Numbers Don't Speak for Themselves Tip Card Sheet

SpokenImpact
Creating presentations that mean business

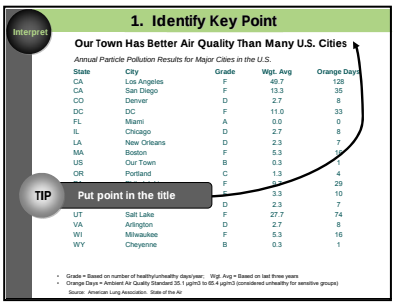
NUMBERS DON'T SPEAK

Stop polluting your presentations with dense, hard to understand, or remember, statistics and numbers. Use this four step process to give meaning to your numbers.

1 - POINT

Identify Your Key Point

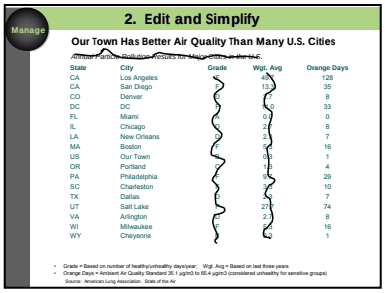
- Put your point in the title, sub-title or a highlighted shape
- Ideally have one key idea per slide



2 – CONTENT

Edit and Simplify Your Numbers

- Sort/categorize data so point is clear
- Convert data to relevant numbers
- Use graphs versus tables
- Round up numbers
- If two tables/charts, introduce one at a time



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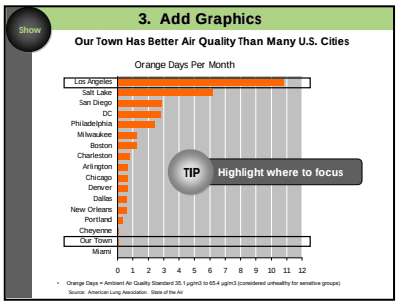
#3 – VISUALS

Add Graphics

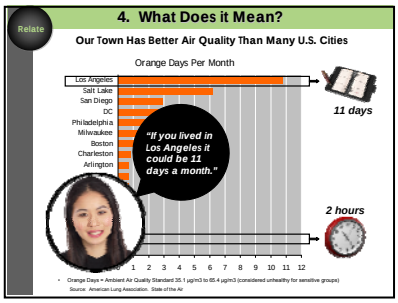
- Highlight where to focus
- Avoid 3D graphs
- Get labels close to data
- Show sequential data with single color hues
- Show categorical data with divergent colors
- Select chart that best tells story of data
- Omit number labels if not needed
- Use "Consumer Report" rating circles



4 – INSIGHT

What Does it Mean?

- Share your insight with explanations
- Add real life examples
- Use words like "you, we and I"
- Trends and changes tell a story
- Use animation to create meaning
- Put people in your explanation
- Tell a story



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