



DATA VISUALIZATION: STORYTELLING AND SENSEMAKING

Program Overview

Learn to transform data into powerful sensemaking and storytelling. You've got the data. How do you interpret and share it to make an impact?

In our Data Visualization course, learn to create strong visualizations using data to increase comprehension, retention, and action. Develop design concepts and techniques to make your presentations more persuasive. And discover new opportunities to communicate critical information with data and understand the power of sensemaking to structure data and create effective visualizations for clarity and impact.

The three-day course outlines information-design through examples on how to use a data set and appropriate visuals. Learn to implement levels of complexity into information design and have your data resonate with an audience through hands-on exercises and interactive group design sessions. Whether you're looking for opportunities to use data to make a business case, persuade an audience, or create actionable messaging, this course is for you.

Data Visualization: Storytelling and Sensemaking can be taken as a stand-alone course or as a prerequisite for the [Executive Certificate in Organizational Leadership](#).

Program Agenda

DAY ONE

9-9:45 a.m.	Intro and Data Described
9:45-11 a.m.	Exercise: Data Described (with break)
11 a.m.- Noon	Data is Contextual
Noon - 1 p.m.	Lunch
1-2 p.m.	Design Elements and Principles
2-2:15 p.m.	Break
2:15-3 p.m.	IDEA
3-4 p.m.	Data Exploration (asynchronous)

DAY TWO

9-10:15 a.m.	Sensemaking #1
10:15-11:15 a.m.	Sensemaking #1 (asynchronous)
11:15 a.m.- Noon	Sensemaking #2
Noon - 1:00 p.m.	Lunch
1-2 p.m.	Data Storytelling
2-2:15 p.m.	Break
2:15-3:15 p.m.	Exercise: Storytelling
3:15-4 p.m.	Discussion and Day Two Wrap-Up

DAY THREE

9-9:45 a.m.	Forum
9:45-10 a.m.	Intro to Data Challenge
10-10:30 a.m.	Data Challenge (with break)
10:30 a.m.- Noon	Team Breakouts
Noon - 1 p.m.	Lunch
1-2:15 p.m.	Team Breakouts
2:15-2:30 p.m.	Break
2:30-3:30 p.m.	Data Challenge Review
3:30-3:45 p.m.	Day Three Summary and Course Conclusion