Writing Summary of Chapter 1 of “ How Charts Lie” and “Storytelling with Data”

I only read one chapter of each book. However, It makes me remember the time that I prepared the first meeting in my life and in my company. I established a fruit Smoothie company called Blendy’s that produces production, retail, and e-commerce in 2020.

I had a chance to have a meeting with GS Retail which is the biggest company that has more than 11,000 convenience stores in Korea called GS25, more than 30 discount outlets (Emart, Traders), Online commercial sales platforms (GSShop, SSG, Dalisalda) in the distribution industry. As soon as I received the phone call from them for schedule the first meeting, I promised that I will show our vision, introduce our products and company without regrets. I wrote outlines, generated documents to provide, and created the presentation. However, I did not carefully set up the audience. I actually set up the audience as GS Retail as a whole Company, not a person who will meet with me.

To prepare for the meeting, I put most of my efforts into creating a few charts about market research because I wanted to say that our products are the product that customers are looking for. However, the manager from GS Retail did not care at all about our market research. As soon as he sipped our products, he wanted to talk and know deeply about our products’ price, minimum order quality, and ingredients. Yes, I prepared the whole meeting wrong because I set up the audience wrong.

On top of that, I wanted the meeting to be a memorable meeting for both of us, therefore, I collected and used many interesting numbers, charts, and graphs during the meeting. These contents were easy to understand, and super interesting for me and our team however, it was not easy for a person who is not familiar with the market of fruit smoothies. Also, He spent a long time trying to understand some of the supported data. Through reading these books, I realized that I may have used the wrong chart design, wrong information, or trying to contain too much information at one time. Lastly, I deluded myself that he would definitely know this data, background, and information like me.

Since I tried hard to give a lot of information within a short amount of time, the meeting turned into a one-sided meeting. In the textbook “how charts lie”, There was an example with Gabriel Garcia Marquez. The sample talked about the same information with different locations of words. Probably my first meeting was the same as a sample of the latter one which is clunky and undistinguished.

I heard We as human beings can only lie based on truth from a specialist in criminal psychology. As a specialist said, I think Charts can’t lie. Charts may contain limited information or we only understand what we want to know. Although someone made up the data and created a “lie” chart, someone might have brought the idea from somewhere that already existed.