

# the BIG IDEA worksheet

Identify a project you are working on where you need to communicate in a data-driven way. Refect upon and fill out the following.

## Data Visualization 5

PROJECT \_\_\_\_\_

### WHO IS YOUR AUDIENCE?

- (1) List the primary groups or individuals to whom you'll be communicating.

I will be communicating with the leadership/executive team at Axtria, the company I will be working at when I graduate.

- (2) If you had to narrow that to a single person, who would that be?

The CEO of Axtria

- (3) What does your audience care about?

My audience cares about the wellbeing of their employees, as is it important for them to be healthy so they can do their best work and do it happily.

- (4) What action does your audience need to take?

My audience needs to decrease the working day by 1 hour to give employees more free time, encouraging them to get adequate sleep.

### WHAT IS AT STAKE?

What are the benefits if your audience acts in the way that you want them to?

If my audience decreases the length of the working day, many employees will be increasingly rested, resulting in improved performance during working hours, and likely happier employees.

What are the risks if they do not?

Employees who do not currently get adequate sleep will continue to not do so, which may be causing a portion of workers to contribute a day-to-day performance that is below what they are capable of.

### FORM YOUR BIG IDEA

It should:

- (1) articulate your point of view,
- (2) convey what's at stake, and
- (3) be a complete (and single!) sentence.

With clear correlations between health factors and getting adequate sleep, it is important to encourage employees to maintain healthy sleep schedules; with some companies shifting to 4-day work weeks and maintaining their output, decreasing work time by an hour a day is not a farfetched idea, but one that could benefit employee health and morale.