



Storytelling with Data 2: Renegades in Excel

Course ID #: 7000-582-ZZ-Z

Hours: 7

Course Content

Course Description:

Ready to tell more complex stories dealing with dense data? Now that you are familiar with the six essential parts of telling meaningful stories with data, it is time to take that to the next step.

In Storytelling with Data, we explore what it means to harness the highways-of-the-mind to make data driven stories easy to read and understand. Through those six lessons, our conversation will continue in Storytelling with Data 2!

Above all, are you ready to turn the six lessons on their head to get to the bottom of each case-driven story? It's time to step up your storytelling!

At Course Completion:

In this course, we will:

- Take a deeper dive on bulky tables and less-commonly used graphs.
- Explore stories that have multiple endings.
- Prepare visuals to tell the story with or without you.
- Sprinkle in a dash of dashboarding.

Prerequisites:

Storytelling with Data 1

Topics:

Section 1 – Remember the Six Lessons?

- Course Overview
- Goal Setting

Section 2 – Reframing the Big Idea

- Getting to know an unknown audience
- The Big Idea Worksheet
- Tell the story from the other side
- Asking tough questions

Section 3 – Simple Visuals for Complex Stories

- Tall Tables
- Restacking Bar Graphs
- Another way to address Dot Plots
- Simplifying Combination Graphs

Section 4 – Decluttering: Less is More; Until More is More

- Name that Gestalt Principle
- Ten ways to use text on a graph
- Tables use Simple Text?!

Section 5 – Undivided Attention

- Negative Numbers and Me
- Dot Plot Revisited



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Section 6 – “Meet Your Presenter!” by Design

- What’s in a name?
- A picture is worth a thousand words; better pick the right one
- Case Study: Making a Mess of Quarter Sales
- Synchronous vs. Asynchronous Presentations

Section 7 – Tell an UNFORGETTABLE Story

- Take-Away-Titles on Secondary Axis
- Cutting Tension with a Knife
- The Backbone of Masterful Storytelling