**Curriculum**

## **1. Welcome**

[**What you can expect & how to do this course**](https://mindspeaking.teachable.com/admin-app/courses/1967897/curriculum/lessons/44555889)

[**"I'm not a natural storyteller."**](https://mindspeaking.teachable.com/admin-app/courses/1967897/curriculum/lessons/46087776)

## **2. WHY: Data presentation mistakes you might be making**

[**The presentation I messed up**](https://mindspeaking.teachable.com/admin-app/courses/1967897/curriculum/lessons/44555908)

[**Video: spot the presentation mistakes**](https://mindspeaking.teachable.com/admin-app/courses/1967897/curriculum/lessons/44555982)

[**Create your own presentation baseline**](https://mindspeaking.teachable.com/admin-app/courses/1967897/curriculum/lessons/44828550)

[**You are not alone: Buddy System**](https://mindspeaking.teachable.com/admin-app/courses/1967897/curriculum/lessons/48612605)

## **3. WHY: The Science of Storytelling**

[**Learn about the Neuroscience of Decision-Making**](https://mindspeaking.teachable.com/admin-app/courses/1967897/curriculum/lessons/44730836)

[**Why Data Storytelling matters**](https://mindspeaking.teachable.com/admin-app/courses/1967897/curriculum/lessons/44555983)

[**My cousin who smoked cigarettes**](https://mindspeaking.teachable.com/admin-app/courses/1967897/curriculum/lessons/44556528)

## **4. HOW: The first step of your Data Presentation**

[**GAME framework**](https://mindspeaking.teachable.com/admin-app/courses/1967897/curriculum/lessons/44556317)

[**Goal: use these 3 Storytelling Chemicals**](https://mindspeaking.teachable.com/admin-app/courses/1967897/curriculum/lessons/44806823)

[**Goal: determine the focus of your Data presentation**](https://mindspeaking.teachable.com/admin-app/courses/1967897/curriculum/lessons/44801927)

[**Audience: ask these questions**](https://mindspeaking.teachable.com/admin-app/courses/1967897/curriculum/lessons/44556369)

[**Audience: 4 preferred ways of communication**](https://mindspeaking.teachable.com/admin-app/courses/1967897/curriculum/lessons/45747533)

[**Audience: get their buy-in with the IKEA effect**](https://mindspeaking.teachable.com/admin-app/courses/1967897/curriculum/lessons/45772811)

[**Audience: think about what language they speak**](https://mindspeaking.teachable.com/admin-app/courses/1967897/curriculum/lessons/44774124)

[**Audience: The Curse of Knowledge**](https://mindspeaking.teachable.com/admin-app/courses/1967897/curriculum/lessons/44556706)

[**Message & Expression**](https://mindspeaking.teachable.com/admin-app/courses/1967897/curriculum/lessons/44802432)

[**Exercise: use the GAME framework in practice**](https://mindspeaking.teachable.com/admin-app/courses/1967897/curriculum/lessons/45747421)

## **5. HOW: Creating a Good Story**

[**What's a good story? Introducing the ABT framework**](https://mindspeaking.teachable.com/admin-app/courses/1967897/curriculum/lessons/44555918)

[**Applying the ABT framework in Data & Analytics**](https://mindspeaking.teachable.com/admin-app/courses/1967897/curriculum/lessons/46256529)

[**Exercise: create your own ABT story**](https://mindspeaking.teachable.com/admin-app/courses/1967897/curriculum/lessons/44555923)

[**How to visualize your ABT story**](https://mindspeaking.teachable.com/admin-app/courses/1967897/curriculum/lessons/45990791)

[**ABT framework - how to practice in real life**](https://mindspeaking.teachable.com/admin-app/courses/1967897/curriculum/lessons/46120672)

[**The ABT framework - more resources**](https://mindspeaking.teachable.com/admin-app/courses/1967897/curriculum/lessons/44555921)

[**Shark tank pitch (spot the storytelling elements)**](https://mindspeaking.teachable.com/admin-app/courses/1967897/curriculum/lessons/46009192)

## **6. HOW: Building your Data story**

[**How to create an effective Data storyline**](https://mindspeaking.teachable.com/admin-app/courses/1967897/curriculum/lessons/44555928)

[**Case 1 - introduction**](https://mindspeaking.teachable.com/admin-app/courses/1967897/curriculum/lessons/44556240)

[**Case 1 - solution**](https://mindspeaking.teachable.com/admin-app/courses/1967897/curriculum/lessons/46120771)

[**Characters in your Data Story**](https://mindspeaking.teachable.com/admin-app/courses/1967897/curriculum/lessons/44556241)

[**Case 2 - introduction**](https://mindspeaking.teachable.com/admin-app/courses/1967897/curriculum/lessons/44556238)

[**Case 2 - solution**](https://mindspeaking.teachable.com/admin-app/courses/1967897/curriculum/lessons/44833992)

[**Data trailer**](https://mindspeaking.teachable.com/admin-app/courses/1967897/curriculum/lessons/44560914)

[**Pyramid Principle**](https://mindspeaking.teachable.com/admin-app/courses/1967897/curriculum/lessons/44560924)

## **7. HOW: using Powerpoint effectively**

[**Funeral for your darlings: choose the right insights**](https://mindspeaking.teachable.com/admin-app/courses/1967897/curriculum/lessons/44773411)

[**How to avoid overwhelming your audience (examples)**](https://mindspeaking.teachable.com/admin-app/courses/1967897/curriculum/lessons/46144572)

[**Death by Powerpoint (TED talk)**](https://mindspeaking.teachable.com/admin-app/courses/1967897/curriculum/lessons/44556481)

[**How to deal with people asking to send the presentation**](https://mindspeaking.teachable.com/admin-app/courses/1967897/curriculum/lessons/44731042)

## **8. HOW: The Days Before Your Presentation**

[**Revision: How to practice your presentation**](https://mindspeaking.teachable.com/admin-app/courses/1967897/curriculum/lessons/44731062)

[**Revision: which part to practice most?**](https://mindspeaking.teachable.com/admin-app/courses/1967897/curriculum/lessons/44825081)

[**How to deal with presentation stress: 2 mindsets**](https://mindspeaking.teachable.com/admin-app/courses/1967897/curriculum/lessons/44556306)

## **9. HOW: Presenting with Impact**

[**Do a visual and auditory assessment**](https://mindspeaking.teachable.com/admin-app/courses/1967897/curriculum/lessons/44811841)

[**The Verbal Cliffhanger: how to keep your audience engaged**](https://mindspeaking.teachable.com/admin-app/courses/1967897/curriculum/lessons/44555894)

[**How to get rid of filler words (the UHMs, and AHs)**](https://mindspeaking.teachable.com/admin-app/courses/1967897/curriculum/lessons/44825085)

[**Voice: tip for speaking more clearly**](https://mindspeaking.teachable.com/admin-app/courses/1967897/curriculum/lessons/45746621)

[**Voice: How NOT to talk in your presentation (uptalk)**](https://mindspeaking.teachable.com/admin-app/courses/1967897/curriculum/lessons/44803867)

[**Body language: two tips you haven't heard before**](https://mindspeaking.teachable.com/admin-app/courses/1967897/curriculum/lessons/44555899)

[**Own the stage (walk around, come closer)**](https://mindspeaking.teachable.com/admin-app/courses/1967897/curriculum/lessons/44556584)

[**Tip for remote presentations**](https://mindspeaking.teachable.com/admin-app/courses/1967897/curriculum/lessons/44556618)

[**How to use metaphors**](https://mindspeaking.teachable.com/admin-app/courses/1967897/curriculum/lessons/44772415)

## **10. BONUS: How to make insights more persuasive**

[**Talk benefits, not features**](https://mindspeaking.teachable.com/admin-app/courses/1967897/curriculum/lessons/44556372)

[**Loss Aversion**](https://mindspeaking.teachable.com/admin-app/courses/1967897/curriculum/lessons/44556252)

[**How to present numbers (book summary)**](https://mindspeaking.teachable.com/admin-app/courses/1967897/curriculum/lessons/44556753)

[**7 principles to make your ideas stick**](https://mindspeaking.teachable.com/admin-app/courses/1967897/curriculum/lessons/44556758)

## **11. BONUS: Effective Data Visualization**

[**Data Visualization best practices**](https://mindspeaking.teachable.com/admin-app/courses/1967897/curriculum/lessons/44773832)

[**The Power of Chart Titles**](https://mindspeaking.teachable.com/admin-app/courses/1967897/curriculum/lessons/44556795)

[**Data Visualization example: A Day in the Life of 1,000 Americans**](https://mindspeaking.teachable.com/admin-app/courses/1967897/curriculum/lessons/46010674)

[**6 Data Visualization lessons from 1 image**](https://mindspeaking.teachable.com/admin-app/courses/1967897/curriculum/lessons/46010691)

[**Choose your chart**](https://mindspeaking.teachable.com/admin-app/courses/1967897/curriculum/lessons/46010716)

[**Dashboard design**](https://mindspeaking.teachable.com/admin-app/courses/1967897/curriculum/lessons/46882505)

## **12. More bonus resources**

[**How to find more stories in your life**](https://mindspeaking.teachable.com/admin-app/courses/1967897/curriculum/lessons/44807867)

[**Famous meme - 5 hidden lessons for Data Storytelling**](https://mindspeaking.teachable.com/admin-app/courses/1967897/curriculum/lessons/44783114)

[**My book - People Skills for Analytical Thinkers**](https://mindspeaking.teachable.com/admin-app/courses/1967897/curriculum/lessons/46593306)

[**Group coaching call - April 18th 2023**](https://mindspeaking.teachable.com/admin-app/courses/1967897/curriculum/lessons/46701733)

[**Data Storytelling with the ABT framework**](https://mindspeaking.teachable.com/admin-app/courses/1967897/curriculum/lessons/46914153)

[**Data Storytelling: When and how to communicate your data in stories**](https://mindspeaking.teachable.com/admin-app/courses/1967897/curriculum/lessons/46914204)

[**Book Recommendations**](https://mindspeaking.teachable.com/admin-app/courses/1967897/curriculum/lessons/47050694)

## **Analyze your growth: before vs. after**

[**Evaluate your next presentation**](https://mindspeaking.teachable.com/admin-app/courses/1967897/curriculum/lessons/46201863)

## **Closing**

[**Asking a favor**](https://mindspeaking.teachable.com/admin-app/courses/1967897/curriculum/lessons/44556236)

[**Don't end here: Tips for next steps**](https://mindspeaking.teachable.com/admin-app/courses/1967897/curriculum/lessons/44555897)