

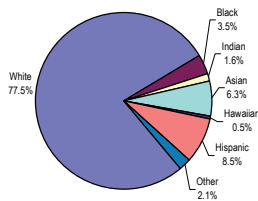
Communicating with Data

Using Charts and Tables Effectively

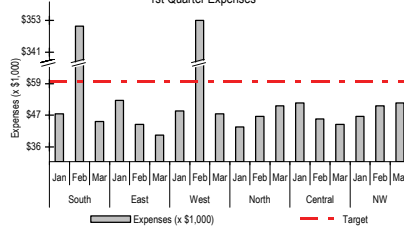
In today's fast-paced, data-driven world, people need to read and interpret data quickly – 30 seconds, that's about all the time you have. If it takes longer than that for people to get the message of your data, you've probably lost them.

If you want to inform and influence people with data, show them a picture.

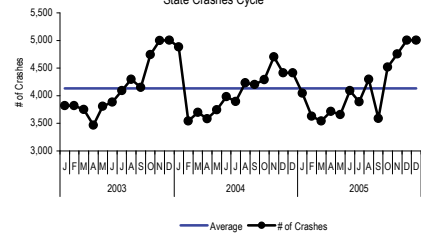
Population Race/Ethnicity (2004), Washington



1st Quarter Expenses



State Crashes Cycle



What is the seminar about?

Communicating with Data is a 1-day seminar that demonstrates a simple, practical approach to using graphical displays (simple tables and charts) for the purpose of analysis, communication, planning, reporting, decision-making, etc. The seminar uses a computer classroom and involves a lot of hands-on work creating spreadsheets, tables, and charts using workplace data.

A featured benefit of the full-day seminar is that each participant receives a variety of ready-to-use chart and presentation templates – a subset of templates from *Quick Launch Charts*. These templates are **not** available in Excel's Chart Wizard or PowerPoint's Design Templates and allow anyone to produce professional-looking charts and presentations with ease.

What are the seminar objectives?

The aim of this course is for participants to learn how to assemble a meaningful portfolio of charts that analyze data, show accountability, and communicate success. Participants will learn:

- ✓ To enhance the clarity and credibility of graphical data.
- ✓ To display and link charts and data in Excel, PowerPoint, and Word documents.
- ✓ To create effective graphical displays and to assess a chart's ability to achieve results.
- ✓ To use graphical displays to analyze data, show accountability, and communicate results.
- ✓ The purpose, use, and limitations of tables (

2001 Poverty Rates			
WA	OR	CA	US
15.8%	14.6%	16.1%	15.5%

) and charts () for displaying numerical information.

How are the objectives achieved?

Once participants learn the mechanics, concepts, and conventions of tables and charts, they apply their knowledge and understanding of the purpose, utility, and limitations of graphical displays to their workplace charts and tables – it is a real world, hands-on learning opportunity.