# FutureSkills:
# Persuasive Presentation with Data Storytelling

CONNECTION TECHNOLOGY 裝備未來
**FUTURESKILLS**

Through this workshop, you will learn **how to tell a story with data that resonates with your audience**.

You will learn the skills that make up the art of data storytelling: from data analytics and insights, communicating with data, creating impactful data visualisations, and finally to the development of attractive PowerPoint and stunning presentations.

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| Duration | 12 hours |
| Language | Cantonese (supplemented by English and with English Handouts) |
| Course fee | Depends on number of participants, duration, venue and course content |

## Objectives

- Introduce the essential concepts, tools and types of analytics, and discuss the latest trend of big data analytics

- Understand the basic concepts of data visualisation, related design principle in creating effective data visuals based on analytics output, and the importance of data-driven storytelling in the persuasive presentation

- Learn the 6-step approach in creating data-driven storytelling and develop skills to deliver persuasive presentation

## Enquiry / Enrolment
Please contact our consultant for programme arrangement:

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## Background

Nowadays, more and more detailed data insights are generated from machine learning and big data analytics. However, the more information we have, the more difficult for us to prioritise and communicate the key messages to support our recommendation for management consideration.

A critical shortcoming of many data and analytics professionals is their communication ability. such as articulating business values, analysing results and making actionable recommendations. Since data and analytics have become more mainstream and widespread in different organisations, this problem is getting more acute.

To have an effective communication, the ability to interpret, present, and communicate figures is crucial. In this workshop, you will **not only learn the techniques to create impactful data visuals, but also the effective ways of delivering a persuasive presentation with data storytelling**.

## Learning Outcomes

- Design and develop effective data visuals based on analytics results from descriptive, diagnostic, and predictive analytics

- Formulate strategies in developing data story to create a persuasive presentation

- Acquire the skills in developing concise and attractive presentation and understand the way of handling challenges during the presentation

## Target Audience

- Middle-to-senior managers in all sectors and industries

- Entrepreneurs and start-ups

- Business analysts and data scientists

- IT, transformation, research & development professionals

- Training and development professionals

## Trainer Profile

**Dr Lawson Law**

Dr Law has possessed rich data analytics experience in banking and finance with over 25 years of experience in various analytics areas. He has obtained Doctorate Degree in Engineering and Master of Science Degree in Information Systems.

## Course Outline

### Session 1-2

**(A) Essential Concepts of Data & Analytics**
- Introduce the basic concepts of data and analytics illustrated by descriptive, diagnostic, predictive, and prescriptive analytics
- Discuss the latest technology development in data and analytics with some real-life examples of machine learning model applications, and the related challenges in communicating data insights

**(B) Introduction to Data Visualisation**
- Discuss different types of data visual and typical tools for visualisation creation, e.g. Excel, Cognos, Tableau, Qlik, and Power BI. Examples of selecting correct types of visuals are shared
- Introduce some general tips on creating visuals by illustrating some real-life examples of ineffective visuals and potential improvement areas to create effective visuals
- Improve understanding of picking right visuals through group exercise of examining different real-life visual examples in Hong Kong and overseas to identify potential improvement areas
- Introduce the Gestalt Design Principle to improve data communication and discuss the ways of drawing audience's attention from the visuals
- Discuss some case studies from descriptive, diagnostic, and predictive analytics to demonstrate the process from generating data insights to visual creation to support management presentation

### Session 3-4

**(C) Introduction to Data-driven Storytelling**
- Share the importance of storytelling and the major reasons of using storytelling approach to present data analytics
- Introduce the 6-step approach in constructing the data story for management presentation
- Practice the ways of generating insights and ideas from data and choosing different effective visuals to support storytelling. A step-by-step illustration of creating data-driven storytelling visual is shared from the process of defining problem statement to creating data visualisation
- Share the practical tips in delivering persuasive data presentation
  - ✓ Discuss the key reasons of presentation failure
  - ✓ Introduce the VAK Learner Model - reviewing the three major learning styles: Visual, Auditory, and Kinesthetic, and explaining the implications of different styles in data-driven storytelling
  - ✓ Discuss the engagement model with audiences and the key steps in developing management presentation

**(D) Put All Together (Group Presentation)**
- Recap the 6-step data-driven storytelling and key steps in preparing management presentation
- Group Presentation: applying data-driven storytelling techniques and persuasive presentation skills

**(E) Next Steps - Continuous Improvement Cycle and Key Recap**