

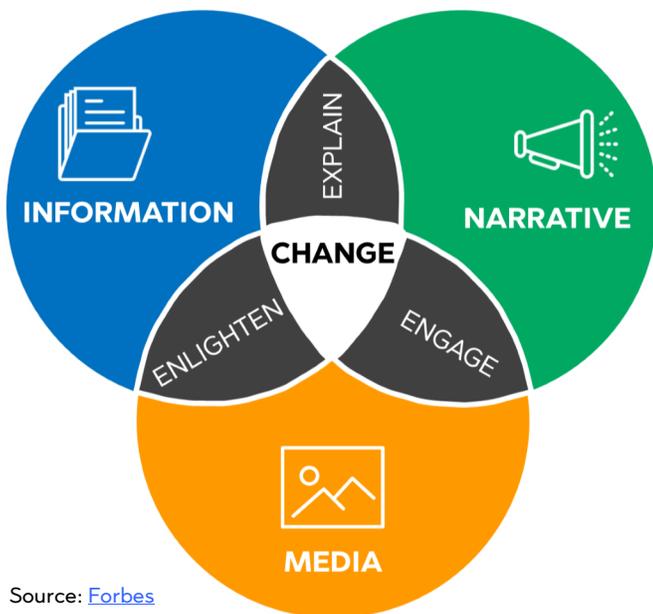
# ONCE UPON A PIE CHART

In telling our story, we're often informing & persuading. That means that we need to move beyond just sharing information to doing it in a way that is engaging and influences people to understand the point that we are trying to make.

## Four Reasons Why Combining Information & Storytelling is So Impactful

- 1) Connection is Part of Human Nature
- 2) Stories Are a Powerful Delivery Mechanism
- 3) It Can Help Us Challenge Our Own Perspectives & Assumptions
- 4) We Do Not Make Decisions Based on Reason Alone (Fast vs Slow Thinking, Emotion, etc.)

## What Makes Up a Story:



Source: [Forbes](#)

## All (Good) Stories Also:

- Have a Structure
- Transport You
- Elicit Emotion

## Story Structure Example:

### Rags to Riches



## Visualization 101

- PowerPoint, Excel, and other common tools are awesome, but their default settings are not. Spend some time tweaking and become best friends with templates once you've created something you like.
- Color schemes should be intentional. Check for synergy with your brand, that they are legible when printed in black & white and for people with colorblindness, and keep cultural references in mind (in the USA, green = good/money)
- Almost any graph is better than a pie chart. 3D charts are terrible.
- Use variances in font, color, and size to highlight the most important point. If you want the audience to come to a specific conclusion, make it obvious, not a chore.
- Photos have the potential to do a lot of work for you - reinforce your message, provide context, and create emotion, - if you pick them thoughtfully.
- Three slides with 1 thought on each are always better than 1 slide with 3 thoughts. Don't subject your audience to your script.