

Lisa
talks about

WHY
HOW
WHAT

We're
here!

Berlin

Weimar

MAP OF
EUROPE

Scale of Miles

50 100 200 300 400 500 600

Simon Sinek

START

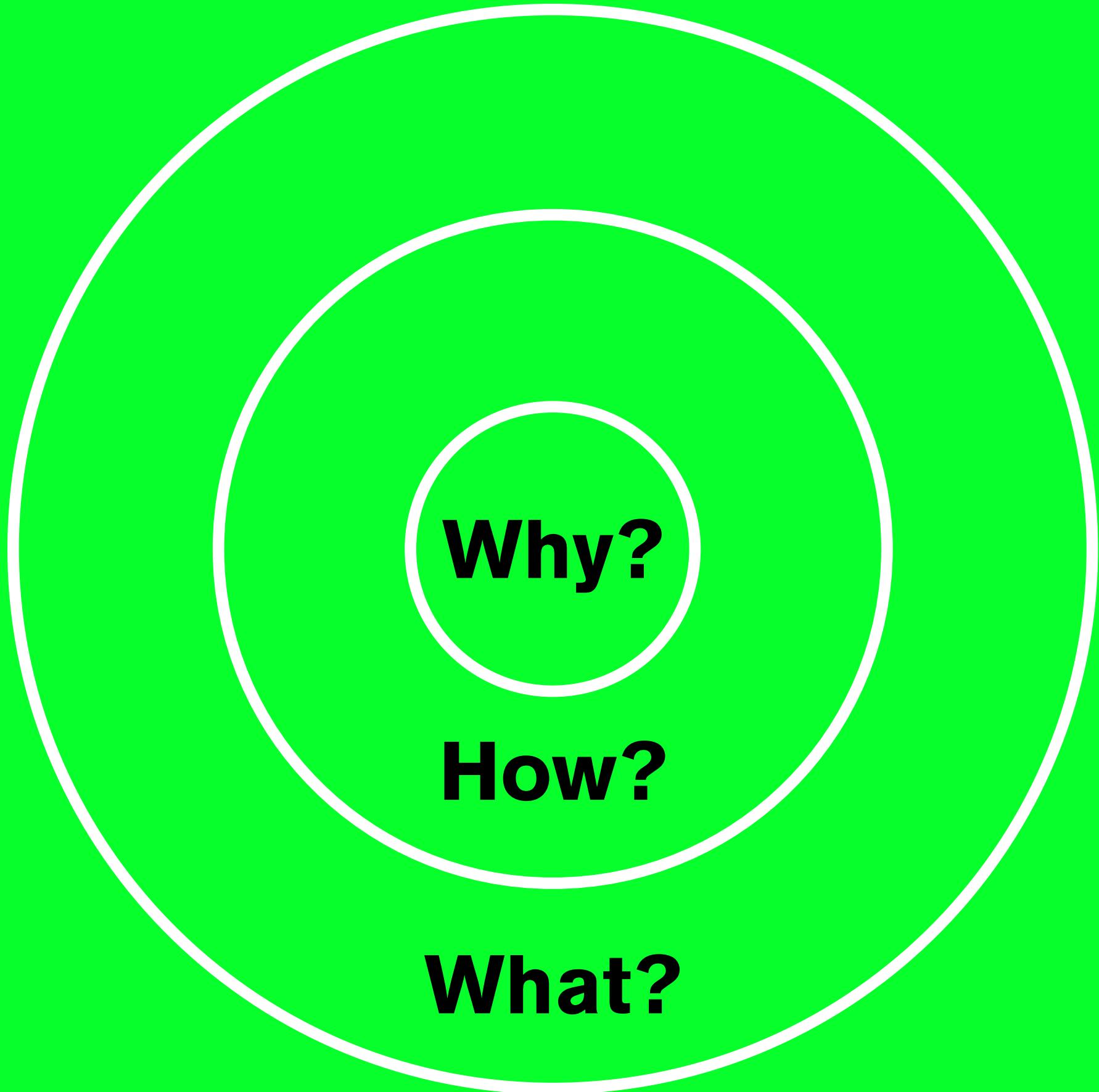
HOW GREAT LEADERS INSPIRE
EVERYONE TO TAKE ACTION

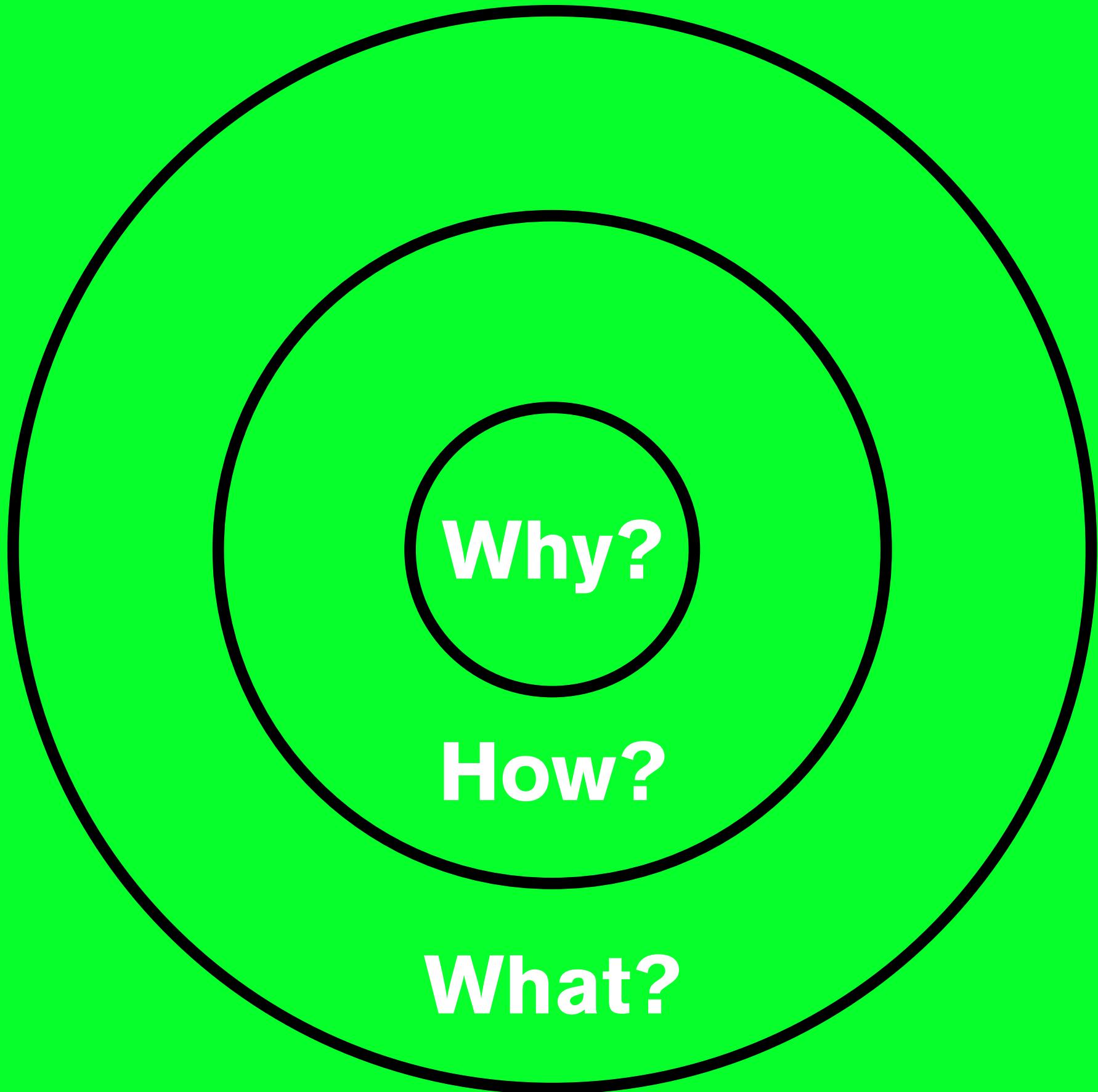
WITH

SIMON SINEK

WHY





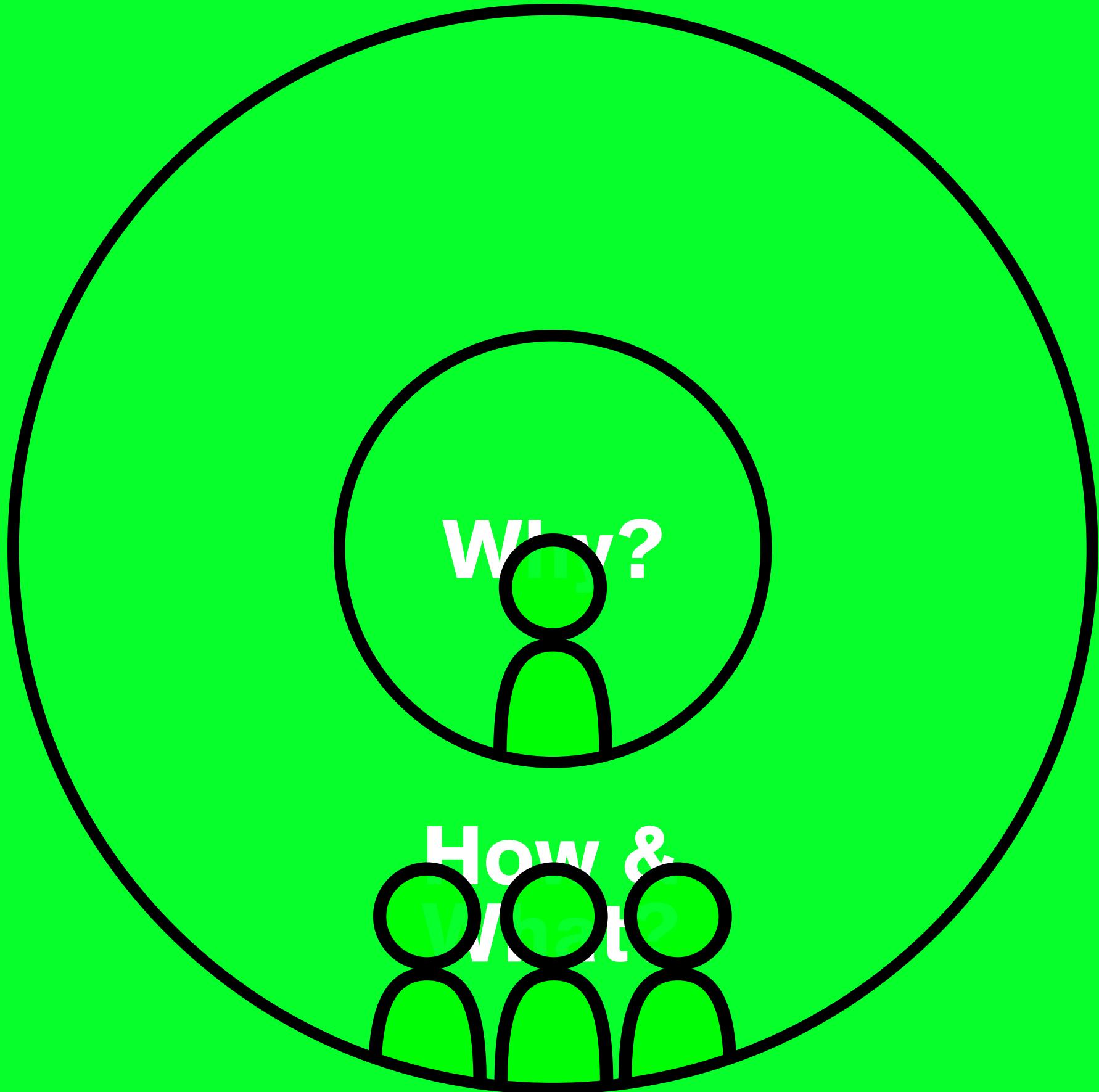


A Venn diagram consisting of two overlapping circles. The left circle is labeled "Why?" and the right circle is labeled "How & What?". The intersection area where the two circles overlap is shaded black.

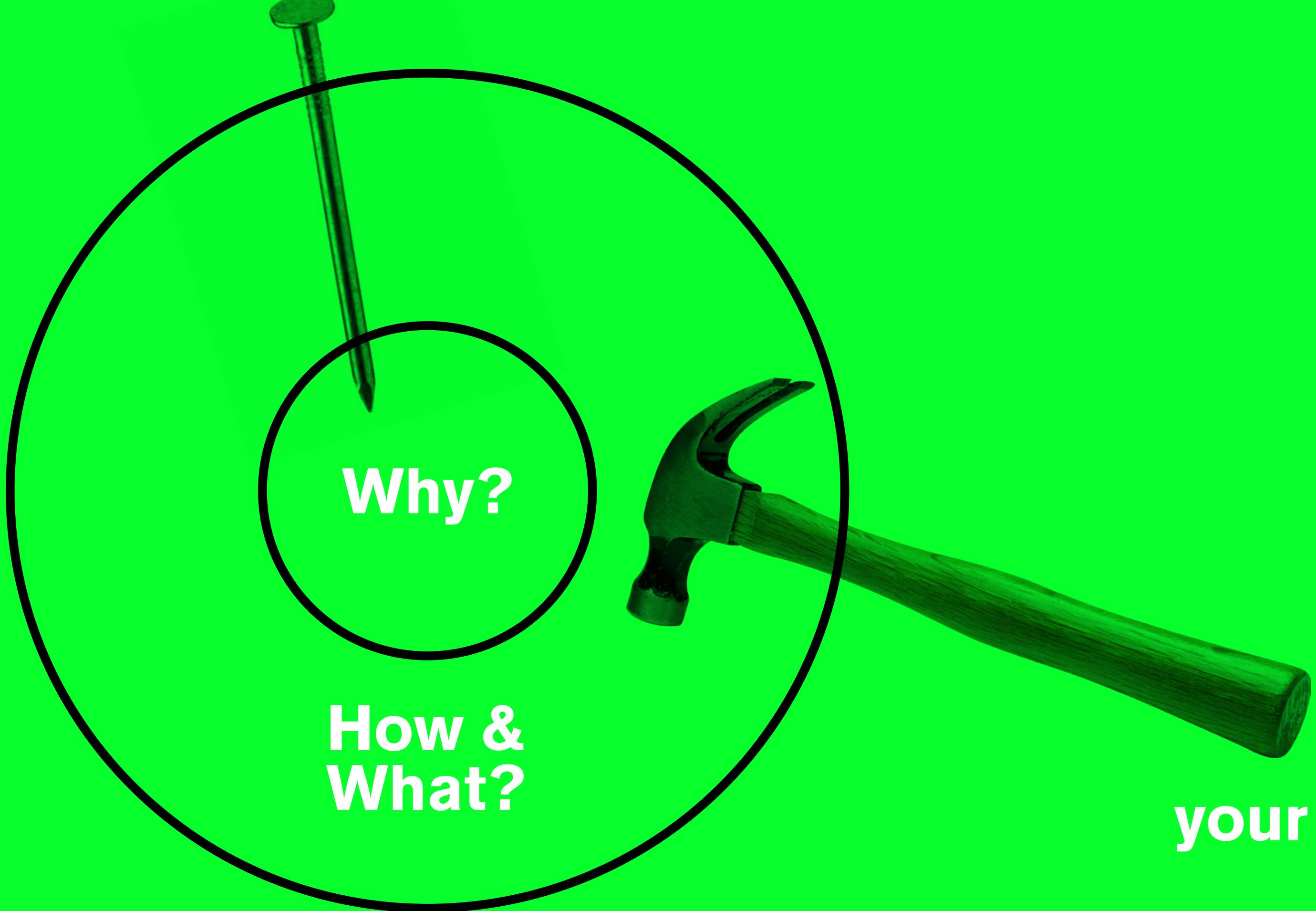
Why?

How &
What?

**1 Importance for
your work**
**2 Importance for
Data Vis**



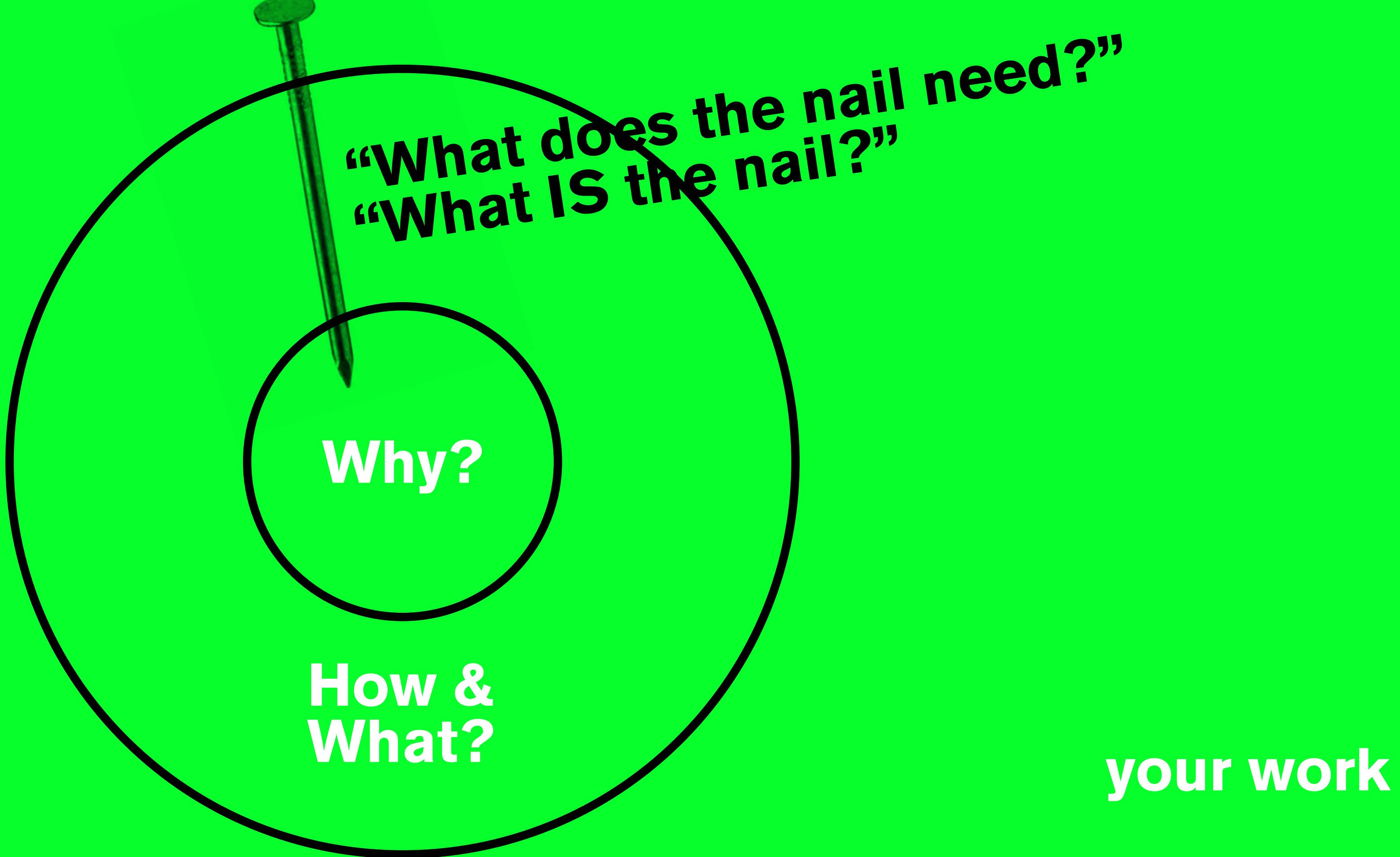
your work



Why?

How &
What?

your work



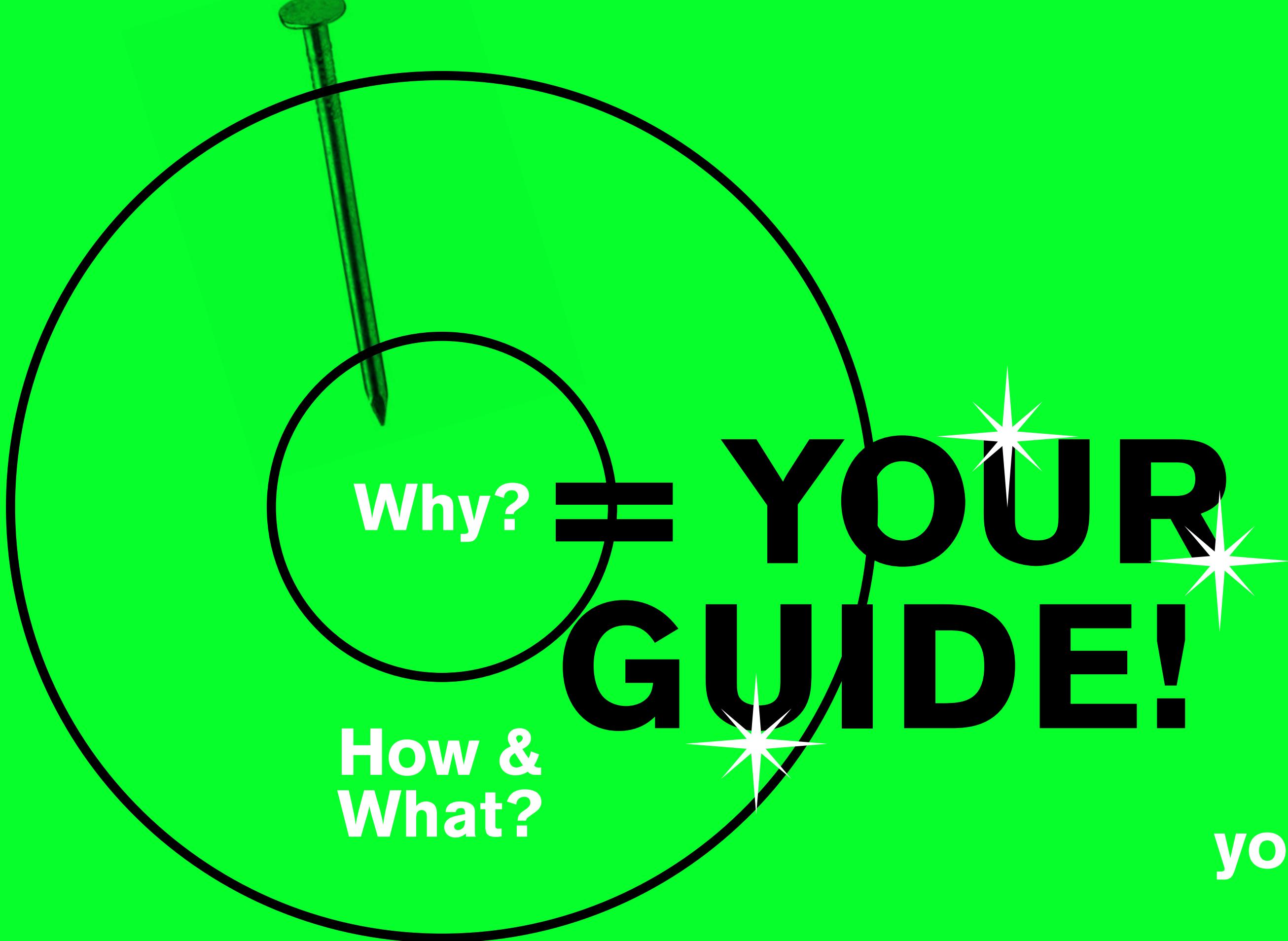


“What IS the nail?”

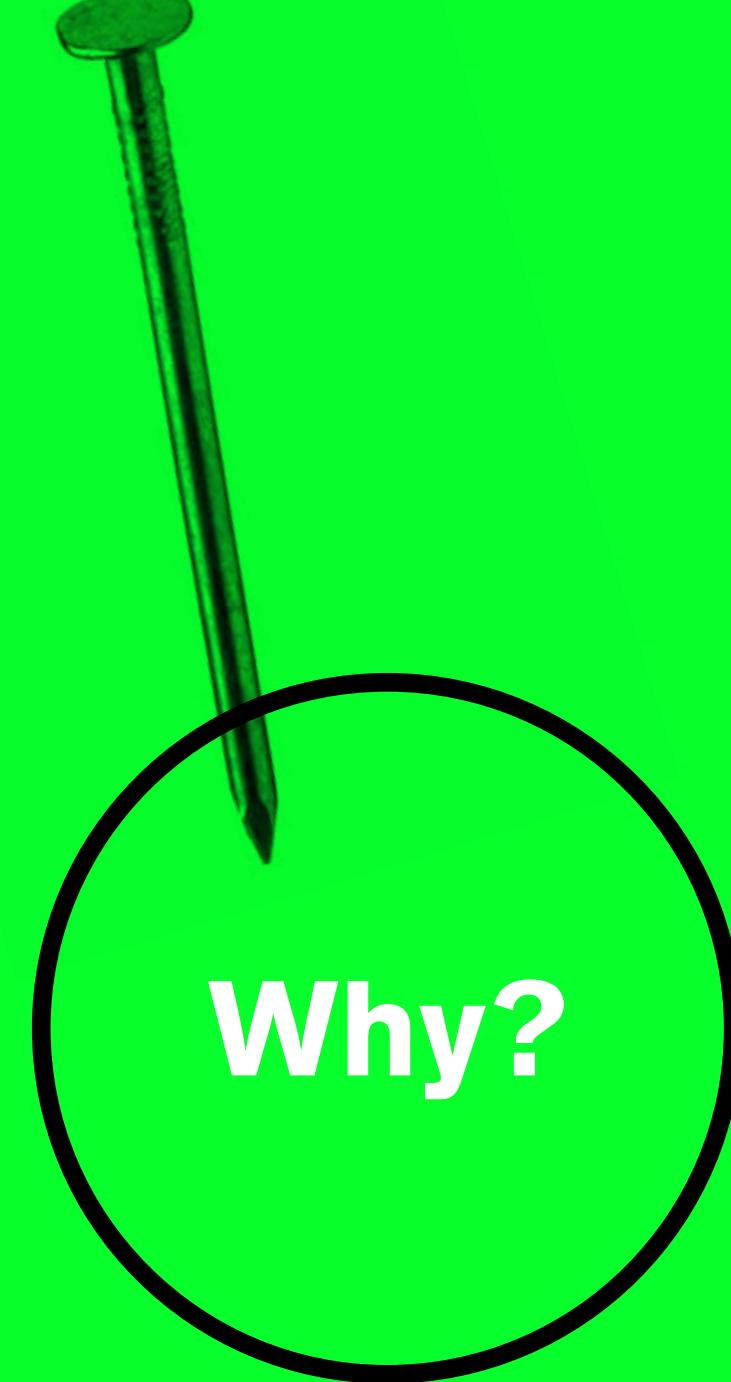
Bret Victor:
Inventing on
Principle



your work

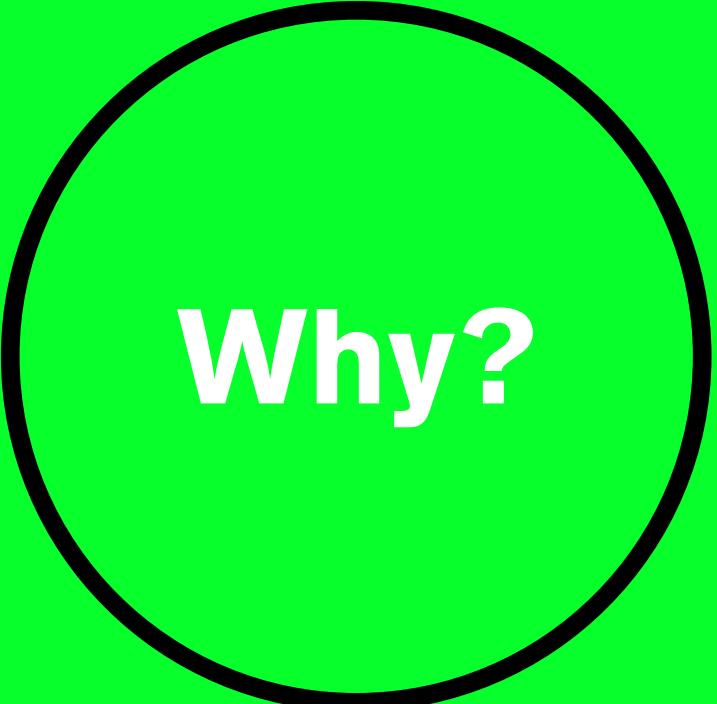


your work



=important.

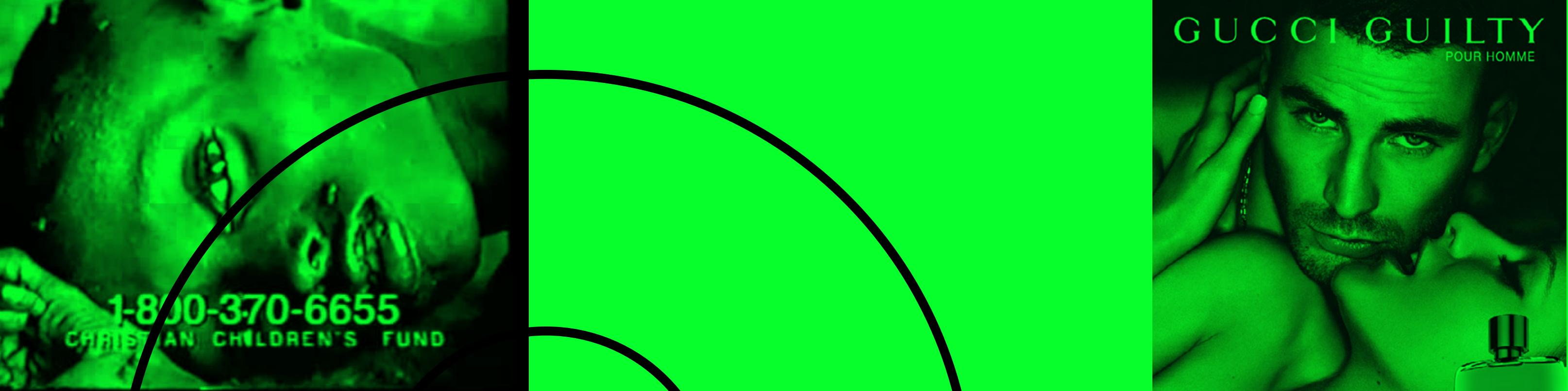
your work



Why?

=makes
people act.

Data Vis



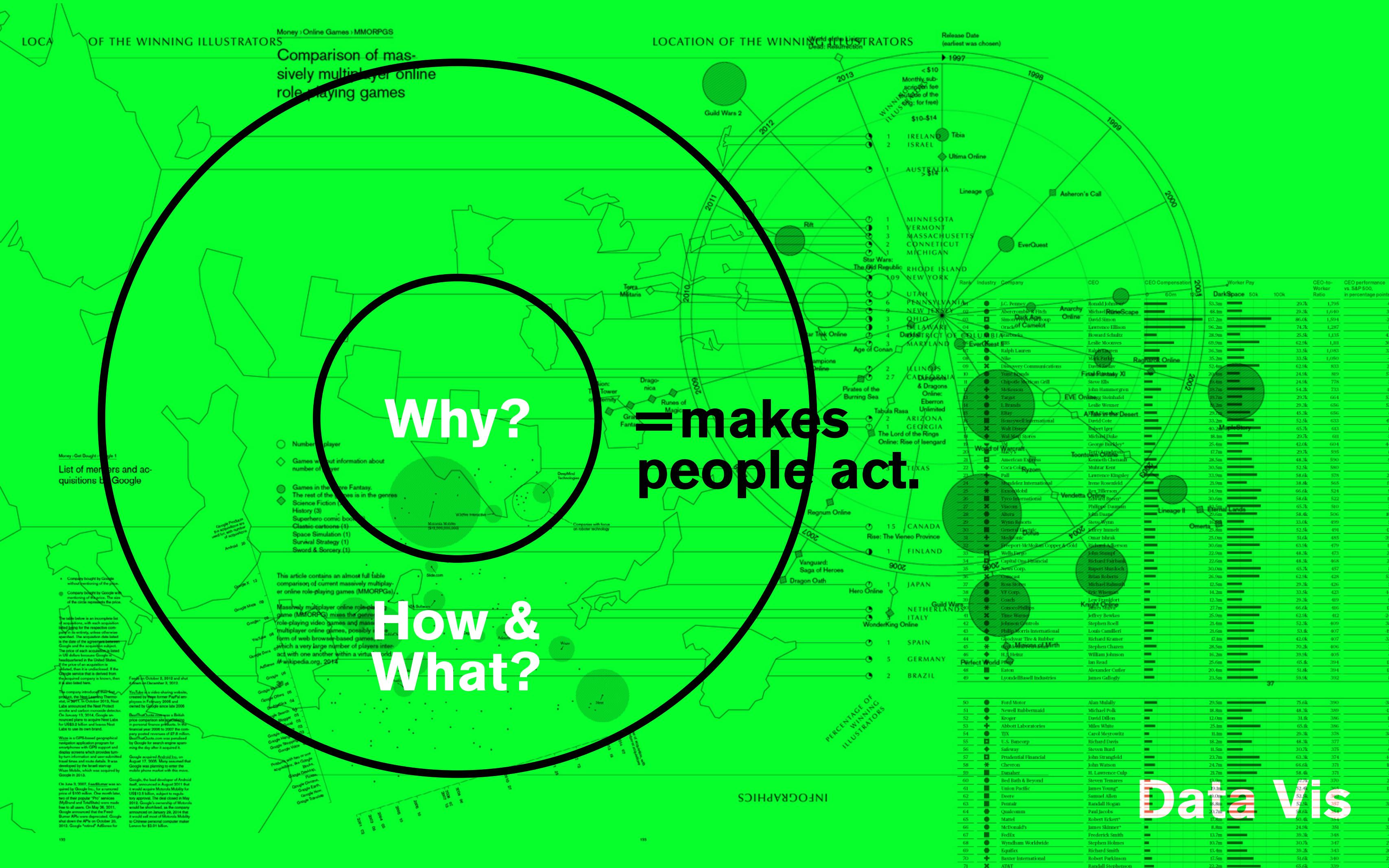
Why?

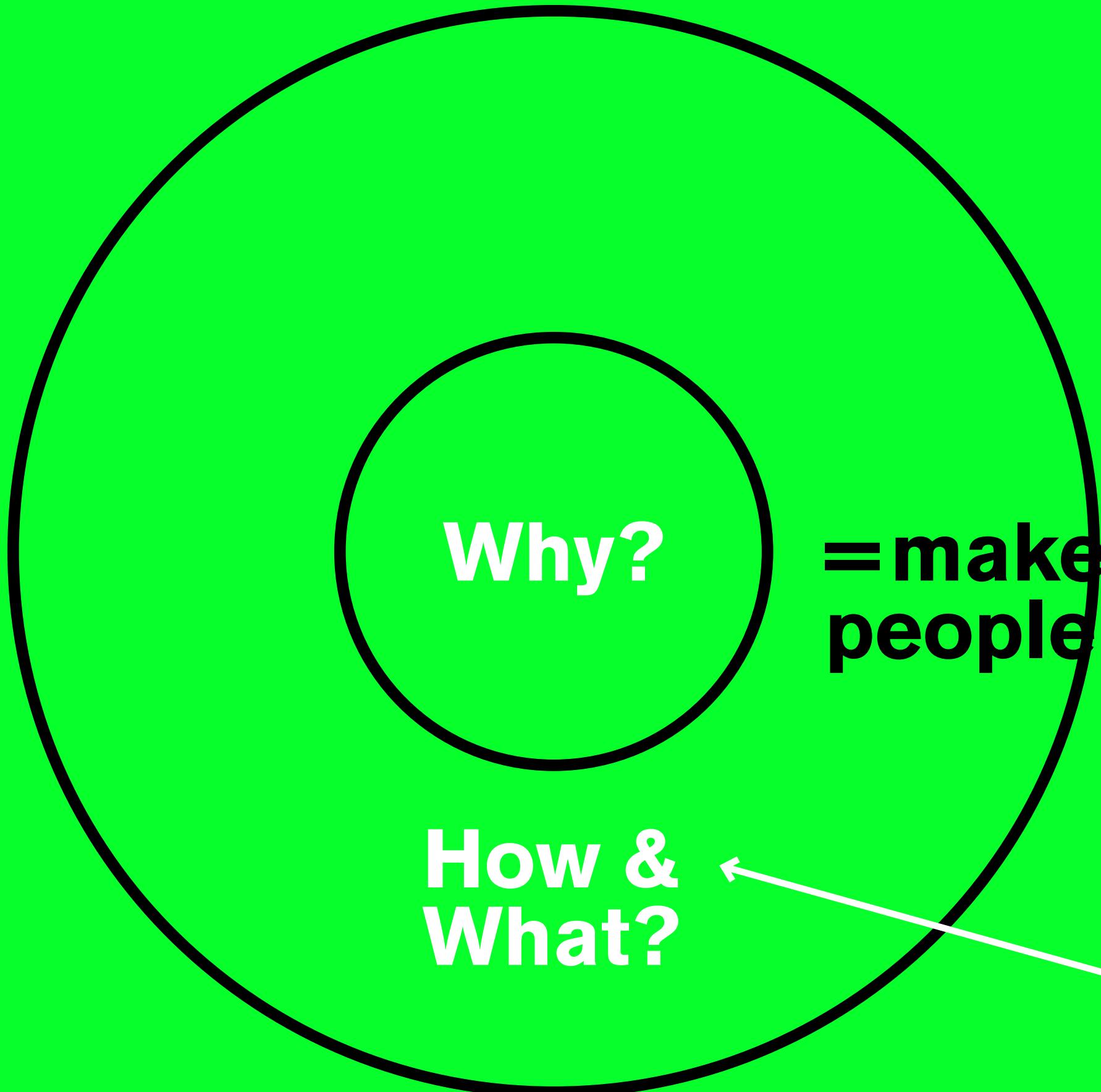
=makes
people act.

How &
What?



Data Vis





=makes
people act.

= heart

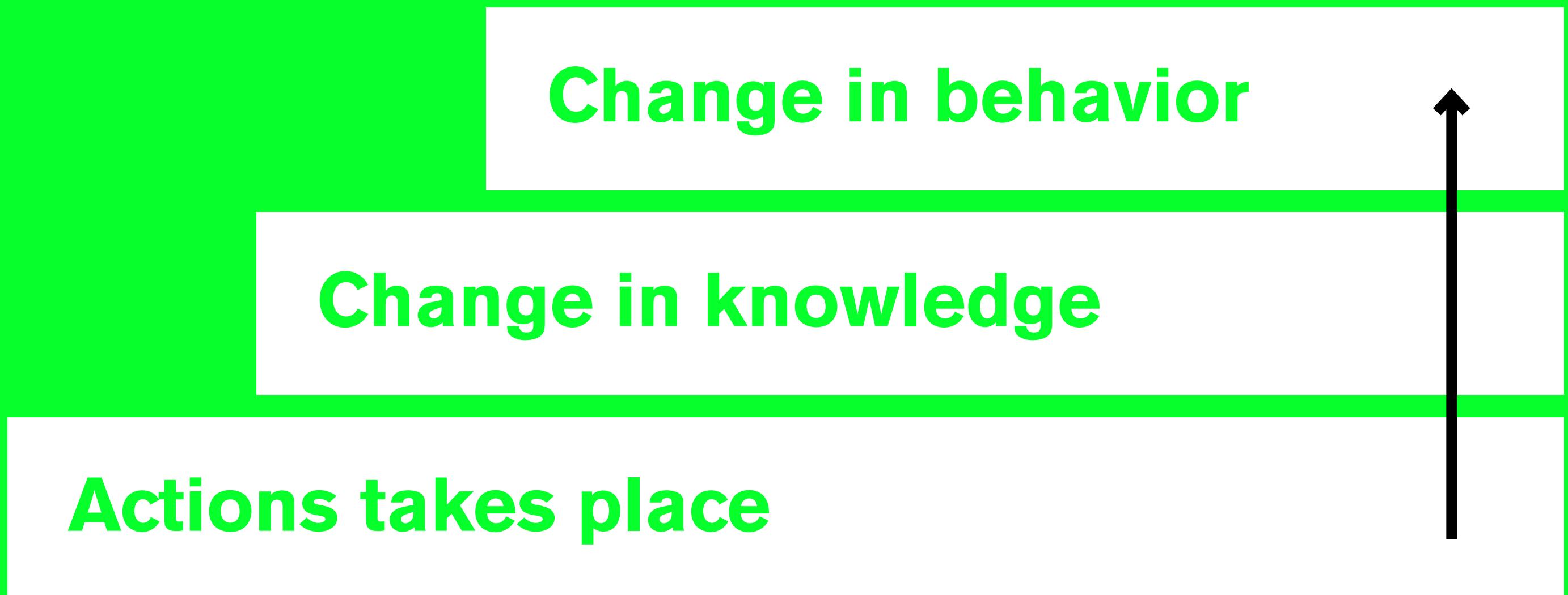
= brain.



Data Vis

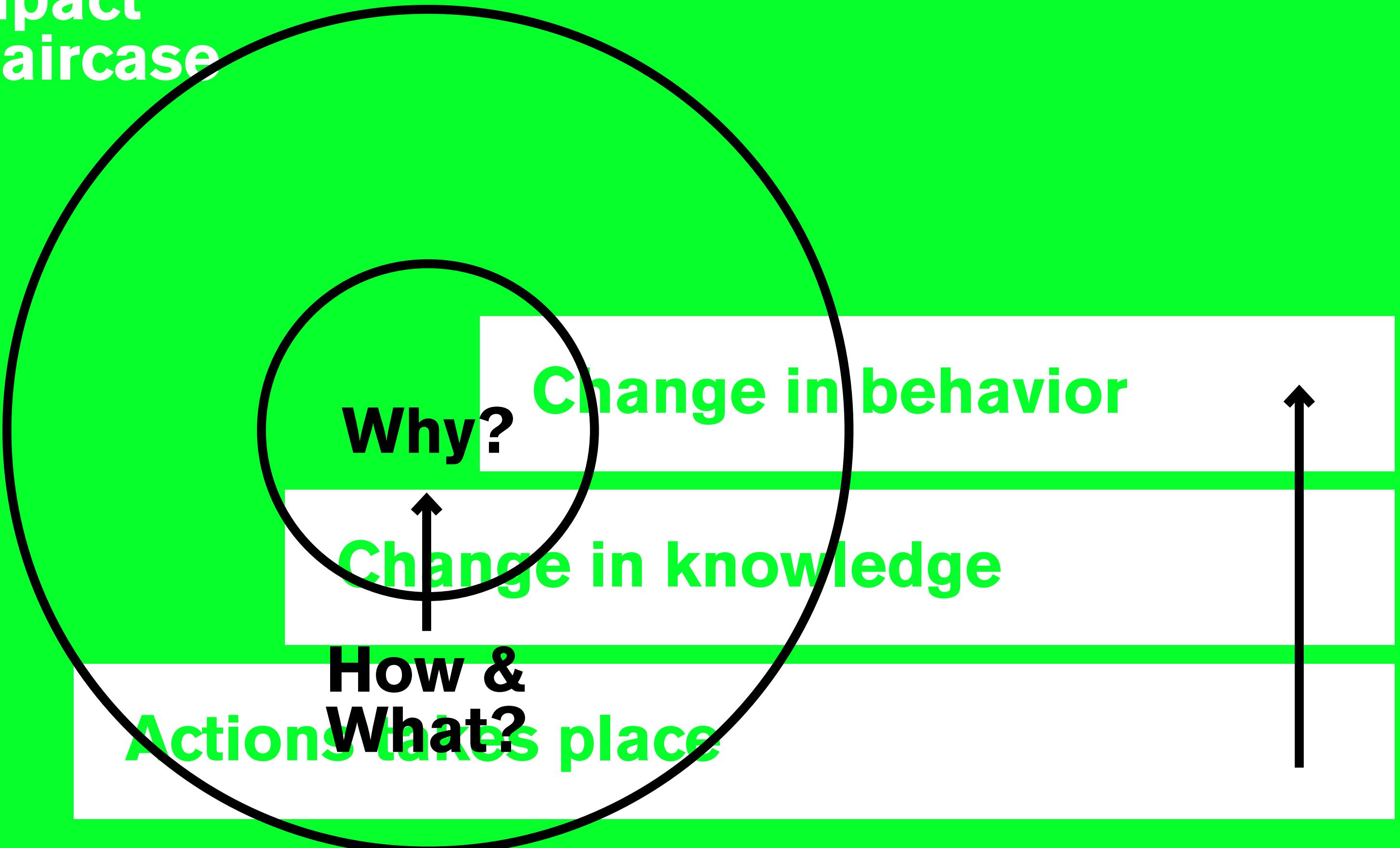


Impact Staircase

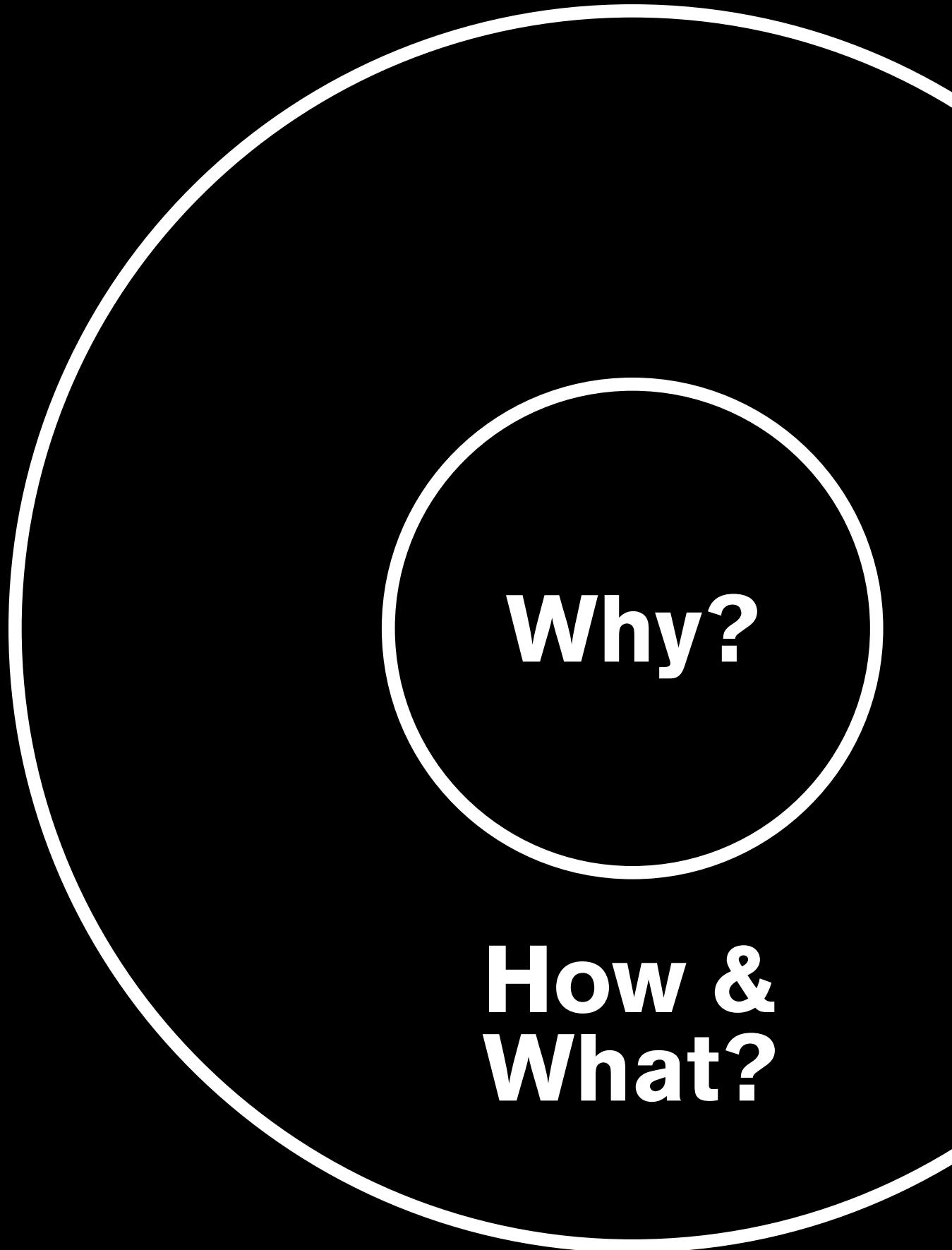


Data Vis

Impact Staircase



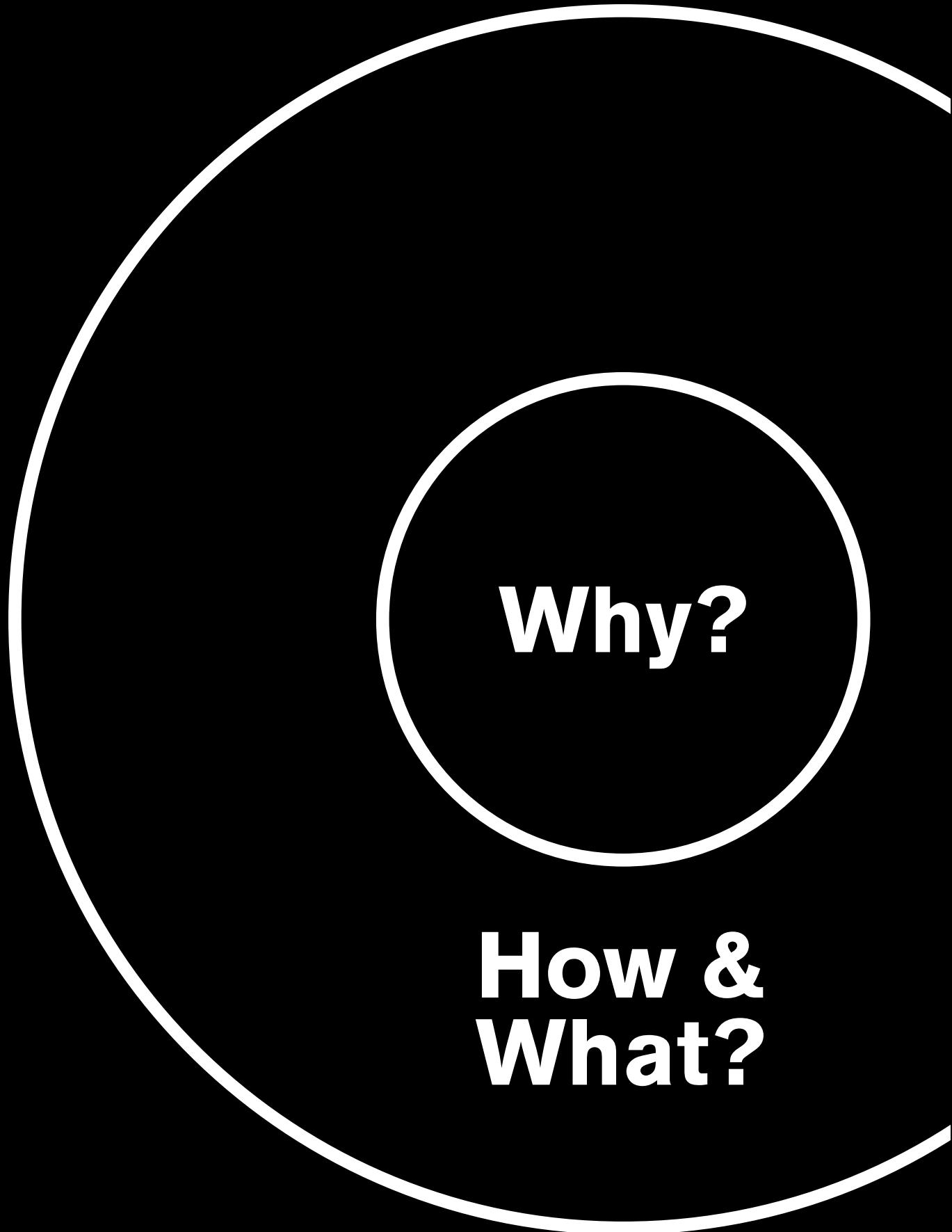
Data Vis



your work

**=your guide
to the nail...**

**=...and then
the hammer.**



Data Vis

=makes you
act.

=makes you
know.

How to combine?