



Data Storytelling Mastery

Presenting Business Insights Effectively



Introduction



This course is designed to empower professionals with the skills and knowledge to turn raw business data into engaging and persuasive stories. Participants will learn how to craft compelling narratives, use data visualization effectively, and design impactful PowerPoint presentations that clearly communicate business insights to stakeholders.

Course Objectives



- 1** Master the principles of data storytelling to make business insights more accessible and compelling.
- 2** Learn to select and visualize relevant data that supports key business messages.
- 3** Develop the skills to create visually appealing and impactful PowerPoint presentations.
- 4** Practice delivering presentations with confidence and clarity to engage and persuade audiences.
- 5** Understand how to structure data-driven presentations that convey a clear and actionable message.
- 6** Participants will learn how to critically assess business data, identify trends and insights, and interpret the data to support decision-making, ensuring their stories are data-driven and insightful.

Course Benefits

- **Improved Communication** : Learn to present complex data in a simple and impactful way.
- **Enhanced Presentation Skills** : Gain confidence in delivering data-driven stories that resonate with your audience.
- **Increased Productivity** : Master PowerPoint and visualization tools to streamline the process of creating compelling business presentations.
- **Career Growth** : Advanced data storytelling skills are critical for leadership roles and driving business decisions.

Course Modules

Introduction to Data Storytelling

1

- Understanding the importance of data storytelling in business.
 - Structuring a compelling data-driven narrative.
-

Identifying and Selecting Relevant Data

2

- Focusing on key data that supports your business narrative.
 - Simplifying complex data for better understanding.
-

Visualizing Data for Maximum Impact

3

- Choosing the right charts and graphs for your data.
 - Avoiding common visualization pitfalls.
-

Designing Effective PowerPoint Presentations

4

- Best practices for slide layouts, fonts, and color schemes.
 - Integrating data visualizations seamlessly.
-

Structuring a Data-Driven Presentation

5

- Creating a logical flow for data-driven stories.
 - Balancing data with narrative for maximum engagement.
-

Delivering Data Stories with Confidence

6

- Mastering presentation skills (body language, voice, handling questions).
- Engaging and persuading your audience with data-driven storytelling.

Who Should Join This Course

→ Business professionals responsible for communicating data insights to management or stakeholders.

→ Analysts and consultants who regularly present business data.

→ Managers and team leaders who need to make data-driven decisions and communicate findings clearly.



Module 1 : Introduction to Data Storytelling

Lesson 1: Understanding Data Storytelling

Objective :

- By the end of this lesson, participants will understand what data storytelling is and why it is crucial for effective business communication.

Content :

What is Data Storytelling?

- Definition and components (data, visuals, narrative).
- Difference between data reporting and storytelling.

The Importance of Data Storytelling in Business

- How data storytelling drives decision-making.
- The role of storytelling in making complex data more accessible.

Real-World Applications of Data Storytelling

- Examples of successful data-driven presentations in various industries.
- Case studies highlighting the impact of effective data communication.



Module 1 :

Introduction to Data Storytelling

Lesson 2 : Structuring a Data-Driven Story

Objective :

- Equip participants with the skills to structure a data-driven story that resonates with their audience, ensuring clarity and engagement.

Content :

Building the Framework

- The three-act structure of storytelling (beginning, middle, end).
- Identifying the core message.

Choosing the Right Data for Your Story

- Focusing on relevant data points that support the narrative.
- Filtering unnecessary information to avoid overwhelming the audience.

Crafting a Narrative with Data

- How to link data points to create a cohesive narrative.
- Using storytelling techniques to highlight the importance of the data.



Module 2 : Identifying and Selecting Relevant Data

Lesson 1 : Understanding Your Audience

Objective :

- By the end of this lesson, participants will understand the importance of tailoring their data presentations to the needs and expectations of their audience.

Content :

Identifying Key Stakeholders:

- Who will be viewing your presentation? (executives, managers, clients)
- Understanding different audience needs and knowledge levels.

Focusing on What Matters:

- How to choose data that aligns with the audience's priorities.
- The difference between presenting to technical vs. non-technical audiences.

Adjusting Your Data for Different Audiences:

- Adapting language and visualization techniques based on the audience's expertise.
- Techniques for making complex data easily understandable for broader audiences.



Module 2 :

Identifying and Selecting Relevant Data

Lesson 2 : Selecting Data for Maximum Impact

Objective :

- Participants will learn to filter and select the most relevant data for their story, ensuring that the presentation is focused, clear, and impactful.

Content :

Data Selection Criteria:

- Identifying which data supports your narrative best.
- Avoiding data overload—why less is often more.

Simplifying Complex Data:

- Techniques for simplifying complex data without losing the message.
- Using summary statistics, averages, and trends to make the data more digestible.

Avoiding Common Data Pitfalls:

- How to avoid cherry-picking data or presenting misleading visuals.
- The importance of transparency in data selection.
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Module 3 :

Visualizing Data for Maximum Impact

Lesson 1 : Choosing the Right Visualization

Objective :

- Participants will learn how to select the most appropriate type of visualization for their data, ensuring the information is conveyed clearly and effectively.

Content :

Introduction to Data Visualization:

- What makes a good visualization?
- The role of visuals in simplifying complex data.

Types of Visualizations:

- When to use charts (bar, pie, line, scatter) and graphs.
- Visualizing trends, comparisons, and distributions.
- Using tables for detailed data vs. charts for high-level insights.

Choosing the Right Chart for Your Data:

- Matching data sets with the most effective chart type.
- Best practices for data-to-chart alignment (e.g., line charts for trends, pie charts for proportions).



Module 3 :

Visualizing Data for Maximum Impact

Lesson 2 : Designing Clear and Impactful Visuals

Objective :

- By the end of this lesson, participants will be able to design clean, easy-to-read visuals that highlight key data points without overwhelming the audience.

Content :

Design Principles for Data Visualization:

- The importance of simplicity: avoiding clutter and unnecessary elements.
- Using color and contrast to draw attention to key data.

Common Pitfalls to Avoid:

- Overcomplicating charts or using 3D effects that distort the data.
- Misleading scales or axes that can confuse the audience.

Creating Visual Consistency:

- Maintaining uniformity in color schemes, fonts, and layouts.
- Ensuring consistency across all slides in a presentation.



Module 3 :

Visualizing Data for Maximum Impact

Lesson 3 : Tools for Data Visualization

Objective :

- Participants will learn about tools available for creating visualizations and will gain practical experience with commonly used software such as Excel and PowerPoint.

Content :

Overview of Visualization Tools:

- Excel, PowerPoint, Tableau, Google Data Studio.
- How to use PowerPoint's built-in tools to create charts and graphs.

Hands-on Activity:

- Practical exercise on creating various charts using Excel and PowerPoint.
- Participants will design and customize charts using real business data.



Module 4 :

Designing Effective PowerPoint Presentations

Lesson 1 : Best Practices for PowerPoint Design

Objective :

- Participants will learn the best practices for designing professional PowerPoint presentations that effectively support their data storytelling.

Content :

Slide Layout Fundamentals:

- How to structure a slide for maximum clarity and impact.
- The “rule of thirds” and visual hierarchy in slide design.

Font and Typography:

- Choosing readable fonts and appropriate sizes.
- Best practices for using bold, italics, and color to emphasize key points.

Color Schemes and Themes:

- Selecting color palettes that enhance readability.
- Using color strategically to guide the audience’s focus.



Module 4 :

Designing Effective PowerPoint Presentations

Lesson 2 : Integrating Data Visualizations and Design Elements Using Canva and PowerPoint

Objective :

- Participants will learn how to seamlessly integrate data visualizations and use Canva alongside PowerPoint to create visually stunning and effective slides that enhance their data storytelling.

Content :

Using Canva for Slide Design:

- Introduction to Canva as a design tool for creating visually appealing slide elements.
- Designing custom charts, infographics, and icons in Canva.
- How to maintain visual consistency and branding using Canva templates.

Importing Canva Designs into PowerPoint:

- Step-by-step guide to exporting designs from Canva and importing them into PowerPoint slides.
- Formatting and adjusting Canva elements within PowerPoint for better alignment and flow.

Combining Canva and PowerPoint for Data Storytelling:

- Enhancing data visuals created in Excel by embedding them into Canva-designed slides.
- Using Canva's graphic elements (icons, charts) to make complex data more accessible and engaging.

Practical Exercise:

- Hands-on activity: Participants will create a slide deck using both Canva and PowerPoint. They will design visuals in Canva, incorporate data from Excel, and finalize the presentation in PowerPoint.

Module 4 :

Designing Effective PowerPoint Presentations

Lesson 3 : Slide Consistency and Flow

Objective :

- Participants will learn how to maintain consistency across their entire presentation, ensuring a smooth flow from one slide to the next.

Content :

Creating Visual Consistency:

- Using master slides to ensure uniform fonts, colors, and layouts.
- The importance of spacing, alignment, and repetition in slide design.

Building Slide Transitions for Flow:

- How to use transitions between slides to maintain audience engagement.
- Ensuring logical flow from one slide to the next without overwhelming the viewer.

Avoiding Overuse of Effects:

- The risks of using too many transitions or animations.
- Keeping slides simple and distraction-free.



Module 5 : Structuring a Data-Driven Presentation

Lesson 1 : Building a Logical Flow

Objective :

- By the end of this lesson, participants will understand how to structure their presentations logically, ensuring a smooth and coherent narrative that drives their data story forward.

Content :

The Importance of Flow in Presentations:

- How a well-structured presentation enhances audience understanding.
- The role of introductions, transitions, and conclusions in storytelling.

Organizing Your Content:

- Setting the stage with a strong introduction that highlights the core message.
- Using data to support key points and lead the audience toward a conclusion.

Creating Transitions Between Data Points:

- Linking data visuals to support a cohesive narrative.
- Transitioning smoothly between different types of data and visuals.



Module 5 :

Structuring a Data-Driven Presentation

Lesson 2 : Balancing Data and Narrative

Objective :

- Participants will learn how to strike the right balance between data and storytelling, ensuring that the data enhances the story without overwhelming the audience.

Content :

Finding the Balance:

- How much data is too much? How to avoid data overload.
- Using data to support, rather than dominate, the narrative.

Telling a Story Through Data:

- The role of narrative in driving home key points.
- How to use insights and trends to build a compelling story around the data.

Using Storytelling to Drive Action:

- How to focus the story on actionable insights.
- Encouraging the audience to make data-driven decisions based on the story.



Module 5 :

Writing with Clarity and Precision

Lesson 3 : Case Study – Analyzing a Successful Data-Driven Presentation

Objective :

- By the end of this lesson, participants will gain practical insights into structuring a successful data-driven presentation by analyzing a real-world example.

Content :

Breakdown of a Real-World Example:

- Participants will analyze a business presentation focused on data storytelling.
- Discussion on why the presentation was effective in communicating the data.

Lessons Learned:

- Identifying key elements that made the presentation successful.
- Practical tips participants can apply to their own presentations.

Hands-on Activity:

- Participants will work in groups to structure their own presentations based on the case study's best practices.



Module 6 :

Delivering Data Stories with Confidence

Lesson 1 : Mastering Presentation Delivery Techniques

Objective :

- Participants will learn key presentation skills to confidently deliver their data stories, engaging the audience and ensuring clarity throughout.

Content :

Body Language and Nonverbal Communication:

- How to use posture, gestures, and eye contact to convey confidence.
- Engaging the audience through dynamic body language.

Voice Modulation:

- Using tone, volume, and pace to keep the audience's attention.
- Techniques to emphasize important data points and insights.

Handling Audience Questions:

- Strategies for responding to challenging questions or clarifications.
- Techniques to maintain control and composure during Q&A sessions.



Module 6 :

Delivering Data Stories with Confidence

Lesson 2 : Engaging the Audience with Your Data Story

Objective :

- Participants will learn how to actively engage their audience by making the data relatable and ensuring that the message resonates.

Content :

Incorporating Storytelling Elements:

- How to frame data within a relatable and human-centered story.
- Using metaphors, analogies, and real-world examples to make data more engaging.

Making Data Relevant to the Audience:

- Tailoring the data story to the audience's specific needs and concerns.
- Connecting data to the audience's goals or challenges.

Interactive Presentation Techniques:

- Techniques for creating interactive elements during presentations.
- Encouraging audience participation and feedback.



Module 6 :

Advanced Communication Techniques

Lesson 3 : Final Project – Presenting Business Insights

Objective :

- Participants will apply all the skills learned throughout the course by delivering a full data-driven presentation, receiving feedback from peers and instructors.

Content :

Presentation Preparation:

- Participants will finalize their data stories and presentations.
- Focus on structuring the presentation and ensuring logical flow.

Delivering the Presentation:

- Each participant will present their data story in front of the group.
- Emphasis on clarity, engagement, and storytelling techniques.

Feedback and Reflection:

- Peers and instructors will provide constructive feedback.
- Participants will reflect on their delivery and identify areas for improvement.



BASIC PRINCIPLES AND PRACTICAL TIPS FOR IMPLEMENTING THE COURSE



Principles

- Use a progressive learning structure, building from basic data storytelling to advanced presentation techniques.
- Emphasize hands-on learning through real-world data exercises.
- Focus on clear communication and relevance to the participants' business environment.
- Offer regular feedback to participants, ensuring they refine their skills throughout the course.
- Encourage interaction and collaboration for peer learning.



Practical Tips

- Use actual business data for exercises to ensure relevance.
- Keep slides clean and focus on visuals over text-heavy presentations.
- Incorporate interactive activities to engage participants during the course.
- Offer cheat sheets and templates for PowerPoint best practices.
- Provide follow-up resources like recorded sessions and templates for future use.

PRACTICAL TIPS FOR IMPLEMENTING THE COURSE



Pre-Course Preparation

- Provide participants with pre-course materials, including a list of topics to be covered and any necessary software or tools, ensuring they are prepared and can hit the ground running.



Clear Instructions

- Offer clear, step-by-step instructions during lessons, especially when covering complex functions or new features, to ensure all participants can follow along.



Use of Visual Aids

- Enhance learning with visual aids such as charts, graphs, and screen-sharing during online sessions to demonstrate processes and results clearly.



Real-Time Examples

- Use current data and real-time scenarios to demonstrate Excel's functions, making the learning experience more relevant and engaging.



Post-Course Resources

- Provide participants with additional resources post-course, such as cheat sheets, video tutorials, and forums for ongoing support and learning.



Who We Are



KLCC ACADEMY an Accredited Education Centre in Malaysia - provides an enriched learning environment that has helped countless students get ahead. Founded in 2013, the Academy is in heart of Kuala Lumpur near the iconic KLCC - Petronas Twin Towers (distance of 500m) and reflects the diverse backgrounds and cultures of the area.

We believe that education is a fundamental right, and everyone should have access to quality higher education. With this view in mind, we strive to create opportunities for those who have genuine aspiration and honest intention, who seek high-quality education, great academic experience, unparalleled student services, globally recognizable qualifications, and career prospects post qualification after studying in their chosen destination countries.

Contact Information



Address :

D-3-8, 3rd Floor, Block D, Megan Avenue 1,
189 Jalan Tun Razak 50400 Kuala Lumpur
Malaysia

Phone Number :

+603 2181 6380

WhatsApp :

+6016 261 8236

Email :

training@klcc-skills.edu.my

