Data Management & Analytics Community

Data Visualization & Storytelling for Government

TRAINING

Communicating Public Sector Data Sets through Data Visualization and Storytelling Techniques

Facilitated by
STEPHANIE DELGADO
CEO & Chief Data Officer
DataCents Analytics, LLC

Online
Day 1: Tuesday, June 4, 2024
Day 2: Tuesday, June 11, 2024

Communicating and persuading effectively with data is an increasingly invaluable skill for driving change in the public sector. **Data Visualization & Storytelling for Government** will unveil key strategies for using data analysis to create compelling communication to inform and influence decision-makers. This training course will teach you how to connect the dots between data analysis and persuasive storytelling to drive innovation in the public sector.

Over the course of three modules – **Foundations of Storytelling, Creating Compelling Data Presentations, and How to Persuade with Data** – participants will gain cutting-edge communication skills and techniques to build compelling data presentations. An impactful data presentation combines authoritative analysis with a story that drives home the impact of your data analysis. Learn how to integrate visual design with storytelling to make your data come alive!

Whether you are a hands-on data analyst or only occasionally work with data, this practical, highly interactive workshop has something for you. Through an informative combination of presentations, interactive exercises, and a supportive learning environment, **Data Visualization & Storytelling for Government** will provide a toolkit to help you improve your communication of data-driven insights. Become a trusted adviser to decision-makers with refined abilities to inform and persuade with data!

Key Learning Objectives

- **Learn how to select, analyze, and present data for maximum effectiveness**

- **Get to grips with how to use analogies and metaphors to explain complex data analysis to enhance understanding**

- **Create stories that feature data and data analysis for the most persuasive impact**

Who Should Attend

CIOS, CDOs, COOs, CSOs and Directors/Heads of:

Data; Data Analytics; Data Storytelling; Data Insights; Business Intelligence; Design and Delivery; Business Transformation and Continuous Improvement; Change, Culture and Transformation

Meet Your Facilitator

Facilitated by
STEPHANIE DELGADO
CEO & Chief Data Officer
DataCents Analytics, LLC

Stephanie Delgado is an applied economist with over 15 years' experience in state and local government environments, working on operations optimization and digital transformation with budgeting, strategic planning, procurement, public safety, economic development, power utilities, K-12 and higher education environments.

Specializing in data strategy, data valuation, impact estimation and applications of both public and private sector data, Stephanie is a leader in creating value centers from what is usually seen as a liability and a cost center – an organization's data. She has a keen talent for maximizing the value that data can bring to an organization, and she leverages these skills to help organizations manage and govern these assets confidently.

She is the Founder of DataCents Analytics, LLC, as well as a Professor of Data Science for Impact Measurement at Lynn University, Preceptor for Data Initiatives at the Watson Institute, an Advisory Board member of AtliQ, a Thought Leadership Partner with Public Sector Network, and a Contributor to Forbes Ignite.

Preparation

This training session is highly interactive with group activities about and discussions throughout. Come prepared with some current challenges you are facing in your organization.

To participate you'll need:

- Computer with a camera and microphone

- Strong internet connection

- Quiet, well-lit space

- An open mind and readiness to engage both internally and in groups

Explore the Agenda

DAY 1 | Tuesday, June 4, 2024

10:00am ET   **Welcome from Public Sector**

10:05am ET   **Training Overview, Objectives and Outcomes**

Module One – Foundations of Storytelling

10:20am ET   **Compelling Storytelling with the CCARI Framework**
- The narrative continuum
- The Context-Challenge-Action(s)-Results-Impact (CCARI) Story Framework
- Creating a story from data

10:35am ET   **Workshop Activity**
Participants will build data stories using CCARI and then present the stories for peer-to-peer comments and feedback.

11:00am ET   **Morning Break**

Module Two – Creating Compelling Data Presentations

11:10am ET   **Brain-Friendly Presentation Design**
- The rules of good presentations
- Creating compelling data visualizations

11:25am ET   **Workshop Activity**
Participants will refine their data stories to include brain-friendly principles and present these stories for comments and feedback.

12:00pm ET   **Lunch Break**

12:30pm ET   **Brain-Friendly Presentation Design**
- Beyond Bullet-Points Presentation Planning and Delivery
- Compelling Online Presentations

12:40pm ET   **Workshop Activity**
Participants will create a Beyond Bullet-Points data presentation. Participants will debrief the activity.

Module Three – How to Persuade with Data

1:10pm ET   **What Persuades People?**
- Presence, Logic, and Emotions in Persuasion
- Thinking in Data Stories
- The Perfect Pitch Tool for Persuasion

1:30pm ET   **Workshop Activity**
Participants will continue to work on the Beyond Bullet-Points data presentation by creating a perfect pitch for their presentation.

2:10pm ET   **Review and Close of Day 1**
Debrief and Reflections from the Participants

2:30pm ET   **End of Day 1**

Explore the Agenda

DAY 2 | Tuesday, June 11, 2024

10:00am ET	**Welcome from Public Sector**
10:05am ET	**Review of Day 1**

Module Four – Helping Decision Makers Persuade Themselves

10:15am ET	**Setting the Stage for Persuasion** • Establishing the Problem through Data • Building Buy-In • The Golden Question
10:30am ET	**Workshop Activity** Participants will use a case study to role play persuading decision makers
11:00am ET	**Morning Break**

Module Five – Recovering from a Failed Presentation

11:10am ET	**Preventing and Mitigating a Failed Presentation** • Before the Presentation – Double-Checking Steps • During the Presentation – Improv Skills • After a Failed Presentation – Reflection to Action
11:30am ET	**Workshop Activity** Participants will use a case study to role play recovering from a bad presentation.

Module Six – Customer Training Through Data Stories

12:10pm ET	**Building the Customer Training Program** • Why Organizations Need to Train Customers • Creating the Customer Training Program
12:40pm ET	**Lunch Break**
1:10pm ET	**Building the Customer Training Program** • Training Customers with Data Analytics Products • Engaging Customers with Data Analytics • Training Customers with Data Stories
1:30pm ET	**Workshop Activity** Participants will use a case study to create two-to-three training data stories.
2:10pm ET	**Review and Close of Day 2**
2:30pm ET	**End of Day 2**