

## Pulling It All Together



A good story takes your audience on a journey. We naturally enjoy stories that are well told.

## What Makes A Good Story?

### WHAT MAKES A GOOD STORY?

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1. Context

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2. Effective Visuals

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3. Eliminate Clutter

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4. Focus Audience Attention

## Lesson 1: Understand The Context


**LESSON 1:  
UNDERSTAND  
THE CONTEXT**




Create a connection with your audience



Establish the method of communication with the audience

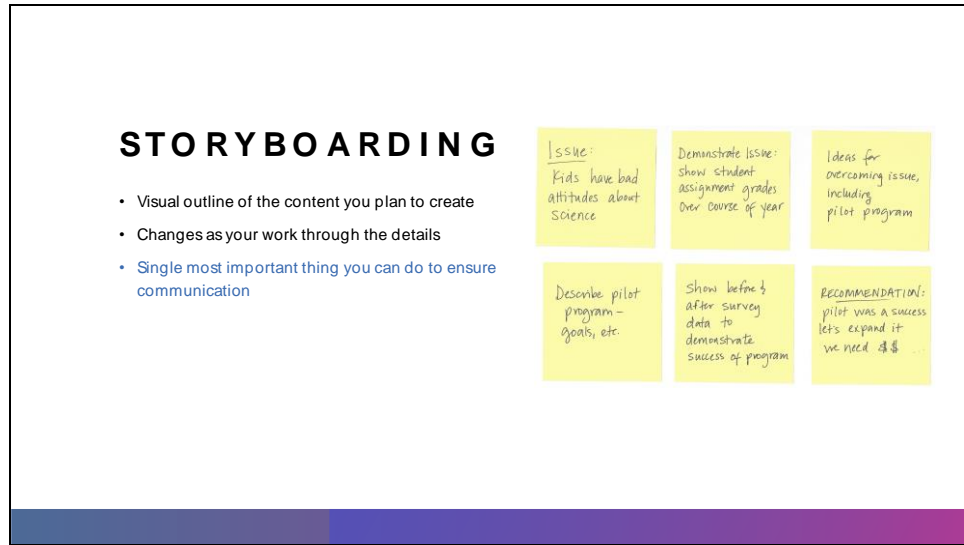


What is your Big Idea



Storyboard your presentation

## Storyboarding



Single most important thing you can do to ensure communication

Create a structure for your communication

Visual outline of the content you plan to create

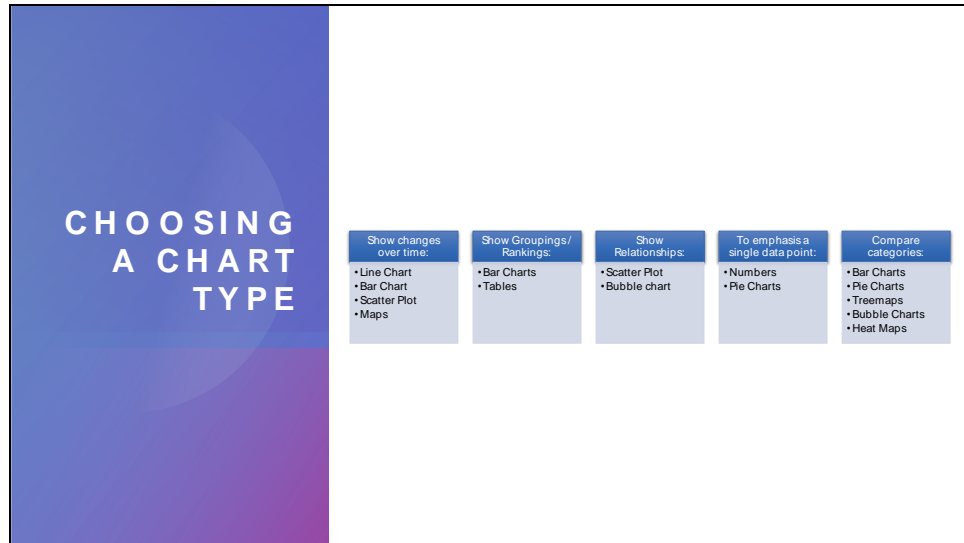
## Lesson 2: Effective Visuals

### LESSON 2 : EFFECTIVE VISUALS

- What do you want your audience to know?
- Test different visuals for the same task
- Misleading visuals destroy credibility



## Choosing A Chart Type

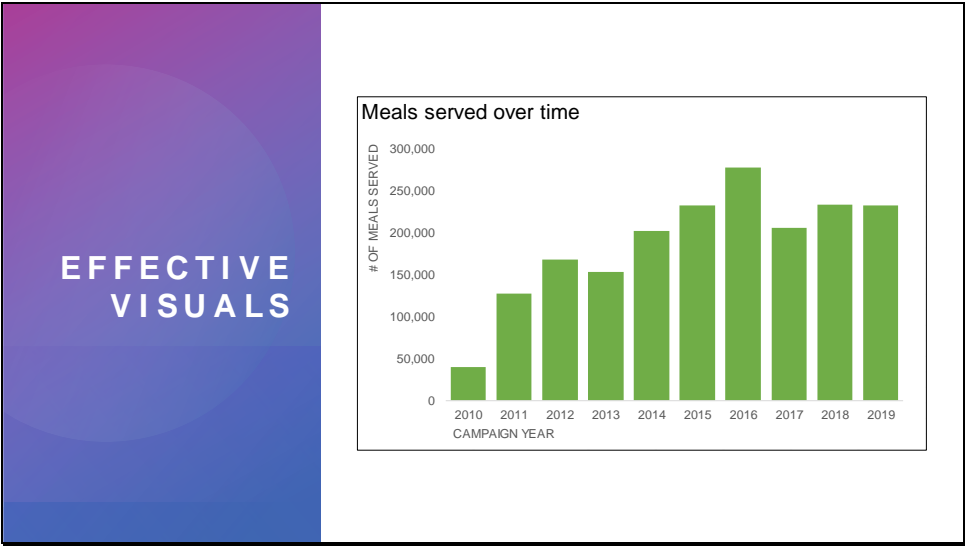


 EFFECTIVE VISUALS	Meals served over time	
	Campaign Year	Meals Served
	2010	40,139
	2011	127,020
	2012	168,193
	2013	153,115
	2014	202,102
	2015	232,897
	2016	277,912
	2017	205,350
	2018	233,389
	2019	232,797

<div>EFFECTIVE VISUALS</div>	
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Effective Visuals



## Lesson 3: Eliminate Clutter

### LESSON 3: ELIMINATE CLUTTER

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Visual clutter creates  
cognitive overload

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Remove clutter using  
Gestalt Principles

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White spaces reduce  
cognitive load

## Gestalt Principles



Helps us to identify elements that are not needed in our visualization.

Eliminate Clutter



Eliminate Clutter



Eliminate Clutter



## Lesson 4: Focus Audience Attention

### LESSON 4: FOCUS AUDIENCE ATTENTION

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Preattentive attributes, like size & shape, signal importance

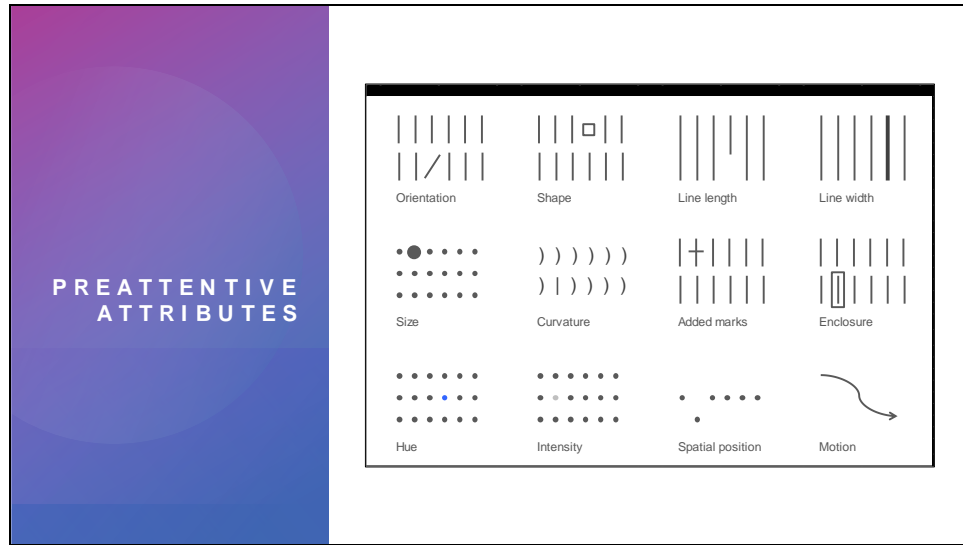
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Visual Hierarchies “walk” audience through presentation

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Use the “Where are your eyes drawn” test for attributes

## Preattentive Attributes



Can also be used for text in a presentation. Bold, color or size settings can draw attention to words as well.

Push everything to the background. Then use attributes to emphasis important data points.

Applying attributes to too many data points reduces their usefulness.

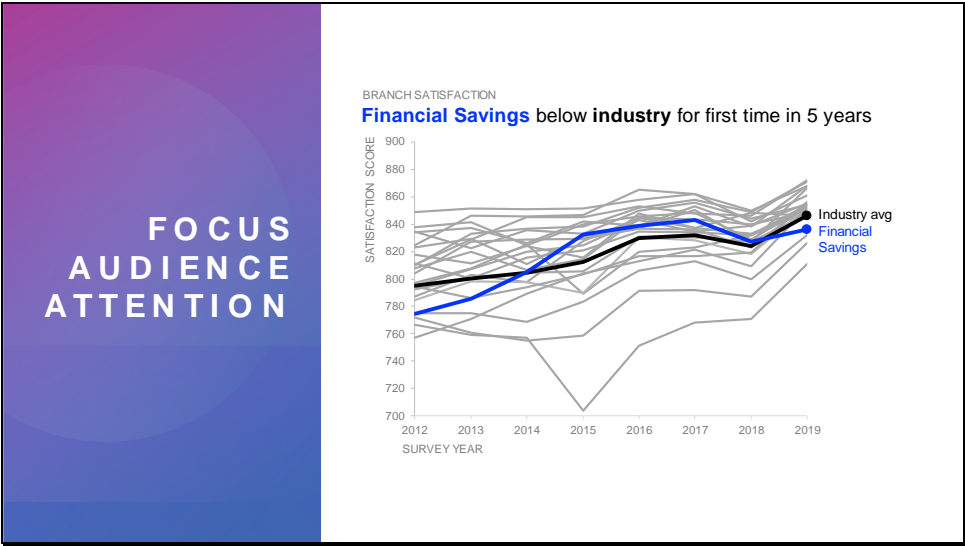
Be careful not to overuse color. Shades of red and green are harder for color-blind people to process. Use additional visual cues to assist.



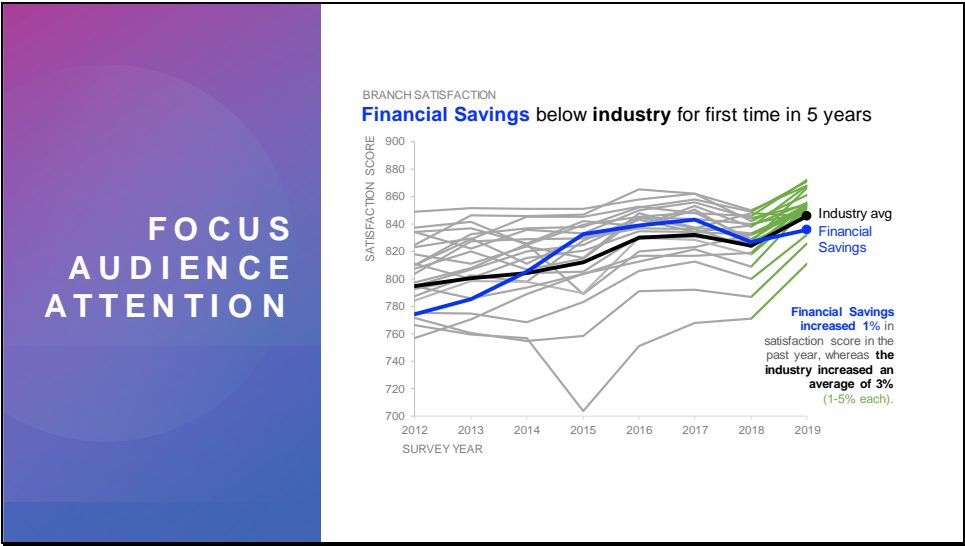
Focus Audience Attention

FOCUS AUDIENCE ATTENTION									
DATA									
	2012	2013	2014	2015	2016	2017	2018	2019	Increase
Bank 1	825	846	846	847	865	862	850	868	2%
Bank 2	810	829	845	845	853	848	846	872	3%
Bank 3	834	822	836	833	850	856	844	854	1%
Bank 4	797	806	825	789	820	823	832	854	3%
Bank 5	840	851	851	851	858	862	842	861	2%
Bank 6	838	841	825	840	845	848	829	853	3%
Bank 7	787	803	798	828	845	843	840	849	1%
Bank 8	792	800	815	821	835	834	832	849	2%
Bank 9	795	807	820	825	843	834	839	855	2%
Bank 10	834	837	826	842	839	853	838	868	4%
Bank 11	810	833	837	838	852	858	849	871	3%
Bank 12	807	820	807	815	845	837	848	846	0%
Bank 13	811	800	804	805	831	831	827	847	2%
Bank 14	804	827	829	829	837	836	823	854	4%
Bank 15	784	798	798	790	830	828	818	852	4%
Bank 16	818	811	824	815	848	837	833	851	2%
Bank 17	795	786	794	803	817	817	819	856	5%
Bank 18	823	829	811	831	837	850	827	866	5%
Bank 19	775	775	769	783	806	813	800	832	4%
Bank 20	757	771	789	804	813	822	809	852	5%
Bank 21	767	759	757	704	751	768	771	811	5%
Bank 22	772	761	755	758	791	792	767	826	5%
Peer Group	795	800	804	812	830	832	824	846	3%
Financial Sa	774	785	805	833	839	843	827	836	1%

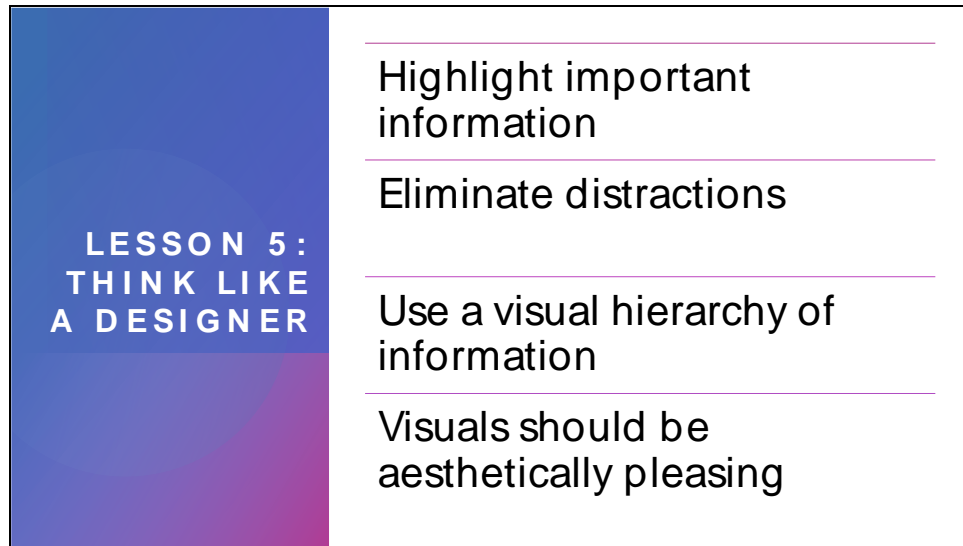
Focus Audience Attention



Focus Audience Attention



## Lesson 5: Think Like A Designer



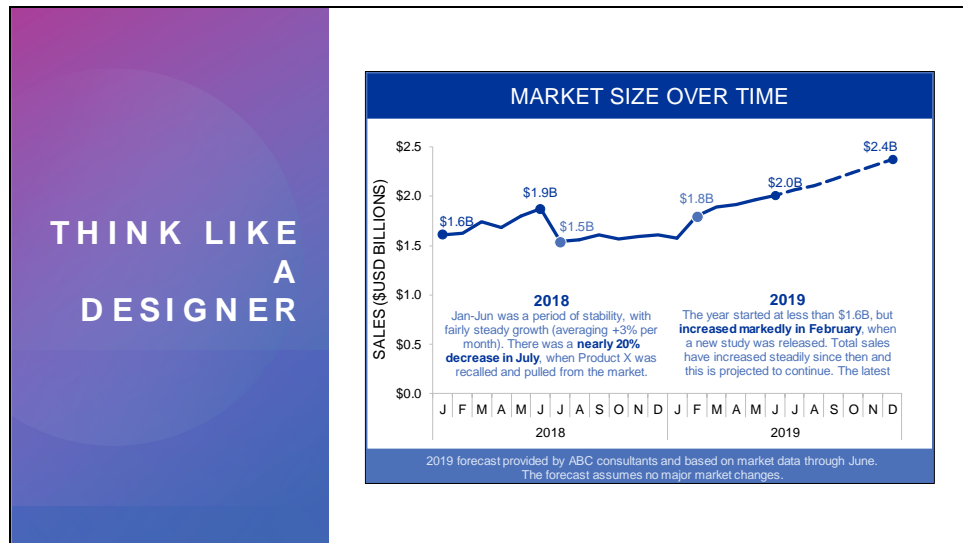
### Branding

- “Big Idea” or theme for presentation main points
- “Big Idea” or theme for visuals

Think Like A Designer

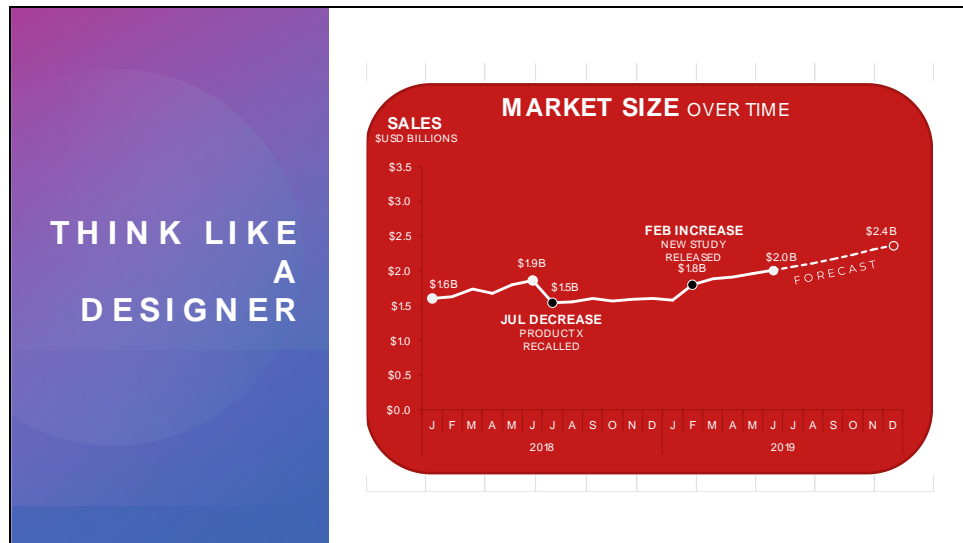


## Think Like A Designer



Can you think of a company that would prefer to use the color blue in branding their presentations?

## Think Like A Designer





Can you think of a company that would prefer to use the color red in branding their presentations?

## In Closing

# IN CLOSING

- Context
- Appropriate visual
- Eliminate clutter
- Focus audience attention
- Use a **visually pleasing** "Big Idea" theme



It must look good. 😊



Questions?



Lab: (30 minutes)

Chapter 5: Think like a designer

Start with Exercise 5.5: (Practice on your own)

<https://www.storytellingwithdata.com/letspractice/downloads>

If time permits, do exercises in chapter 6:

Start with Exercise 6.8: (Practice on your own)

If time permits, do exercise 9.10 (Team or individual exercise)

If time permits, try the presentation coaching feature in PowerPoint:

<https://youtu.be/aK8ix1PXd5k>

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## Chapter 1: Context

Fill out Big Idea Worksheet: (Use the class project for this exercise)

<https://drive.google.com/file/d/1WJDLkMVTxIDHyeGWzeKQmSiXdmlxQSAg/view?pli=1>

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## Chapter 2: Choose an appropriate visual

Start with Exercise 2.9: (Practice on your own)

<https://www.storytellingwithdata.com/letspractice/downloads>

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## Chapter 3: Identify and eliminate clutter

Start with Exercise 3.5: (Practice on your own)

<https://www.storytellingwithdata.com/letspractice/downloads>

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## Chapter 4: Focus attention

Start with Exercise 4.5: (Practice on your own)

<https://www.storytellingwithdata.com/letspractice/downloads>