I never generally thought about data as telling a story. Reading chapter 2 has made me feel a smidge guilty to some of my previous presentations of data. I was the guy who dropped every inch of data and smudged into together in what I believed to be an elegant communication of data. But I never looked at it from an audience perspective. That you are trying to make it tell its own story that anyone can read. And reading this has made me realize that graphs are a mix of logic and English. What I mean is graphs represent logistical information, but the steps to present such details are very similar to drafting an essay. You need to identify the audience and your relationship with them. Also, the importance of reaching a conclusion towards your data is something I never practiced. In my experience in presenting data, I would drop a graph and expect it to speak for itself. Instead, people will happily acknowledge the data and its importance, but they won't do anything with it. And that's when, as I've learned, you prompt your audience to take action by using action-orientated words. As well, the chapter has some helpful advice on how to properly go about presenting. The classical read each slide one by one is deemed to be one of the worst methods of presentation.

Instead, people should focus on practicing. The best approach to creating a stimulating and non-painful presentation is through repetition. The chapter also discusses the premise of utilizing time as if you had three minutes to communicate your idea. This method allows for emphasis on clarity and prevents talking in circles excessively. And even more effective approach is to use storyboarding, which is essentially a visual outline for what you want to create. I've heard of storyboarding being substantially used in the context of goal pursuing, but it makes sense how it can be applied as well to presenting data. It can keep you on track turning in a runaway train.