﻿﻿As a data professional, remember that you speak a specific language.  
﻿﻿Different from many of your business colleagues.  
﻿﻿  
﻿﻿Next time, try to speak THEIR language.  
﻿﻿  
﻿﻿Because, when you speak the language of your audience –  
﻿﻿  
﻿﻿Your insights become magnetic.  
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## **So, how do you speak the language of your audience?**

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We'll answer this question in more depth later in the course.

But I can already give you a quick tip: talk about revenue, profit, risk, and costs.  
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Instead of talking about how you did you analysis, talk about what the insights mean to your audience.

What is the impact on THEM?

What is the impact on their key metrics?

How does it change revenue, profit, risk, or costs?

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That's the focus of your message.

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