



**WORKSHOP:**

**THINK LIKE**

**A DATA**

**STORYTELLER**

## You want actionable analytics

Numbers may prove your point, but how do you get others to care about them? Borrow some tricks from the marketing department and use stories! Marketers have long understood the value of using a powerful narrative to move an audience to action.

Data storytelling allows you to mix data and interesting narratives to maximize your impact.

Maximize your data impact by telling data stories with compelling narratives, accurate data, and effective visualizations

### Workshop Agenda

- ⇒ **Why Do Audiences Love Stories**  
Learn why stories impact audiences more than facts
- ⇒ **Data Story Elements**  
Learn the five steps for creating a dazzling data story
- ⇒ **Messages that Resonate**  
Master the four elements of a persuasive message
- ⇒ **Effective Data Visualizations**  
Insert effective data visualizations into your powerful data story

This workshop provides teams with a new way to communicate their analytics.

Contact Zencos to schedule this one-day workshop at your site

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