

Illuminating Your Narratives with Data Visualization

A course to help thought leadership professionals create striking visuals that simplify complex concepts and bring dry statistics to life

Led by **Bill Shander**, data visualization expert

About the Course

"Illuminating Your Narratives with Data Visualization" is a course for researchers, graphic designers, writers and editors, and marketing professionals who want to elevate the way their companies present complex thought leadership content.

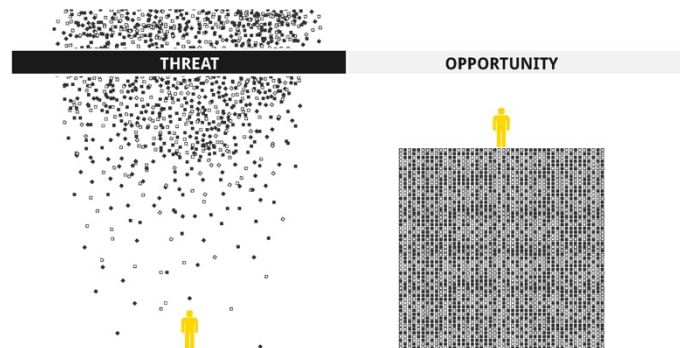
The course is especially useful for thought leadership professionals who have been through Buday TLP's "Generating Compelling Narratives" course. In that course, class participants learned how to take research findings and communicate them incisively using Buday TLP's Problem/Solution outline framework.

In "Illuminating Your Narratives with Data Visualization," Bill Shander will help class participants take their learnings one step further. Over four virtual sessions, he will teach them how to visualize concepts and data in memorable ways – ones that make a narrative easy and enjoyable to comprehend.

Bill will teach the class in four 2-hour online sessions, held over a two-week period to keep the learnings fresh from session to session. Here is how Bill would teach the class:

Week One

Session 1: Why thought leadership content requires exceptional ideas that must be visualized to be comprehensible and memorable. At a high level, the session will cover how different types of **concept** visualizations can bring the six-part Problem/Solution narrative structure to life: the problem statement; why existing approaches fall short; the new and better solution in brief; the new and better solution in detail (steps, case examples, benefits); overcoming the key adoption challenges; the case for moving now, and how. Class



Delivery Method, Class Sizes and Fees

Delivery

We deliver the class over the Zoom or Microsoft Teams videoconference platforms. We recommend delivering the course over four 2-hour sessions (for example, a Monday and a Thursday) in a two-week period so that course participants don't have to set entire days aside. We also recommend such a cadence so participants have time between sessions to absorb the teachings and complete their exercises.

Class Size

We recommend between 10 and 16 class participants for each course. We will group the participants into 2- or 3-person teams, with each team assigned (or choosing) a topic on which they will create graphic concepts and data visualizations.

In each session, Bill will provide ample time for questions, as well as for Bill to provide valuable feedback on each team's work.

Fees

Our fees are USD \$2,000 per course participant. Fees are due the day the sessions begin.

About Bill Shander

Bill Shander is one of the pioneers of the field of data visualization, and a consultant to such organizations as The United Nations, The World Bank, PwC, American Express and Starbucks on how to present more illuminating narratives through digital ways of displaying statistics, concepts and other complex material.

Bill has been teaching data visualization online and onsite for the last 10 years. More information on his work can be found at www.BillShander.com.

He was a board member and remains involved with the premier association for data visualization professionals: the Data Visualization Society, whose 20,000 members work at many top brands.

About Buday TLP

Buday TLP and its principals have been helping people and organizations become widely known for their expertise. Bob Buday has been a pioneer in thought leadership since 1987, when he joined the consulting firm CSC Index. He authored the 2022 Amazon bestselling book *Competing on Thought Leadership: How Great B2B Companies Turn Expertise Into Revenue* (Ideapress Publishing). More information on the book [here](#).

Back in the 1990s, Bob was a key part of the team that turned the concept of "business reengineering" into a \$200 million a year consulting practice for CSC Index, and which ignited

a nearly \$5 billion a year segment in the 1990s in the global consulting industry. Buday TLP has been called "the thought leader on thought leadership."

The company's website is www.budaytlp.com. For more information on the course and the company, email Bob at bob@budaytlp.com.