

Delivery II + Truth, Beauty, and Stories

Telling Stories with Data

December 13, 2017

Summary

- New nation
- Civil war
- Dedicate field
- Dedicated to unfinished
- New birth of freedom
- Government not peris

11/19/1863

Plan for today

PowerPoint and practically perfect presentations

What did we just learn?

Truth, beauty, and stories

PowerPoint and practically perfect presentations

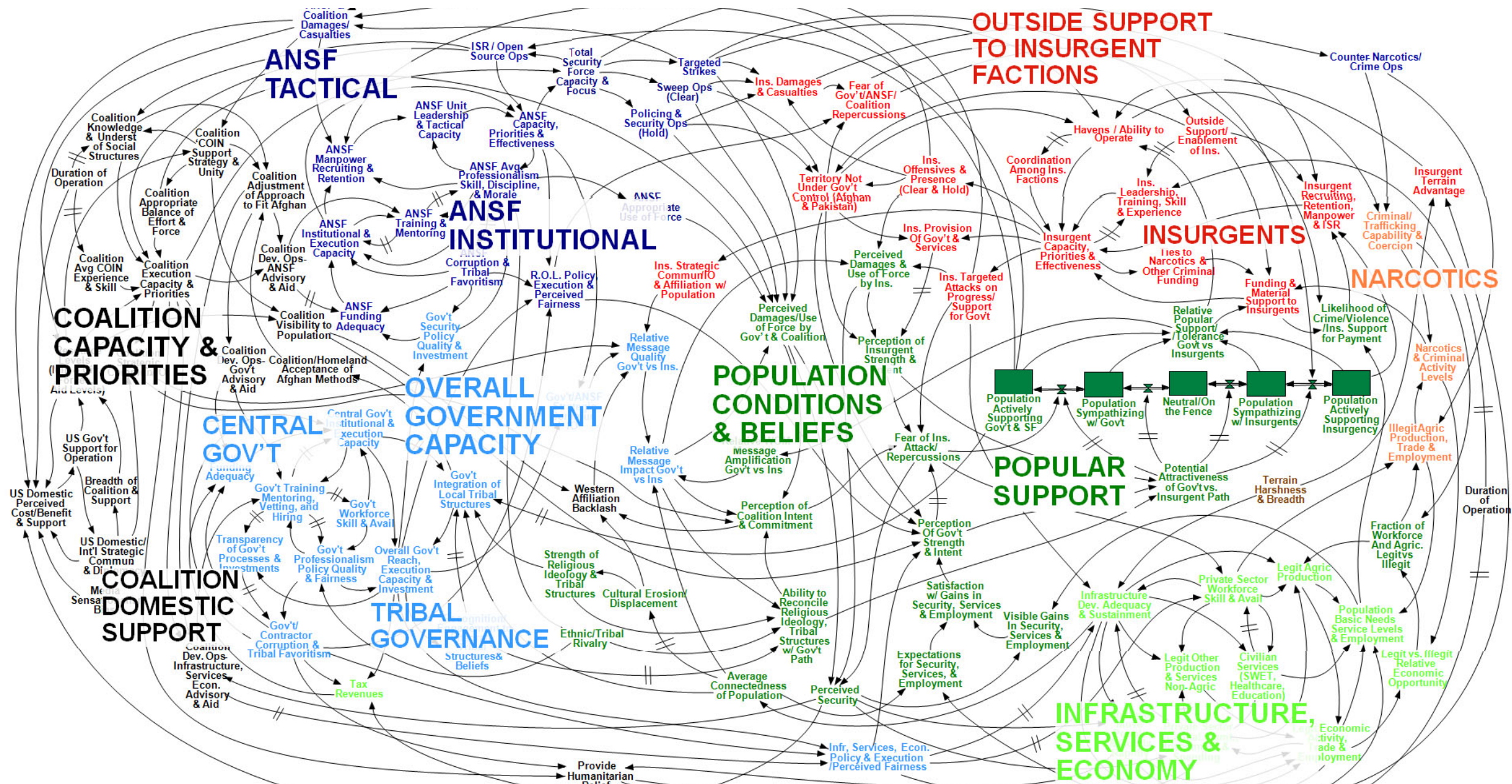
Is PowerPoint really evil?

Death by PowerPoint



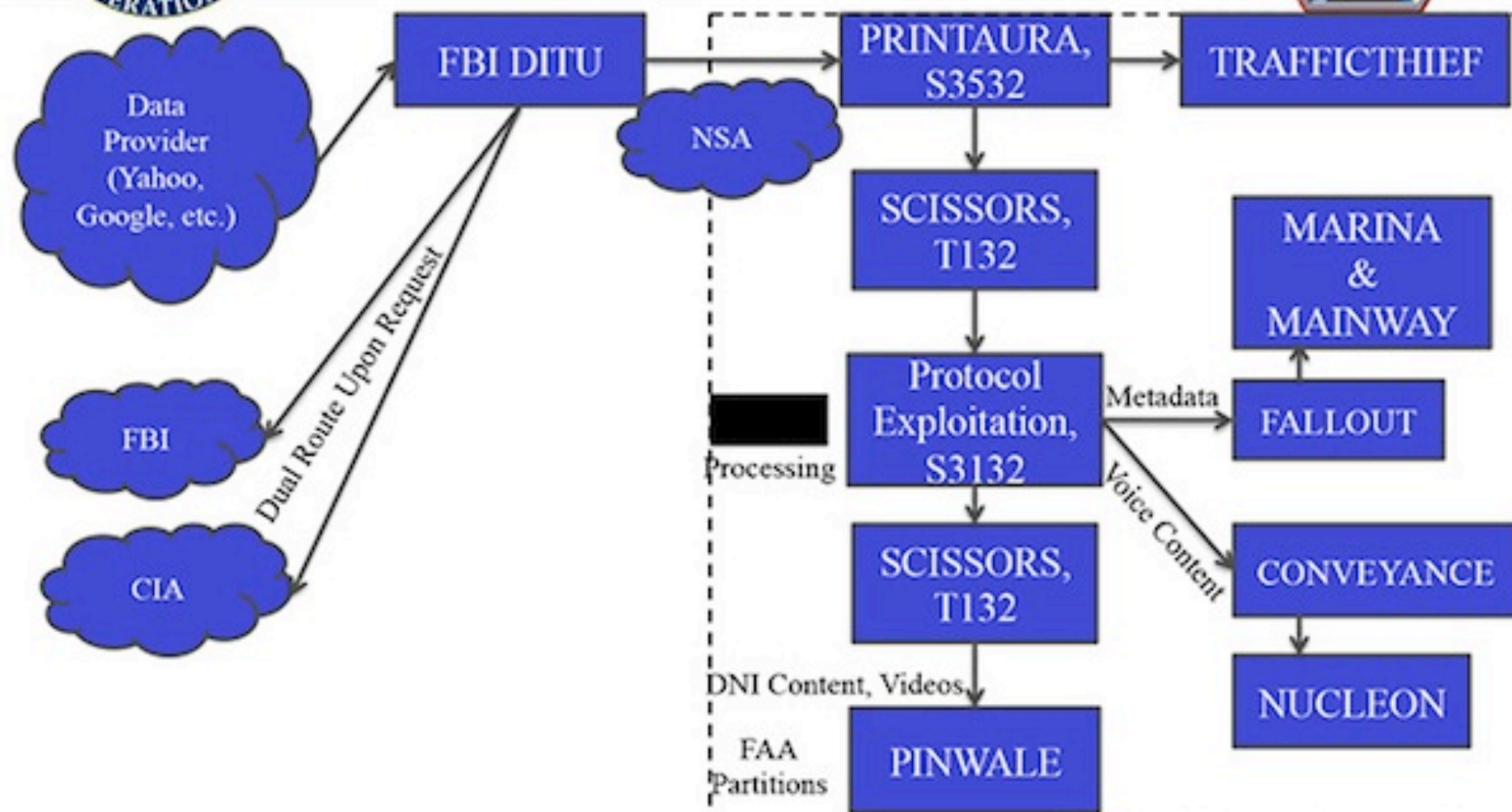
Important implications from Q3 earnings report by Alice and Bob

- Alice was beginning to get very tired of sitting by her sister on the bank, and of having nothing to do: once or twice she had peeped into the book her sister was reading, but it had no pictures or conversations in it, 'and what is the use of a book,' thought Alice 'without pictures or conversation?'
 - So she was considering in her own mind (as well as she could, for the hot day made her feel very sleepy and stupid), whether the pleasure of making a daisy-chain would be worth the trouble of getting up and picking the daisies, when suddenly a White Rabbit with pink eyes ran close by her.
- There was nothing so VERY remarkable in that; nor did Alice think it so VERY much out of the way to hear the Rabbit say to itself, 'Oh dear! Oh dear! I shall be late!' (when she thought it over afterwards, it occurred to her that she ought to have wondered at this, but at the time it all seemed quite natural); but when the Rabbit actually TOOK A WATCH OUT OF ITS WAISTCOAT-POCKET, and looked at it, and then hurried on, Alice started to her feet, for it flashed across her mind that she had never before seen a rabbit with either a waistcoat-pocket, or a watch to take out of it, and burning with curiosity, she ran across the field after it, and fortunately was just in time to see it pop down a large rabbit-hole under the hedge.
 - In another moment down went Alice after it, never once considering how in the world she was to get out again.
- The rabbit-hole went straight on like a tunnel for some way, and then dipped suddenly down, so suddenly that Alice had not a moment to think about stopping herself before she found herself falling down a very deep well.





(TS//SI//NF) PRISM Collection Dataflow



Is PowerPoint evil?

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11/19/1863

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Responsible PowerPoint use

Not a script

Short lists

Few words

Big words

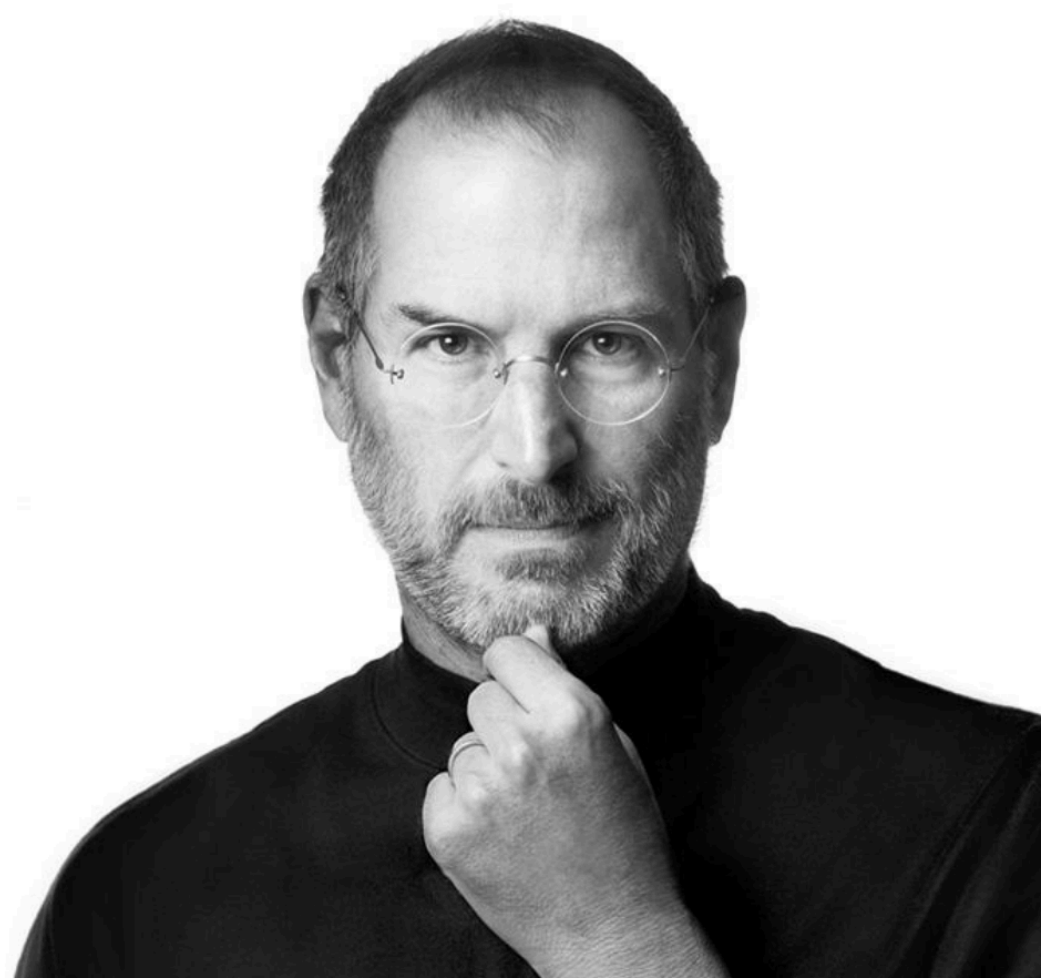
Big pictures

Minimal animation

PowerPoint and the Italian Renaissance



Aurea mediocritas



Aurea mediocritas and presentations

Self deprecation

Eyes

Time management

Standing

Transitions

Don't panic

Preparation

Rehearse

Get feedback

Check out room

Test equipment

Helpful tricks

Jump to slide

Blank screen

Presenter view

What if people want your slides?

The best slide decks **don't** stand alone

Option 1: Parallel slide deck with more annotation and details

Option 2: Handout to accompany the slide deck



John D. Martin III, son of John D. Martin, Jr. @jdmar3 · Dec 7



Also, the handouts: I cannot tell you how many times I have suggested this to friends and colleagues only to be shot down by someone else in the room who says that they will be a distraction and people will just read them instead of listening to the presentation.



1



2





John D. Martin III, son of John D. Martin, Jr. @jdmar3 · Dec 7



You know what, friends? The people at your panels are already ignoring every word that is coming out of your mouth because they are trying to figure out what the hell is on your hideous/wall-of-text/tiny inscrutable graph/bullet list slides.



1



3



John D. Martin III, son of John D. Martin, Jr. @jdmar3 · Dec 7



If you have results you want to present. Or tables and graphs: PUT THEM ON A HANDOUT.



1



John D. Martin III, son of John D. Martin, Jr. @jdmar3 · Dec 7



Then people can look at their handout instead of asking you to "go back to that slide with the... no not that one... no the other one... no that's not it..."

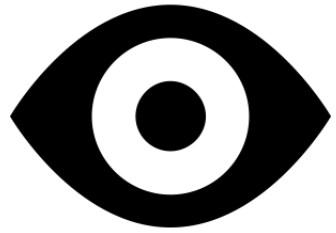


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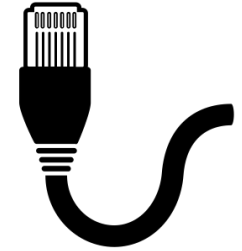


1





10 Mbps
(10 million bits per second)



40 words • 60 seconds
 $\approx 2,000 \text{ bits} \cdot 33 \text{ bps}$



500 words • 110 seconds
12.5 slides
 $\approx 24,400 \text{ bits} \cdot 222 \text{ bps}$

What did we just learn?

Design + Narrative + Delivery

Your Attitude is Your Life

Lessons from
raising three children
as a single mom

Robin Williams

October 9

Your Attitude is Your Life ▶

Lessons from
raising three children
as a single mom



Robin Williams

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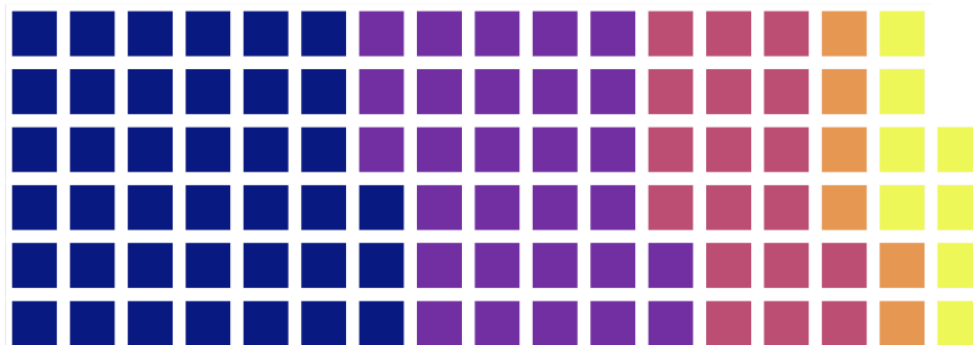
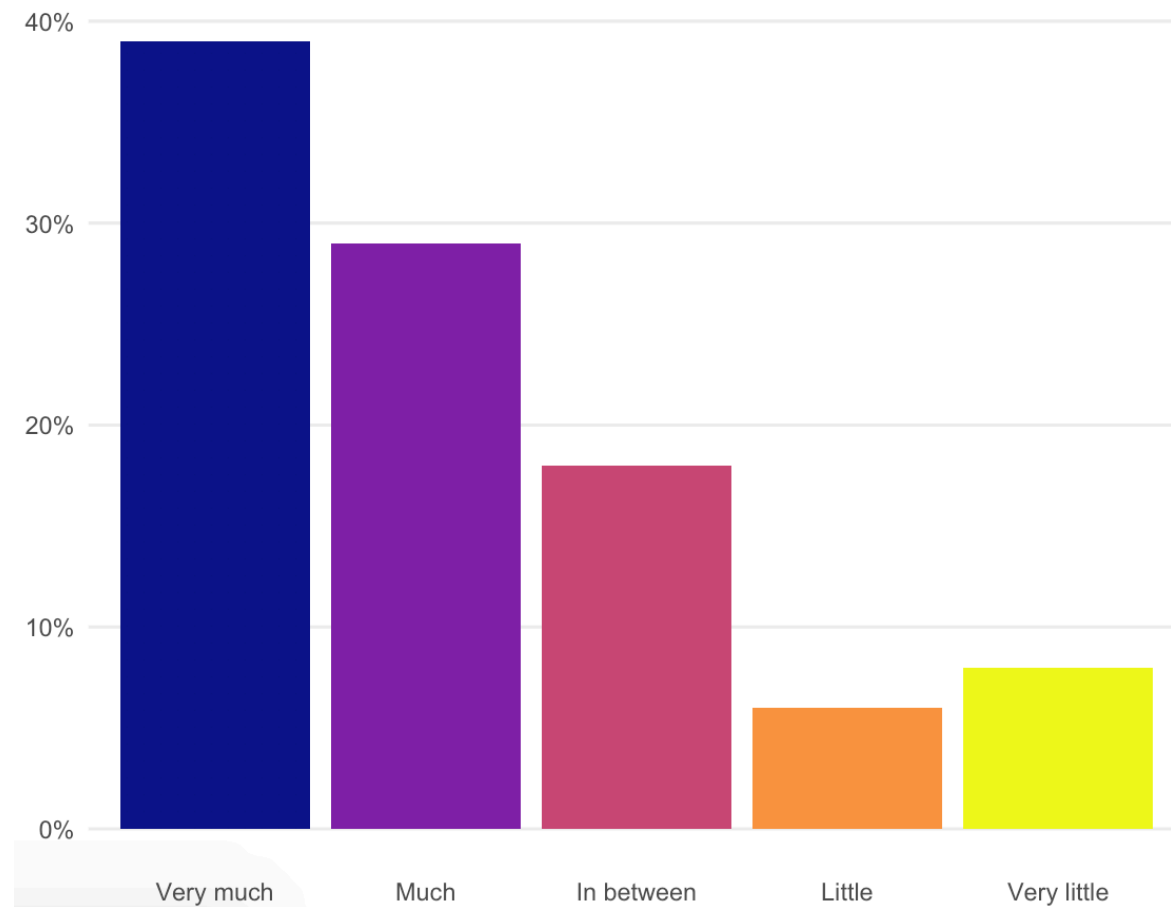
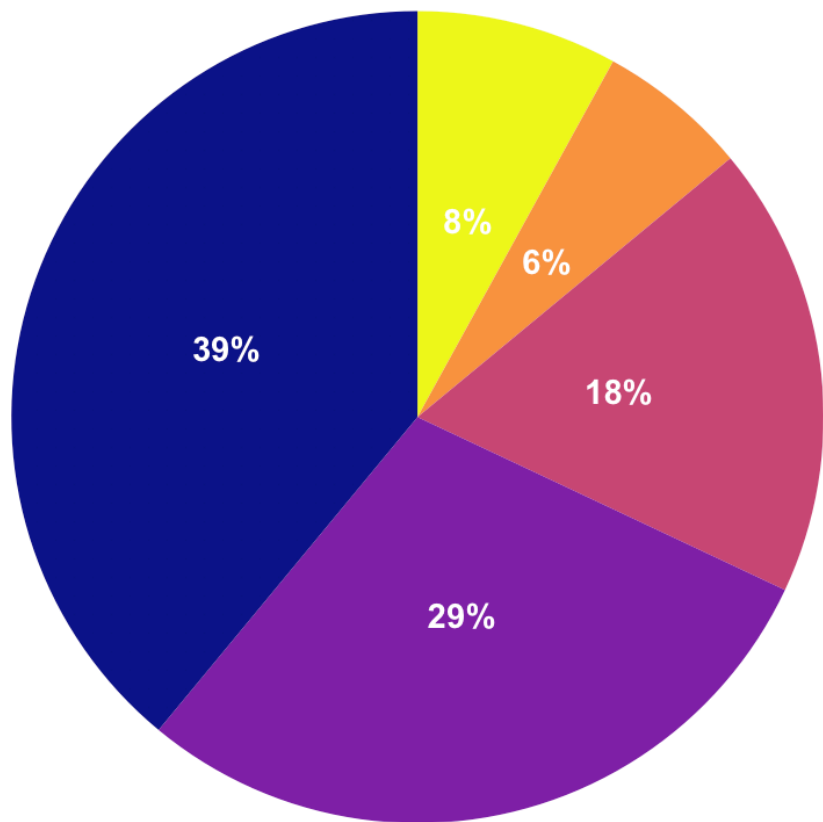
October 9

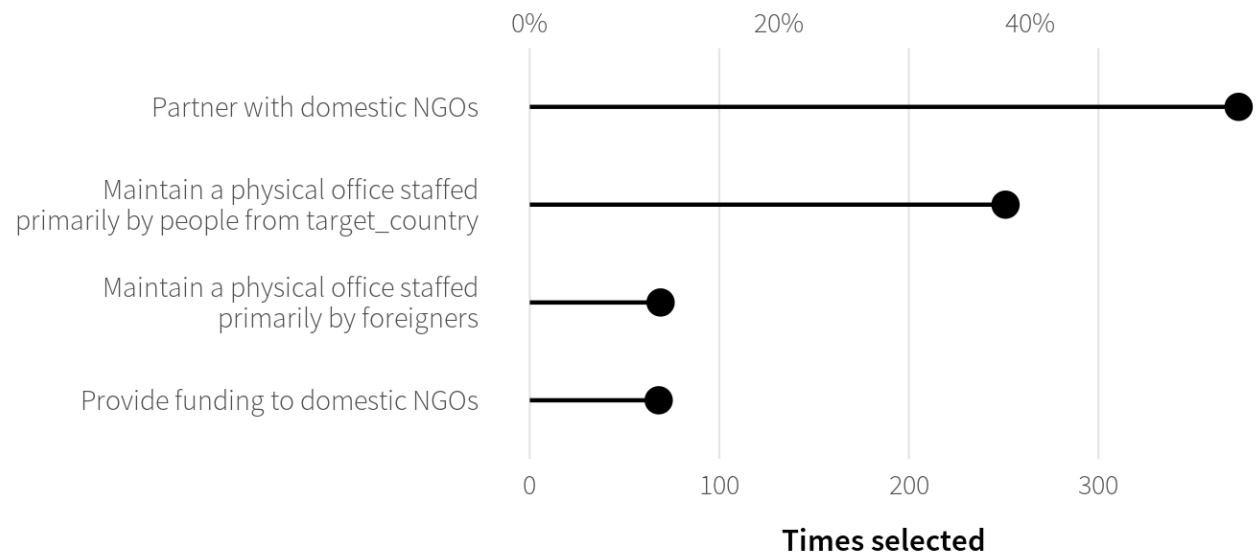
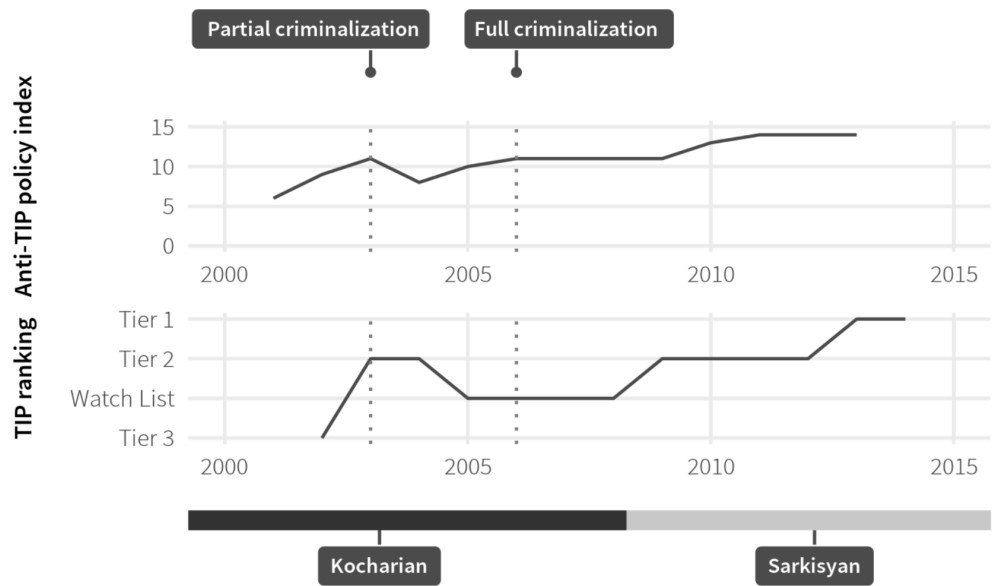
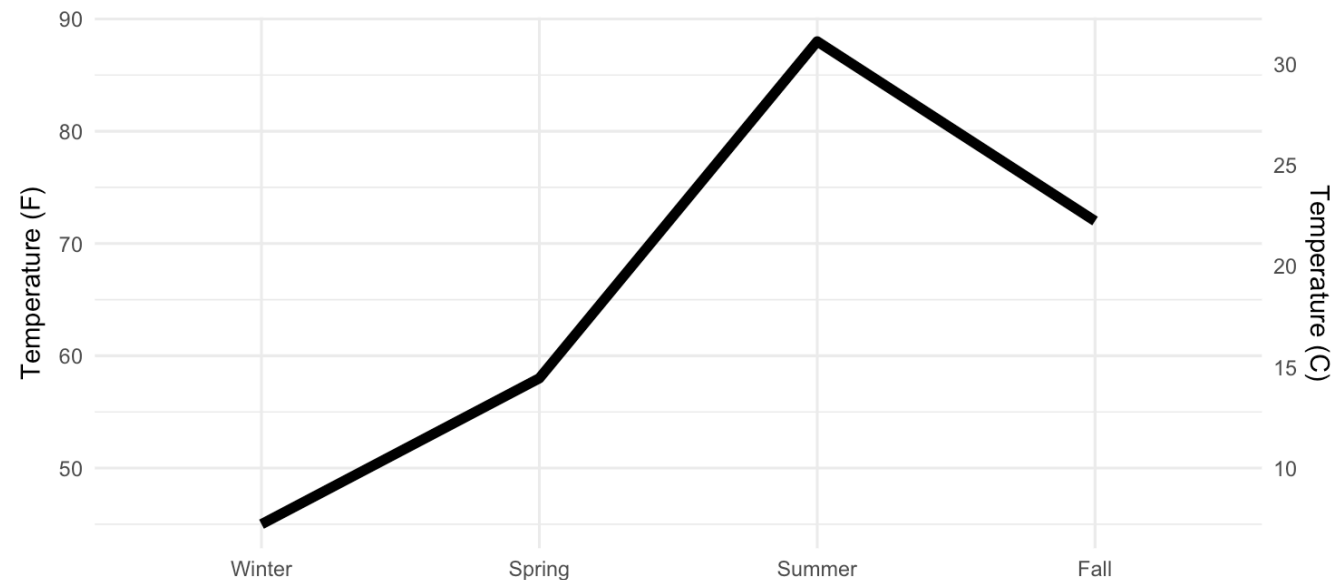
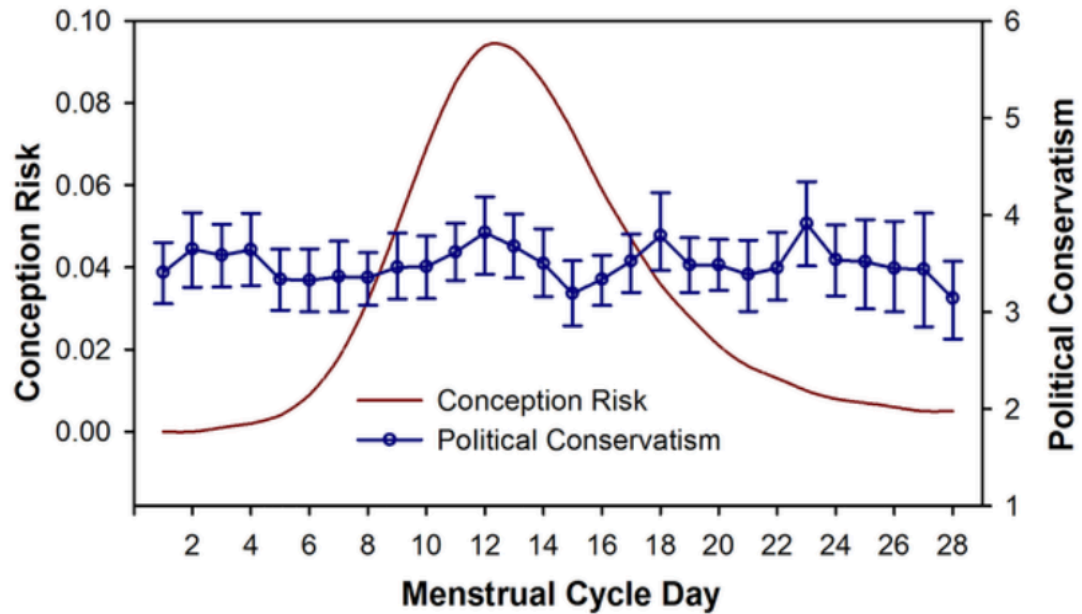
Contrast

Repetition

Alignment

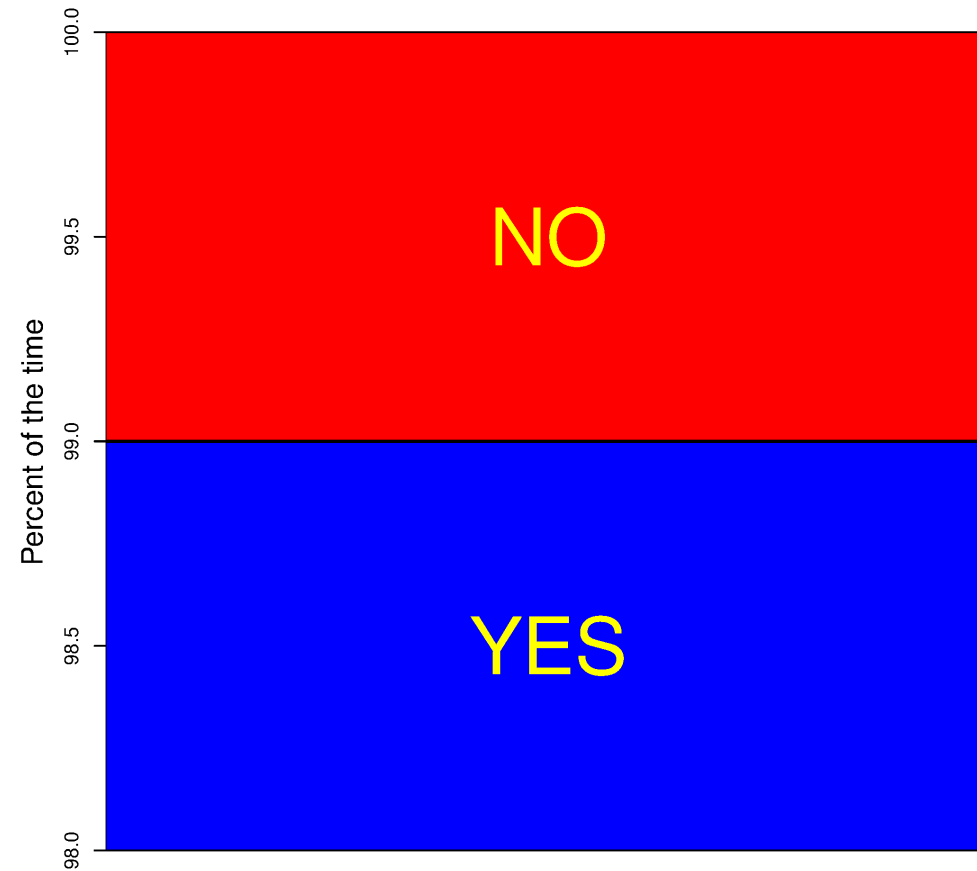
Proximity



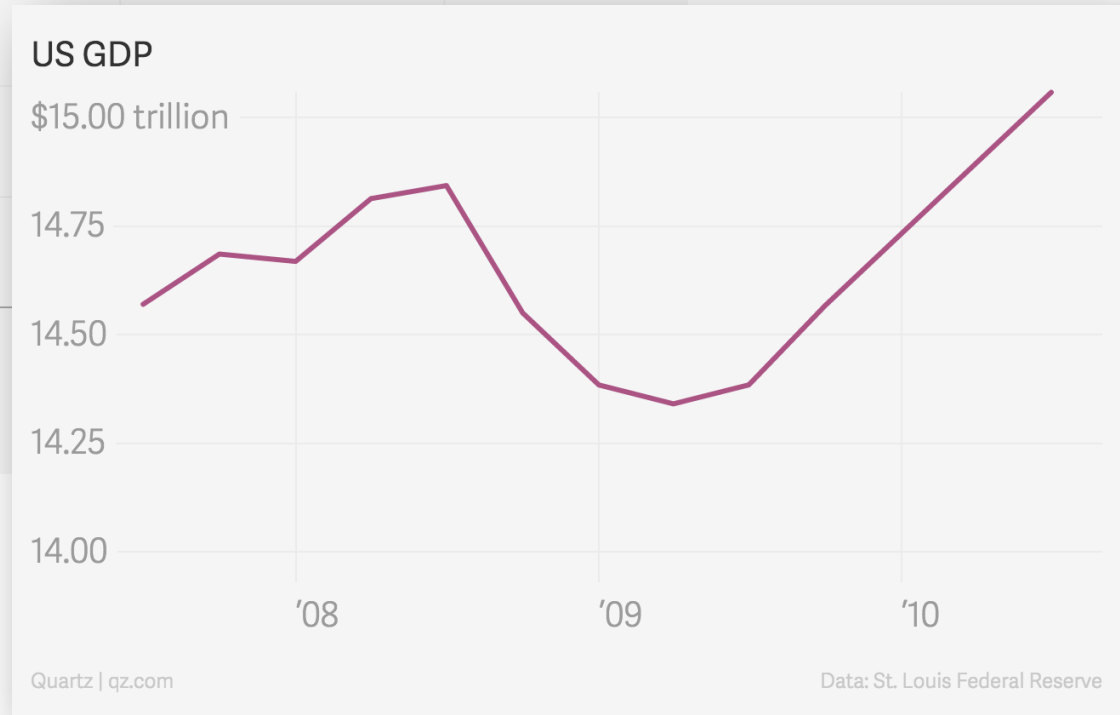


Y-axis woes

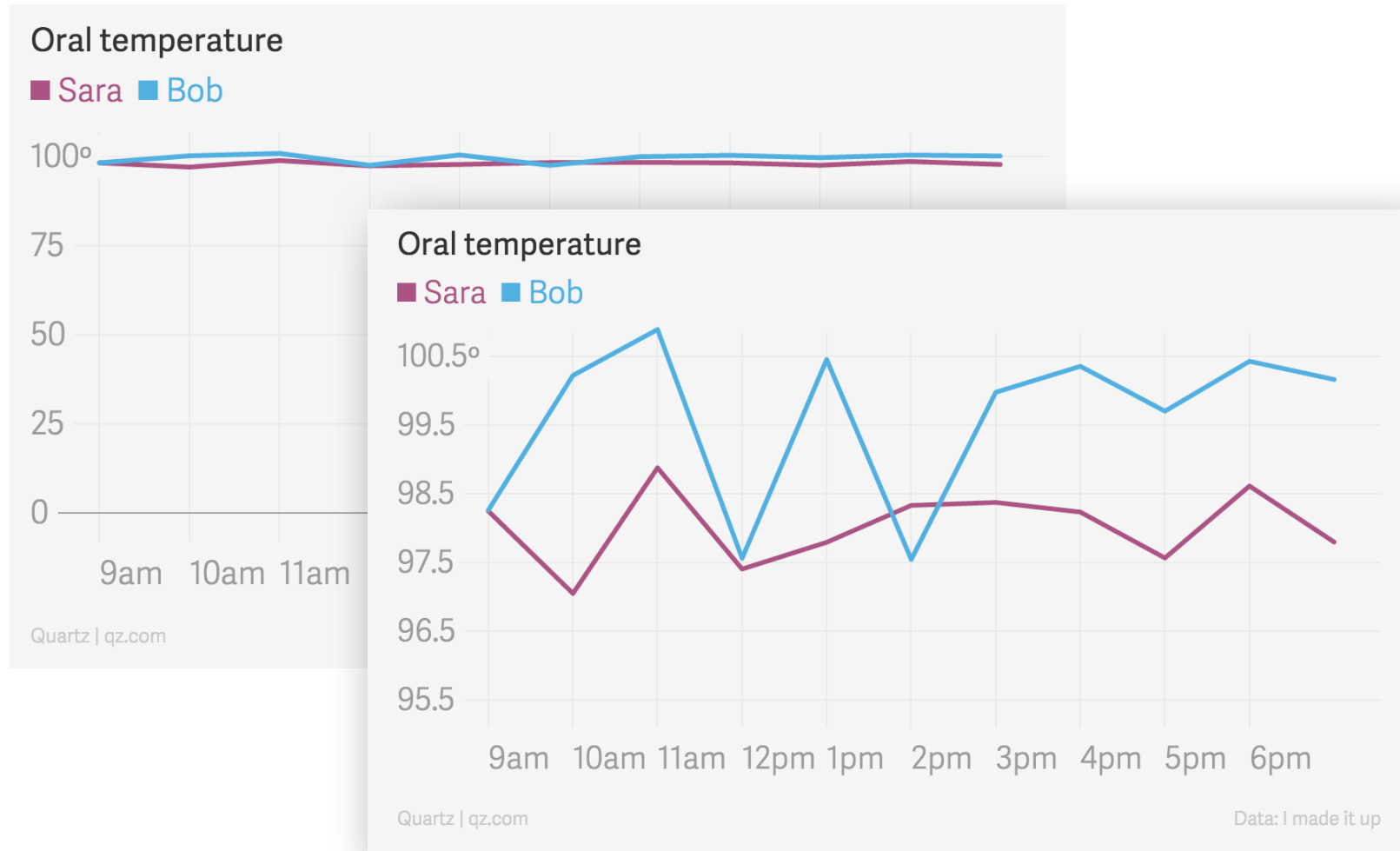
Is truncating the Y-axis misleading?



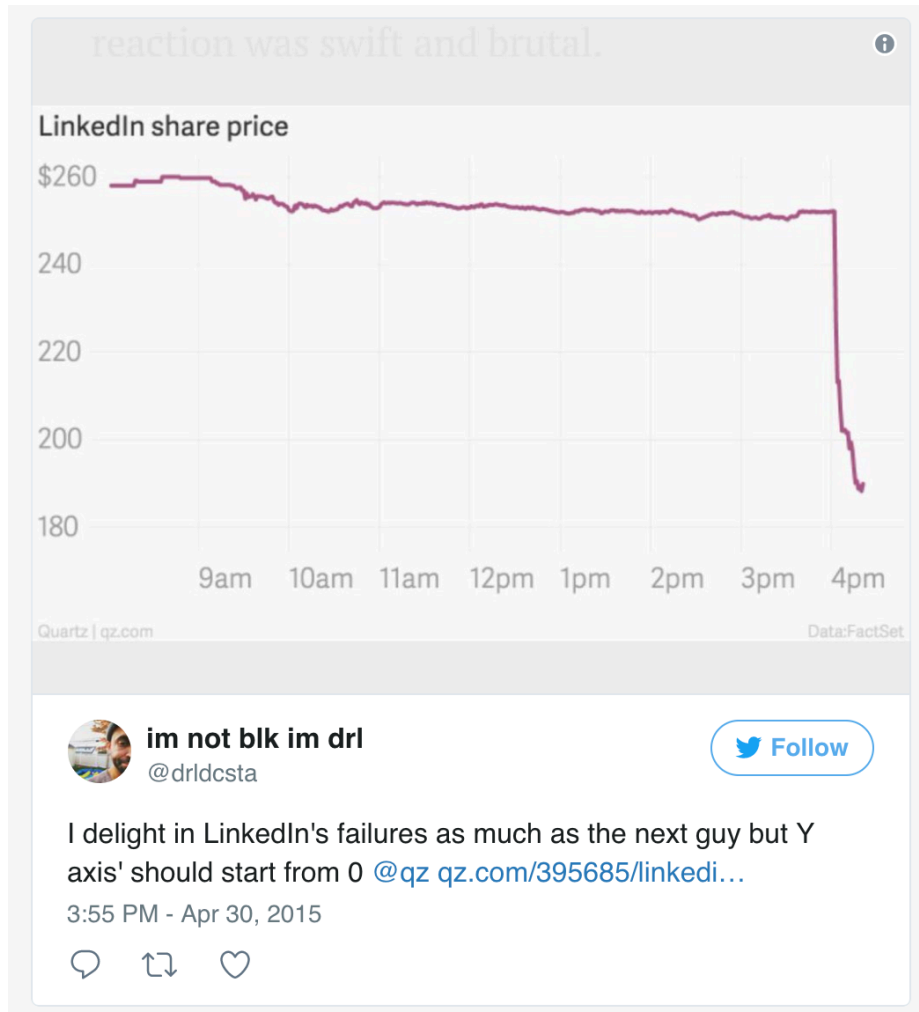
When small movements matter



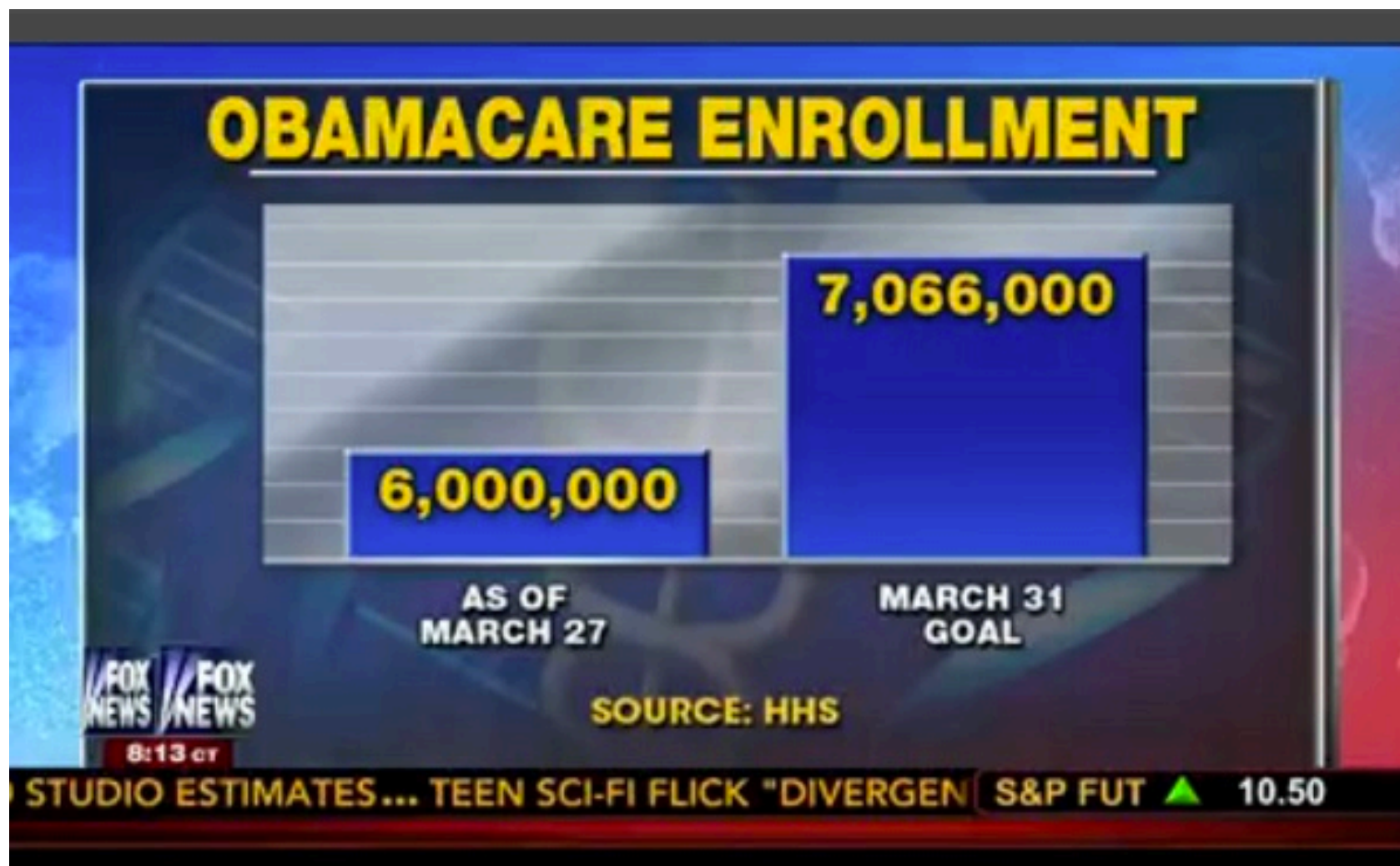
When zero values are impossible



When it's normal



Never on bar charts



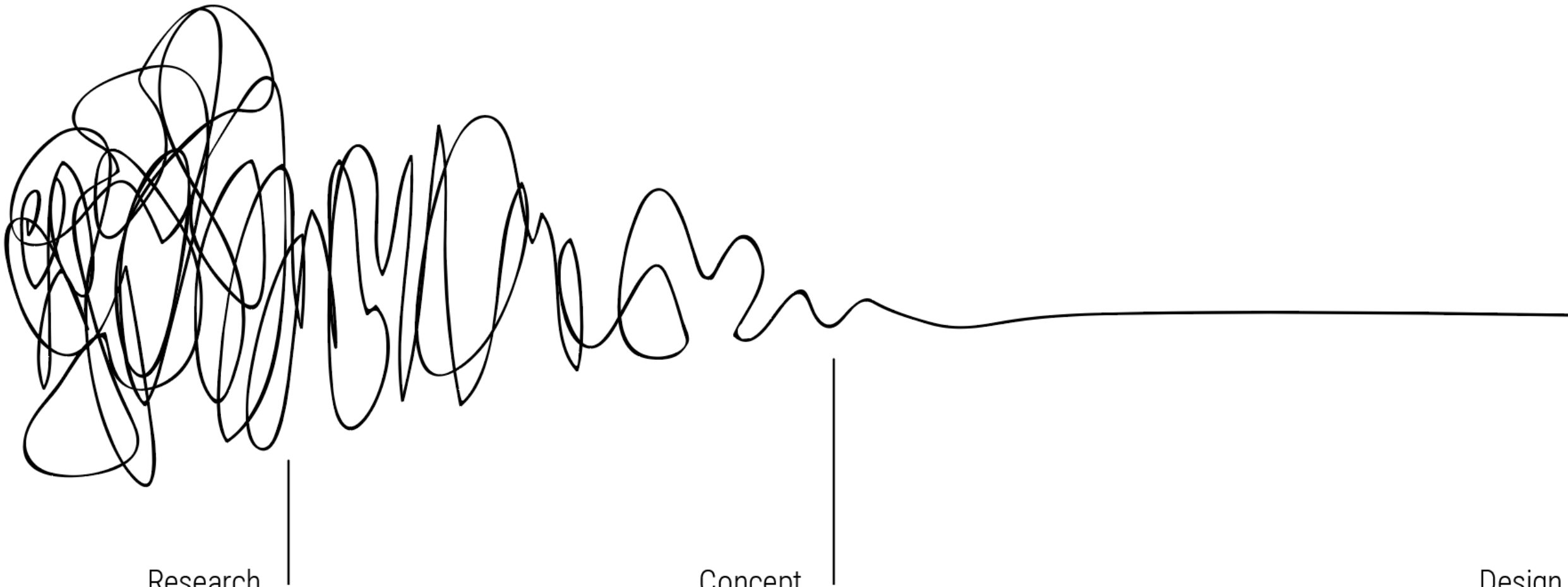
Uncertainty / patterns / insights

Clarity / Focus

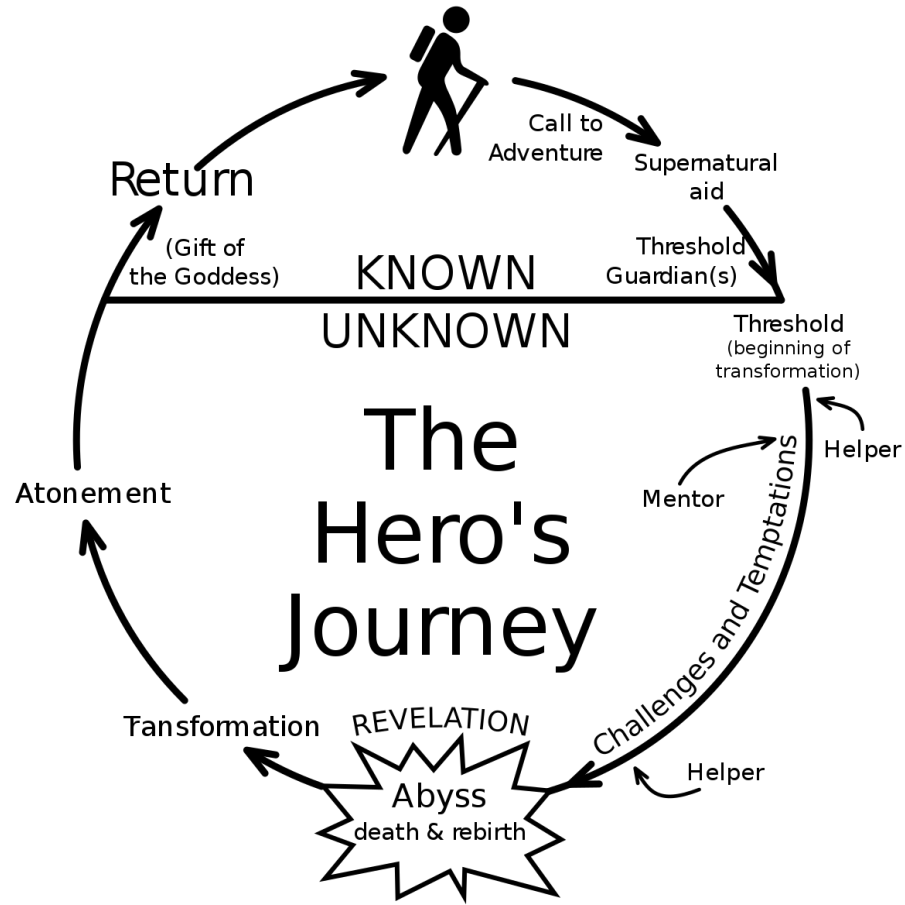
Research

Concept

Design

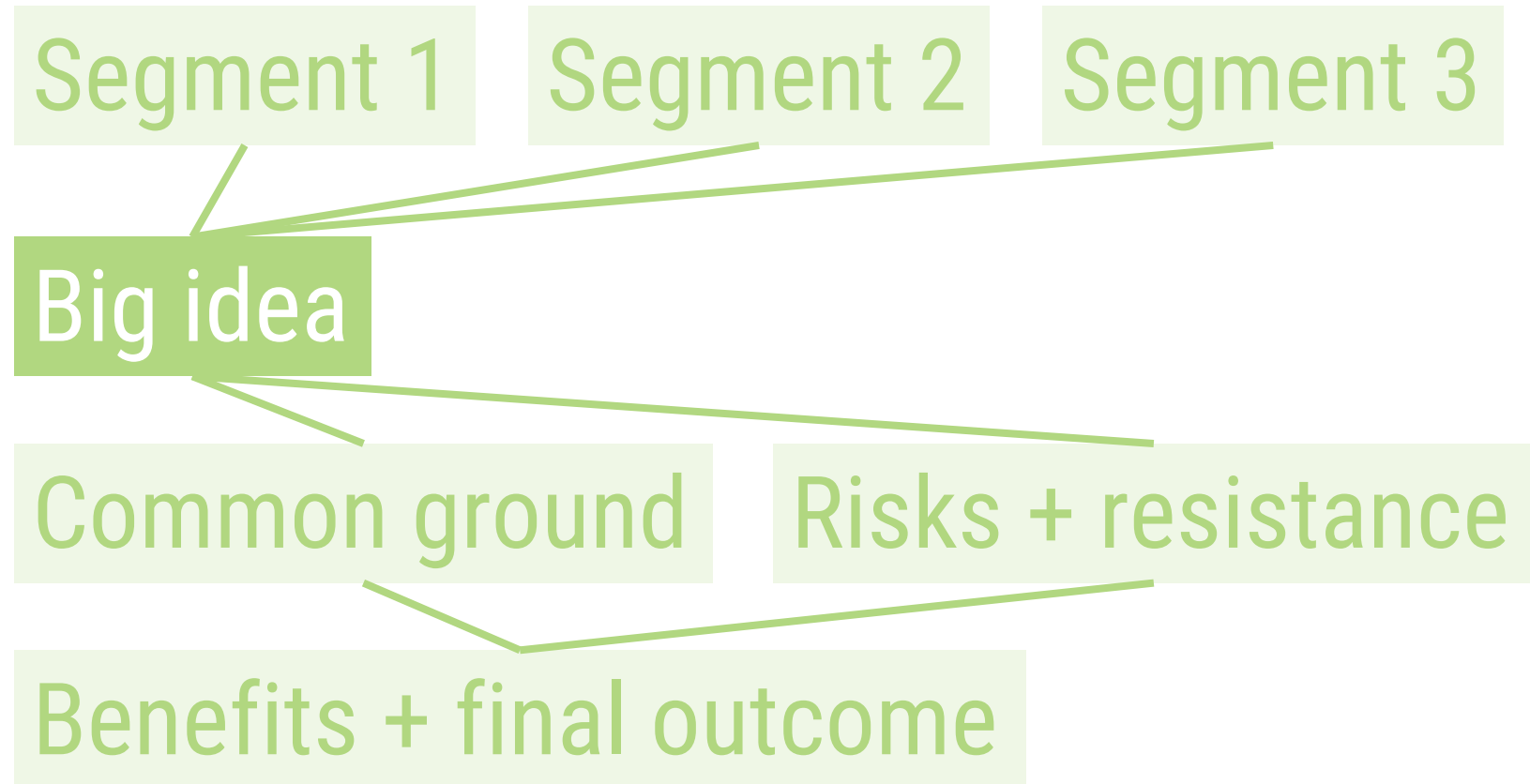


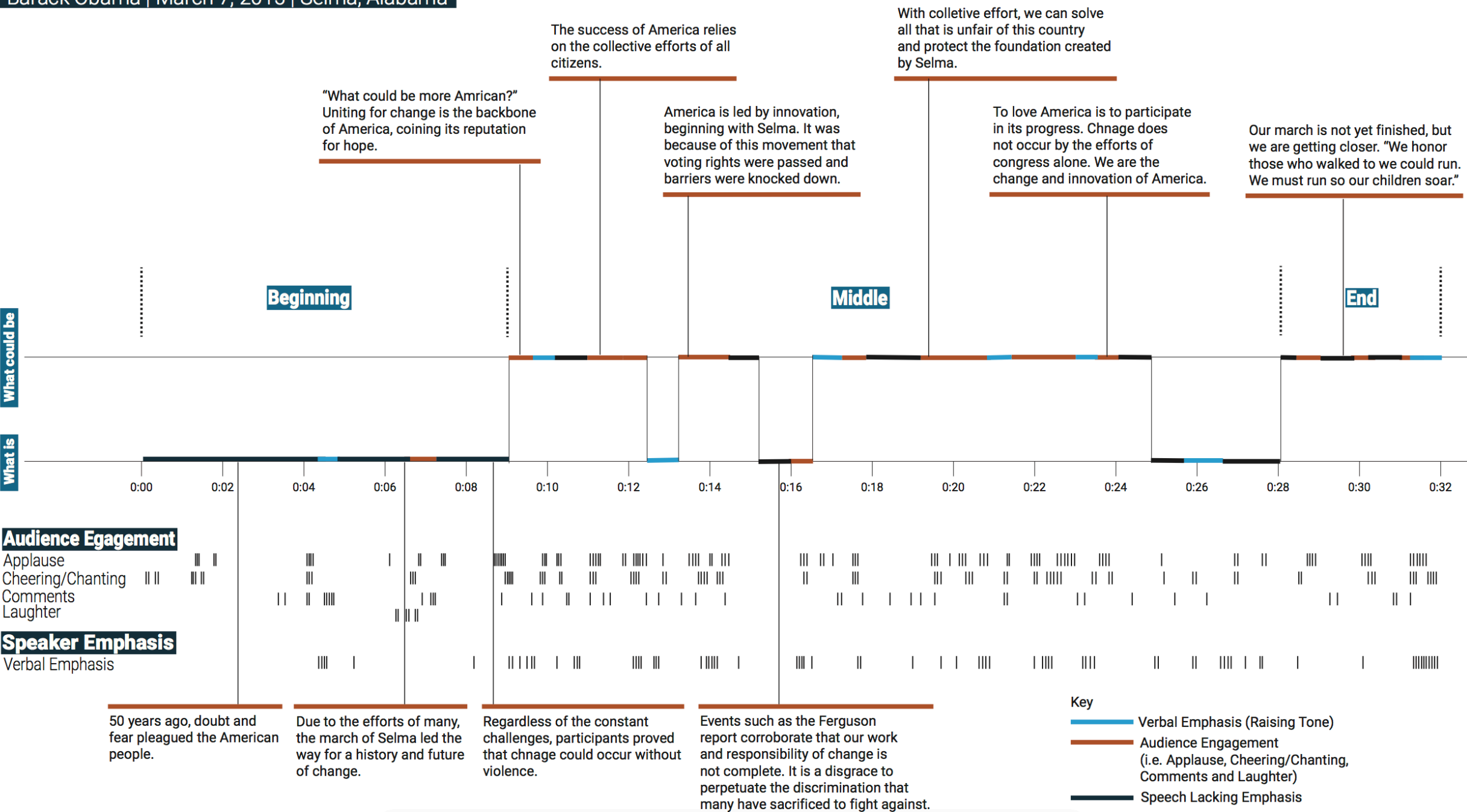
Stories, structures, and heroes





Getting audiences to move





We missed
our Q3
forecast

~~DATA~~

METAPHOR

The little engine that
couldn't.

of new
clients is
up 15%

DATA

Revenue
is
down

DATA

Doing well
compared to
competitors

DATA

Our market
share is up

~~DATA~~

SLOW REVEAL

Suspenseful progression
and long pause.

Launching
new products
today

~~DATA~~

INVITATION TO
MARVEL

Wonderment:
"Aren't they beautiful?"

ETHICAL APPEAL

Garner respect through
credibility and character

Ethos

EMOTIONAL APPEAL

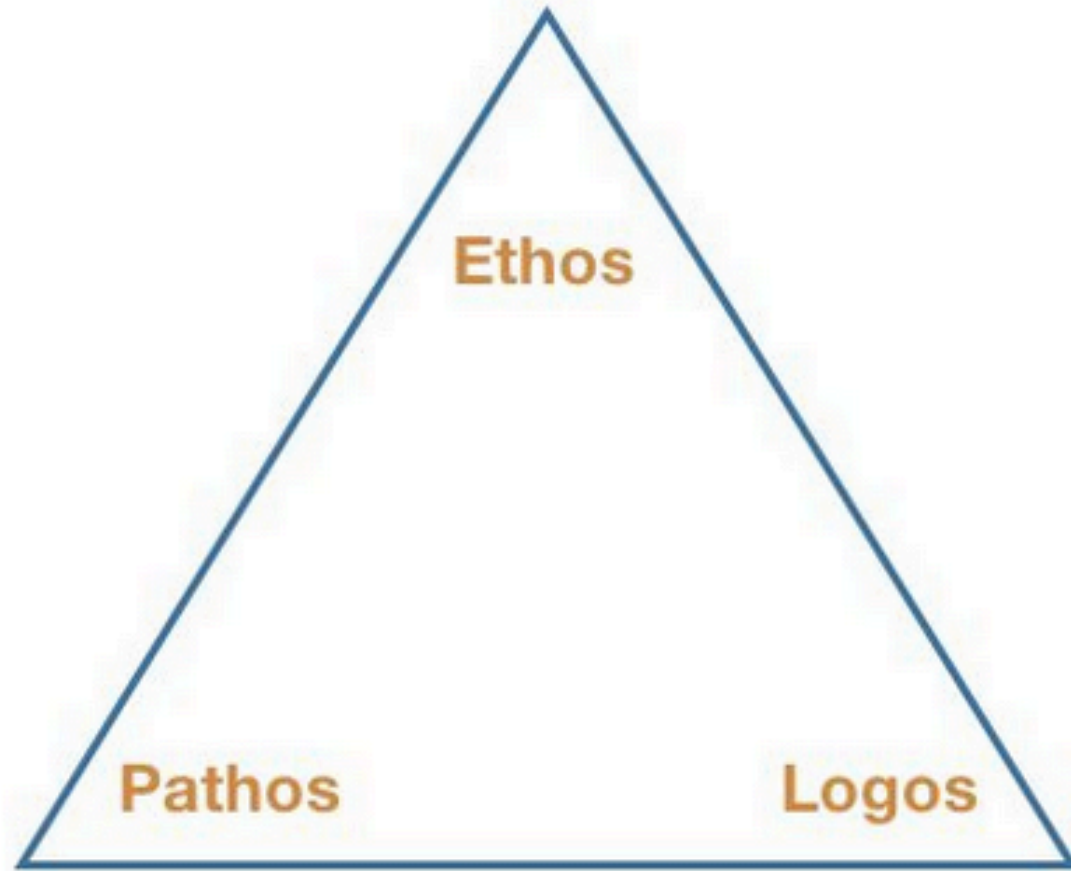
Stir emotions and
imagination of the audience

Pathos

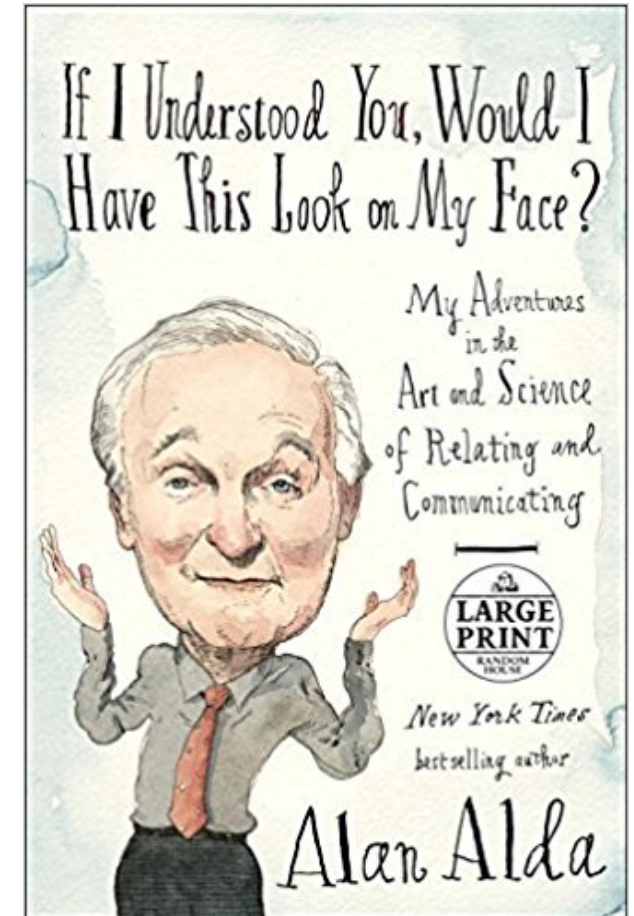
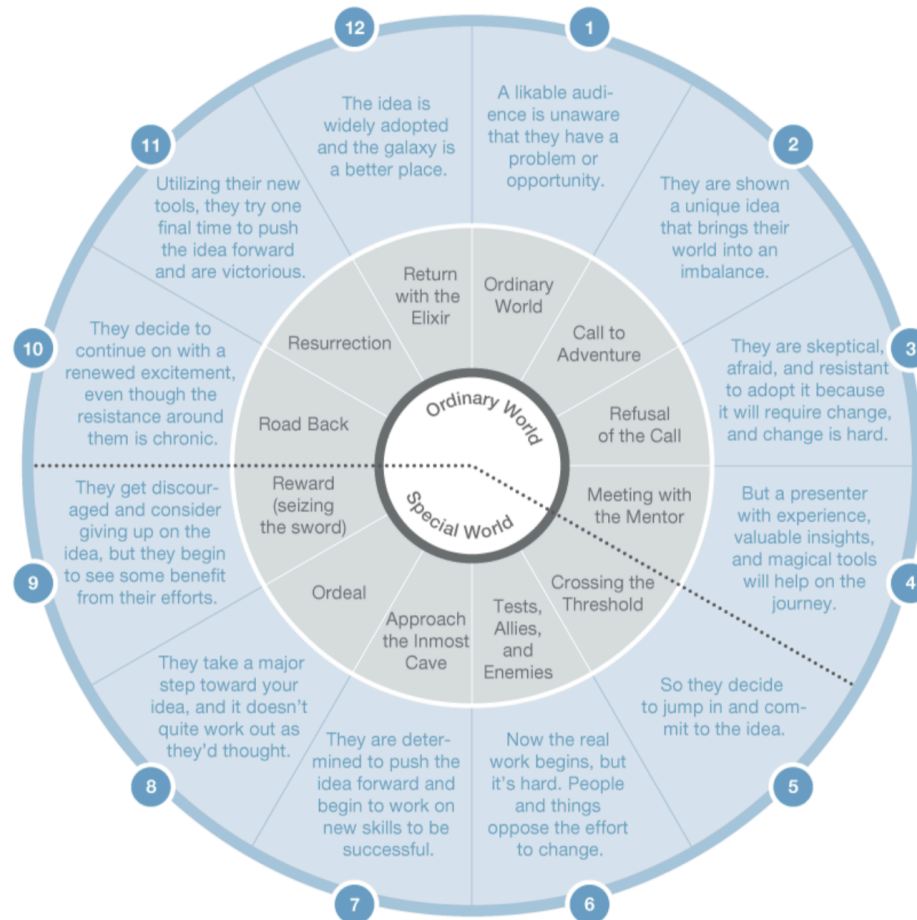
LOGICAL APPEAL

Provide evidence through
words, structure, and data

Logos



Resonating and relating



Ethics of storytelling with data

Manipulation

Don't make people do bad stuff

Misinterpretation

Temper expectations

Ethos

Credentials \neq ethos

Equity

Don't dumb down

Amplify underrepresented research

STAR moments

Memorable dramatization

Props, demos

Repeatable sound bites

Rhetoric

Evocative visuals

Images

Emotive storytelling

Stories

Shocking statistics

Numbers

Truth, beauty, and stories

What is truth?

How do we find it?

Are facts truth?

Facts ≠ truth

“Just because something happened does not mean that it is morally instructive; just because it never happened does not mean that it is not true.”

Michael Austin, *Re-reading Job: Understanding the Ancient World's Greatest Poem*, 20



Is there truth in art and fiction?



How are stories related
to truth?

Stories are how we translate
core, essential **content** to
different **forms** for specific
audiences

Does beauty matter?

Can something with true content be untrue because of its form?

How does any of this
philosophical humanities
mumbo jumbo relate to
science, investing, business,
or anything you all do?

You're experts now!

Go forth and tell **true, resonant,**
and **powerful** stories!