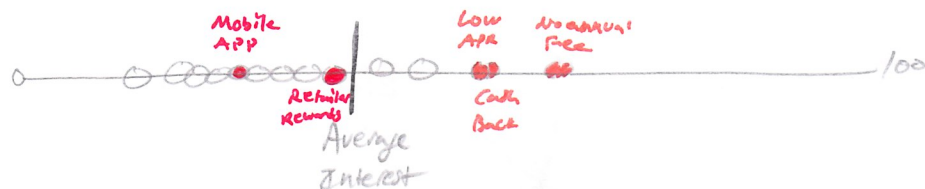- Tell Story! Setup/Conflict/Resolution

1. C

2. The RHS Scale in Particular is very narrow. ✓
   Time Period cut off 1978. Why?   Width is tight
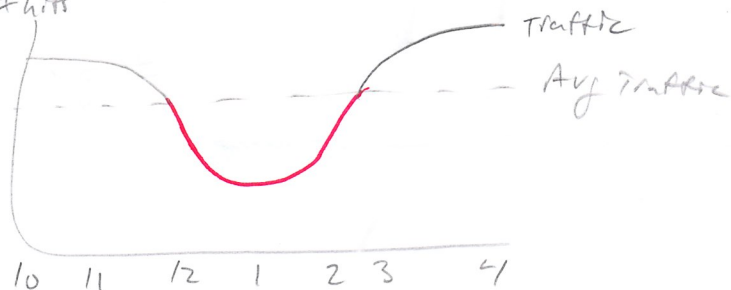
3.

        Low   NO
        APR   annual
               Fee
                                              100% Interested
            cash
            Back

4.

     Mobile   Low   No annual
     APP   APR   Fee
                                              100   ← consider "Lure"
        Retailer   1st chart all greyed out.
        Rewards   Cash   Expect ● to be on RHS.
           Average Back   Then Show Reality
           Interest

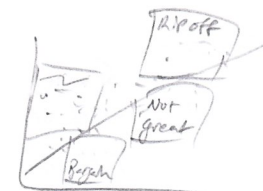5. I would add alternative sports/countries. Show Avg of The Sport vs Individuals.

6. National Avg, Δ over mild years. Competitive set, Diff groupings, Distribution

7. #hits

                                    Traffic
                              ─ ─ ─ ─ Avg Traffic

     10 11 12 1 2 3 4

8. A (B)   Show Diminishing
                                                            Returns in Plain Text
9. Change y axis to be Price/minutes? Consider Boxing
                                       The Points &
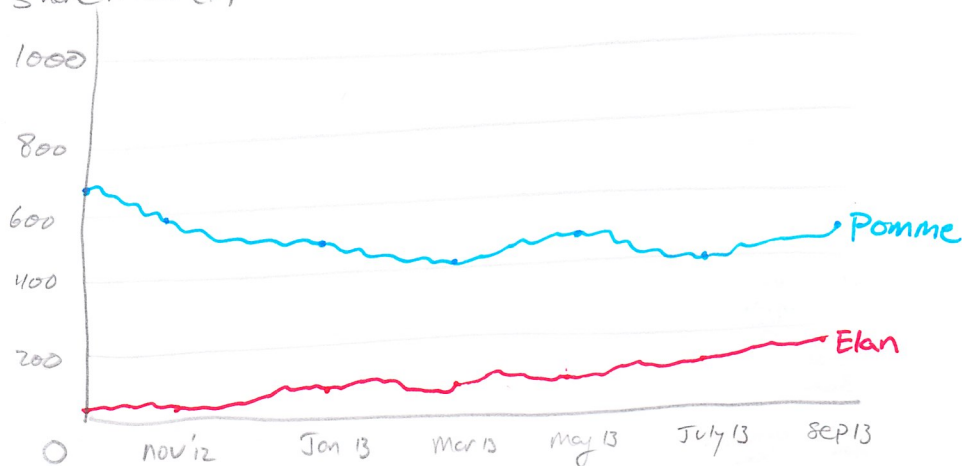   labeling

10. Setup: Opening weekend is very impt to set Stage for Rest of earnings

    Conflict
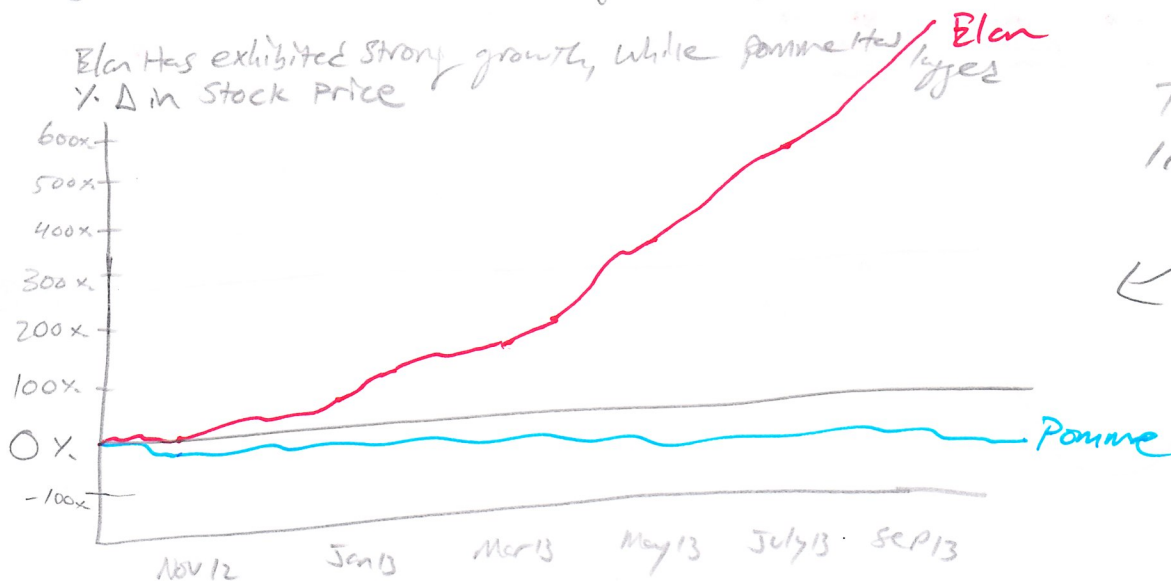
         Consider Slow Reveal of x cxs to tell story

Stock Advice

1. Scales on Different magnitudes
Scales on each side not linear ✓

2.

Elan is gaining ground, but Remains behind Pomme

Share Price ($)

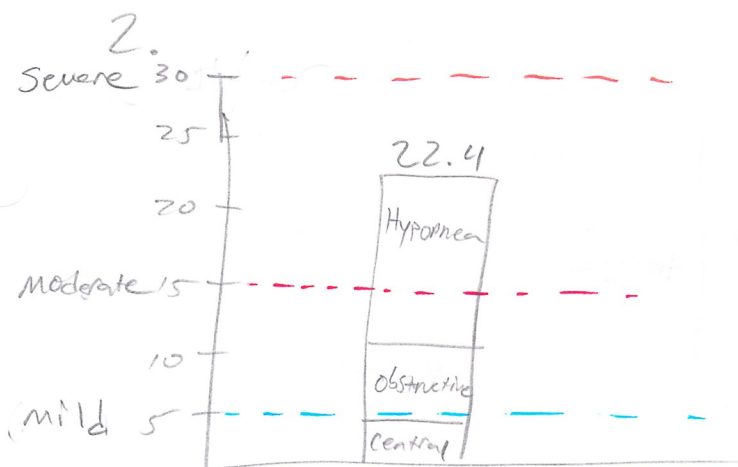Elan Has exhibited strong growth, while Pomme Has types
%. Δ in Stock Price

← Book is similar, But I Think This Isn't The Best

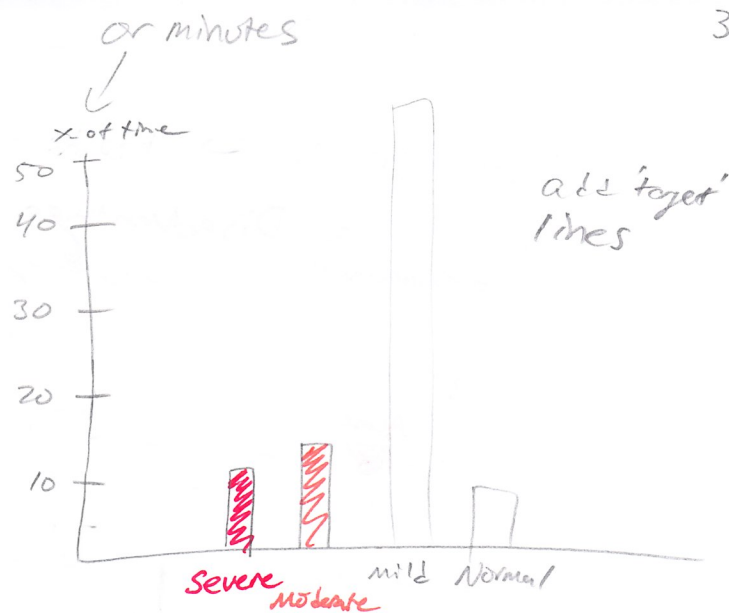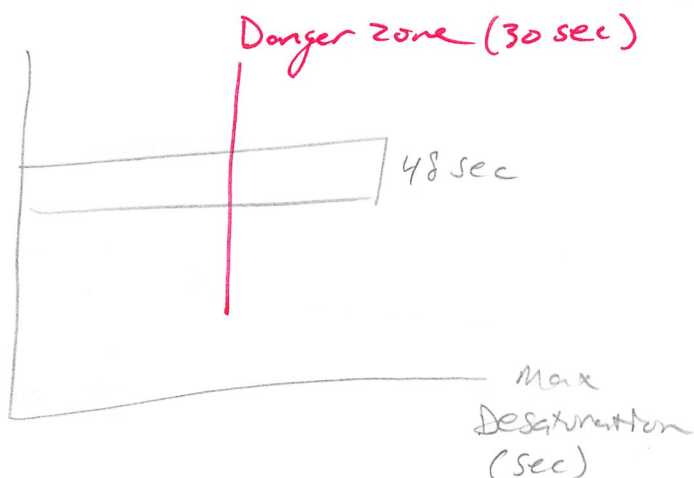/ Shows The Story & its more like original Than They'd like!

) Basically what They show in #3

Persuading a Patient to get Sleep

1. Remove unnecessary Data Pts That Don't support Conclusion ✓
Graph Things vs Table ✓
Compare to Avg, old #s etc... to give context ✓
Technical Terms ✓

2.

Chart (vertical bar, left axis labeled):
- Severe 30 (red dashed line)
- 25
- 20
- Moderate 15 (red dashed line)
- 10
- Mild 5 (blue dashed line)

Bar labeled **22.4**
- Hypopnea
- Obstructive
- Central

↗ May not need detail, just total

Second chart (top right): "or minutes" / "% of time"
Y-axis: 50, 40, 30, 20, 10

add 'togel' lines

Bars labeled: **Severe**, **Moderate**, Mild, Normal

Danger zone (30 sec) — red vertical line

Horizontal bar chart: 48 sec

Max Desaturation (sec)

Consider: How could all The info Be Shown as a Dashboard vs Just The Selected info here
- Each event as a dot rather Than a Sum (bar)

3. Tried to Integrate Baseline into above charts already

Make The Data Real to user

Give Them Context

eg How long They go w/out Breathing in a minute

Ra a typical hour, how many/when They are not Breathing?

Making a Case to HR

Persuade HR to improve family leave

Key Points: Avg leave = 16 / 6-7
               F   M

Ours is shortest = 1 $^{+8}_{paid}$ / 1

Millennials

75% of Workforce

Less likely quit If Parental leave 85%
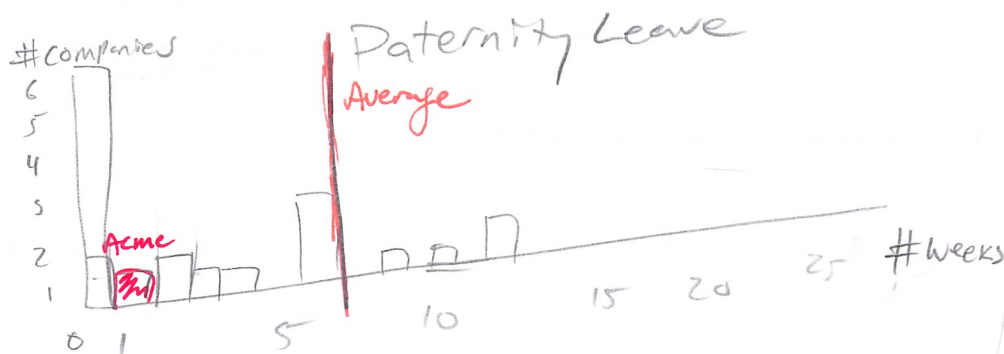
Pay/Benefits Top reason for 80%

2/3rd HR rep cite family support Policy as Top Retention tool

Fathers ⇒ 9/10 care about Paid Parental leave

ROI

50% Positive, 30% Neutral, 20% Costly

Acme Corp's Parental leave Policy puts it at a **Disadvantage** to its Competitors

Maternity Leave

#companies — #weeks
Acme — Average

Paternity Leave

#companies — #weeks
Acme — Average

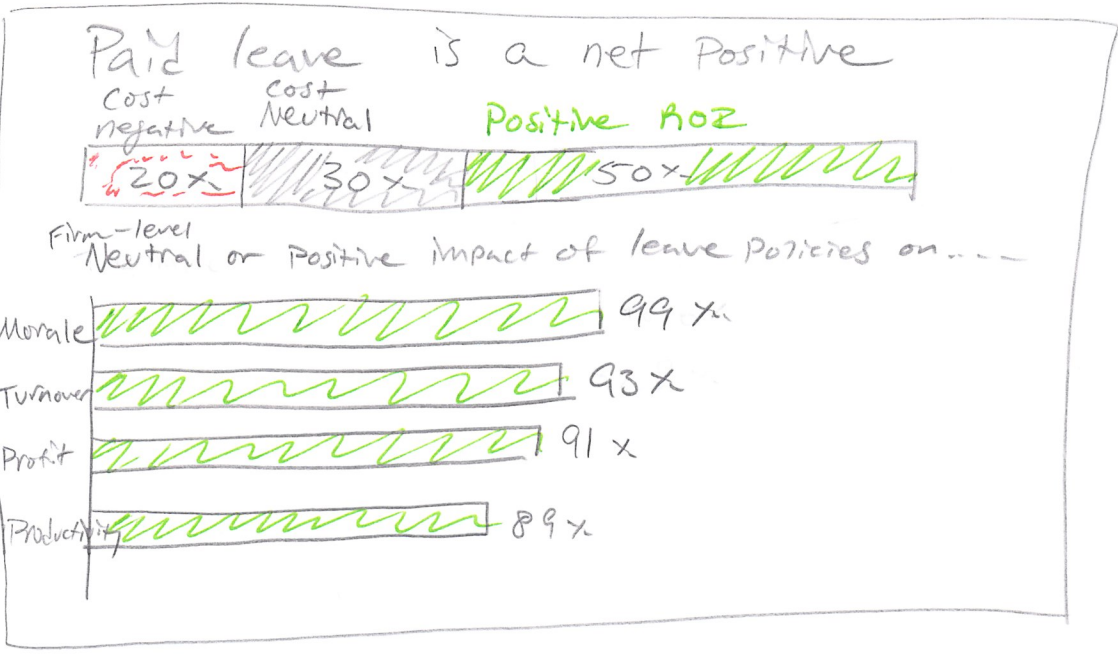Millenials, 75% of the emerging workforce, Deeply value maternity & Paternity leave

85% of millenials say they're less likely to quit if paid parental leave is offered

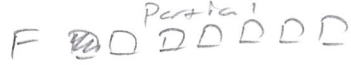**78%** of millenials are part of a two-career couple & Require both to work & parent

75% of the American workforce in 10 yrs will be millenials

Paid leave is a net Positive

Cost negative | Cost Neutral | Positive ROZ
20% | 30% | 50%

Firm-level
Neutral or Positive impact of leave Policies on....

Morale — 99%
Turnover — 93%
Profit — 91%
Productivity — 89%

Considerations from Book:

Consider using each week as a Block to compare

Mean F □□□□□□□□□
M □ □ □ □ □ □

US F □□□ □□□□□□ (Partial)
M □

Part of Total
Concept not lost

Consider the slow Reveal to Play on expectations vs Reality

They included all the original Data, but I felt we could leave some out & get some msg across.