

## 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.

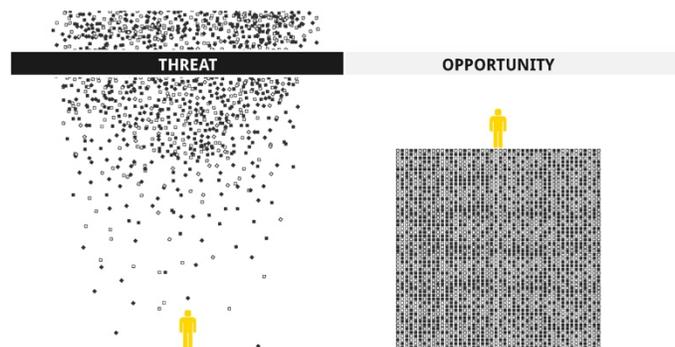
The course is especially useful for thought leadership professionals who have been through Buday TLP's "Generating Compelling Narratives" course. In that course, class participants learned how to take research findings and communicate them incisively using Buday TLP's Problem/Solution outline framework.

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



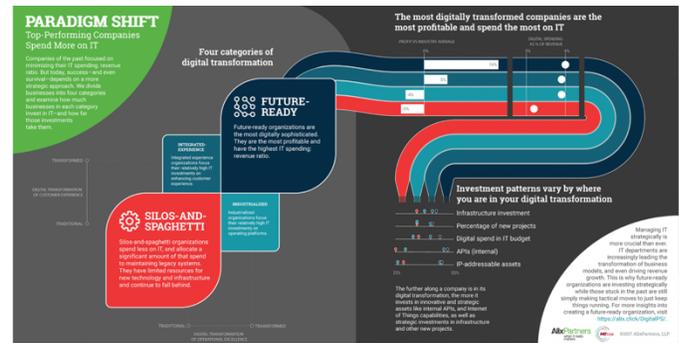
exercise: Participants will be broken into teams of 2 or 3 to brainstorm ideas for visualizing concepts.



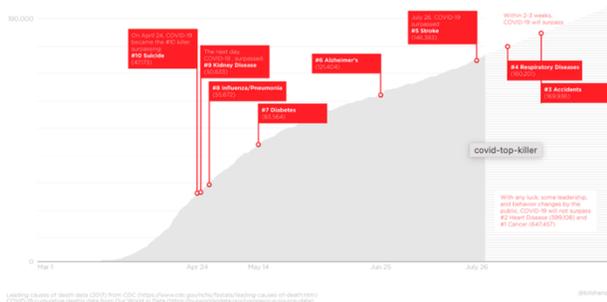
**Session 2:** Bill will weigh in on each team's ideas for visualizing the concepts of their narrative – what worked well, and what could be improved. He will explain the keys to creating illuminating **data** visualizations – how to represent statistics produced by thought leadership studies. This includes determining the right chart/map for the job. In the breakout exercise, the teams will brainstorm ideas for visualizing statistical data.

**Week Two**

**Session 3:** Bill will weigh in on each team's ideas for data visualization, explaining what works well and how they could be improved. He will then explain best practices in designing and communicating key information from research studies. These practices are supported by their own extensive research on human visual perception and design. The teams will then refine the concept and data visualizations they created in Sessions 1 and 2, and develop new ones.



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**Session 4:** Bill will weigh in on the ideas that each team produced in Session 3. He will then explore how animation, interactive graphics and video can enhance a research-based narrative. The participants will then be broken into their teams to brainstorm how they could use animation, interactive graphics and videos to communicate their narratives. Following that, Bill will discuss the collaboration process in data and concept visualization: how to

get graphic designers, researchers, editorial and marketers to work together to generate and execute great ideas.

## **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](http://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](http://www.budaytlp.com). For more information on the course and the company, email Bob at [bob@budaytlp.com](mailto:bob@budaytlp.com).