

BURKE INSTITUTE

**Writing & Presenting
Actionable Research Reports:
*Insights, Storytelling, Data Visualization***

Seminar C01

Writing and Presenting Research Reports: *Insights, Storytelling, Data Visualization*

SESSION 1: REPORT WRITING AND PRESENTATION STRATEGIES

- What makes for a killer report or presentation
- Why the traditional report is falling out of favor
- Different types of report options
- Evaluation criteria for reports
- How to write a persuasive report

SESSION 2: LAYING THE GROUNDWORK FOR A SUCCESSFUL REPORT/PRESENTATION

- Report writing framework for creating actionable reports
- How the audience can impact your presentation or report
- How to ascertain the background, key questions to be answered, and stakeholder actions that support the business issues and decisions
- Impediments to obtaining this information & how to overcome them
- Workshop activity -- apply the framework to your own reports

SESSION 3: DEVELOPING INSIGHTS FOR BUSINESS IMPACT

- How insights should be the focal point of your report
- Definition of insight
- Insight examples moving from a finding to an insight
- Exercise to enhance insight productivity using your reports

SESSION 4: STORYTELLING

- The role of the storytelling report
- What are the components of a good story
- The background behind storytelling and how do we apply this to our day-to-day work
- Various storytelling frameworks
- The use of storyboards to tell your story

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SESSION 5: PREPARING THE RESEARCH REPORT/ PRESENTATION SKILLS

- Preparing and structuring the report/presentation
- Titles/headlines/opening slides
- Critical success factors, do's and don'ts
- Presentation tips and tricks
- How to manage anxiety and stress
- Building credibility, showing confidence, connecting with your audience
- Short workshop to practice presentation skills

SESSION 6: PRACTICAL VISUALIZATION TECHNIQUES

- Basic graphic design and data visualization principles
- Leading resources for enhancing the look, feel and flow of your report
- Common graphical errors
- Workshop on chart types and how to select the best chart
- Checklist of items that need to be decided upon as you create your report
- Workshop: Choosing the best way to present the information moving from lots of data to what does the data mean
- Creating infographics that inform
- Before and after slides

SESSION 7: CONSTRUCTING AN ACTIONABLE PRESENTATION (WORKSHOP)

- Review workshop information
- Develop and lay out the business story using a storyboard
- Apply storytelling principles to construct your team presentation
- Use PowerPoint to create a team presentation based on skills and tips covered in the course
- Present storytelling deck
- Assessment of team presentations and feedback from the seminar leader