

Strong Communications

Data Storytelling for Finance and Accounting Professionals 1-Day Class

Data Storytelling ultimately is about better decision making. Decision makers get the information they care about in a format that is easily understood up front. Data Storytelling takes you out of the weeds and directly into critical issues.

In this class you will learn how to extract the story in your data and present that story in a way that is easily understood by your audience.

In addition to learning valuable principles and concepts, the magic happens when attendees apply theory to several real-world examples and get immediate feedback.

Exercises reinforce learning and participants will walk away being able to apply data storytelling principles to their very next presentation.



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Data Storytelling for Finance and Accounting Professionals

Class Objectives

In this class participants will learn:

The importance of data storytelling in our world of information overload

How to extract key insights from your data specific to your audience

How to choose your story headline

Understanding data visualization techniques

How to choose the right visualization to tell your story

How to highlight your story using your visualization

How to visualize data variances

Class Details

Length: 1 Day

Format: In-person or virtual

Participants: Flexible

Instructor Bio

Justin Strong is principle at Strong Communications.

He has over 30 years of customer presentation experience in the technology industry working for Agilent, Intel, Micron and Western Digital and several years experience teaching presentation skills to high tech companies.

His passion is enabling people to become more effective and persuasive communicators.