

# Presenting Analytical Information

Recommended for everyone who presents data.

## WHAT IS IT ABOUT

Telling a compelling business story with data.

Selecting data that supports your key message.

Crafting an executive summary that builds your personal brand in the company and instills confidence in your competence among your colleagues, other employees, and leaders.

## TRAINING AIMS

By the end of the course, the participants will be able to:

- follow a clear structure for crafting an executive summary for any data presentation;
- formulate one key message for the presentation;
- select data to create slides that support the key message;
- intentionally present the data in a way that guides the audience's attention;
- use data presentation a part of their personal brand building in the company.

## DURATION & COMPONENTS

Prerequisite	Powerful Business Presentations
Prework	Complete Needs Analysis Survey; send sample slide deck
Session 1	Workshop: Your key message (2h)
Session 2	Workshop: Visual support of your data story (2h)
Session 3	Workshop: Data visualization—putting it all together (2h)
Individual 1-2-1 calls	Consulting Session: 0.5h/person to focus on each participant's presentation, share feedback, and help prepare for the final delivery
Session 4	Final Presentation Practice (in 2 groups, 5–6 people/group, 3h/group)
Post-call	Crafting the executive summary (1h)
Time commitment per participant:	10h of online workshop 0.5h coaching Up to 2h of homework spread over the 2.5 weeks of the course

- Post-course: final feedback survey, digital certificate
- Digital Materials: slide decks, handouts, articles, links, and references

## TRAINERS

**Iryna Oleksiuk, John Held**

For trainer profiles please go to <https://accentbusiness.pl/team/>

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