

**THERE'S MORE
THAN ONE WAY
TO TELL A
(DATA) STORY**

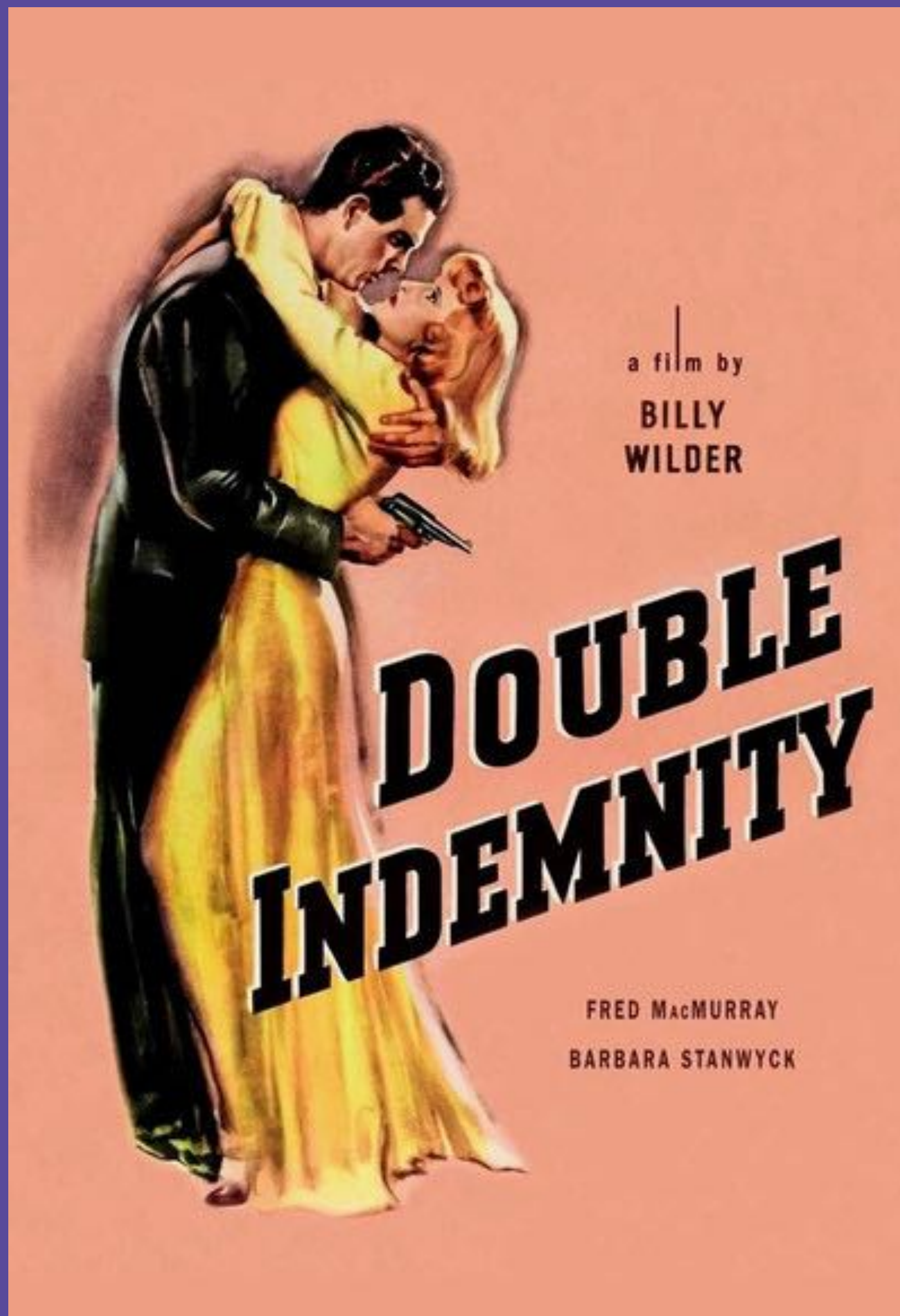
There's more than one way to tell a story

Stories are about change. At some point the protagonist will face some sort of conflict or crisis and there will be some sort of resolution.

A story can be told in a chronological way but there are lots of other ways.

You know this from films. And you can be inspired by filmmakers to create presentations that more interesting and memorable.

You can start with the end

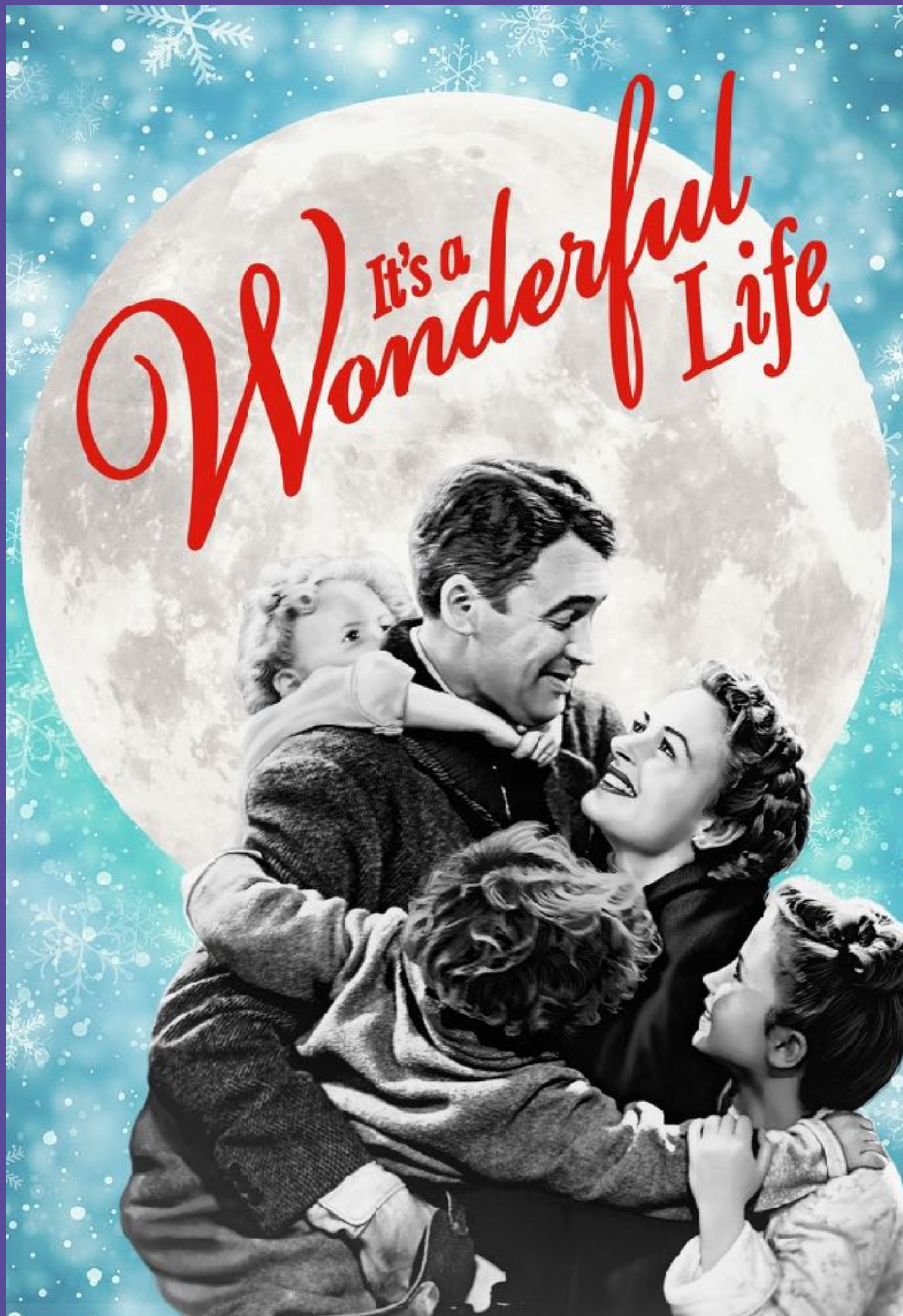


a film by
BILLY
WILDER

**DOUBLE
INDEMNITY**

FRED MacMURRAY
BARBARA STANWYCK

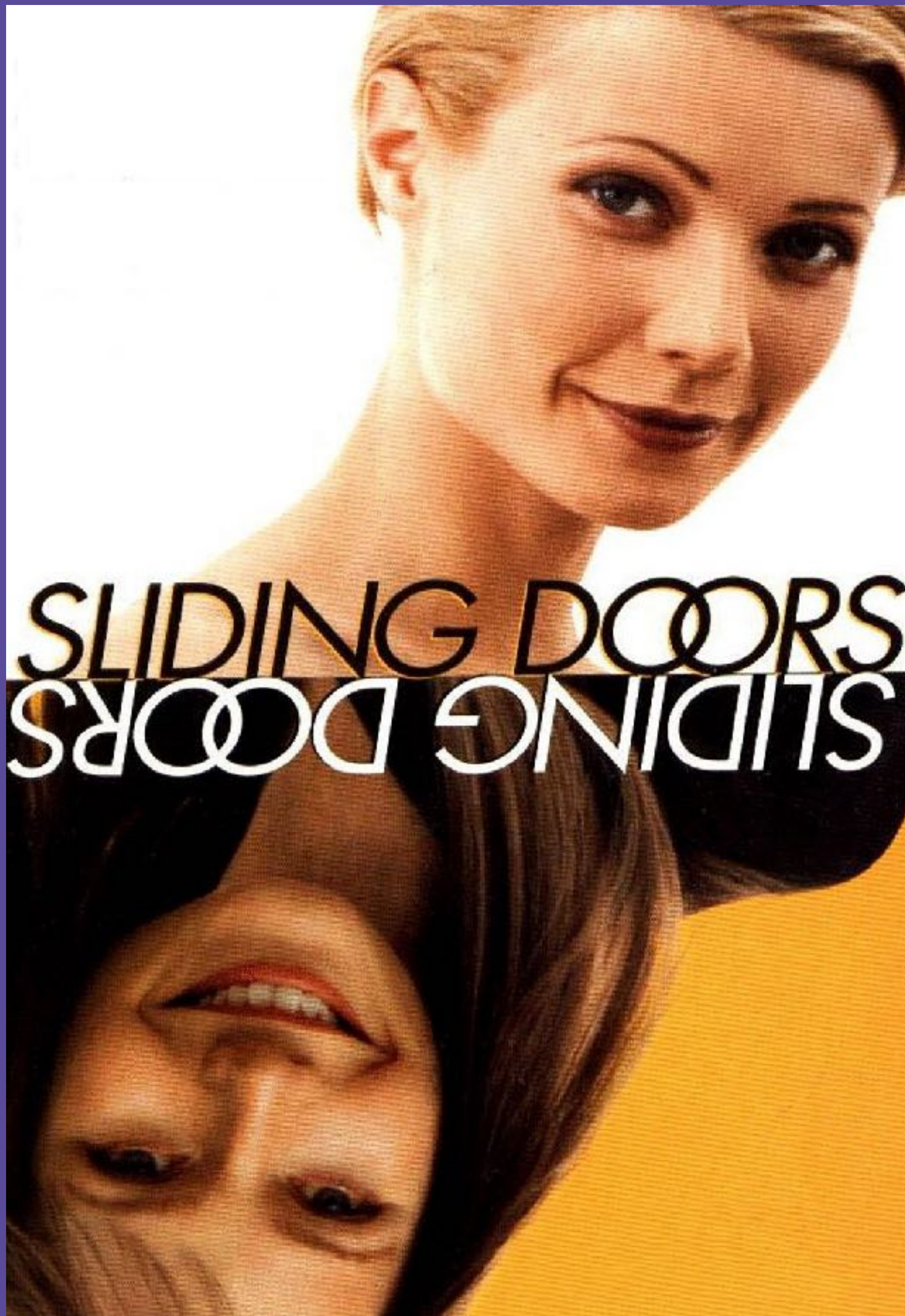
You can use flashbacks



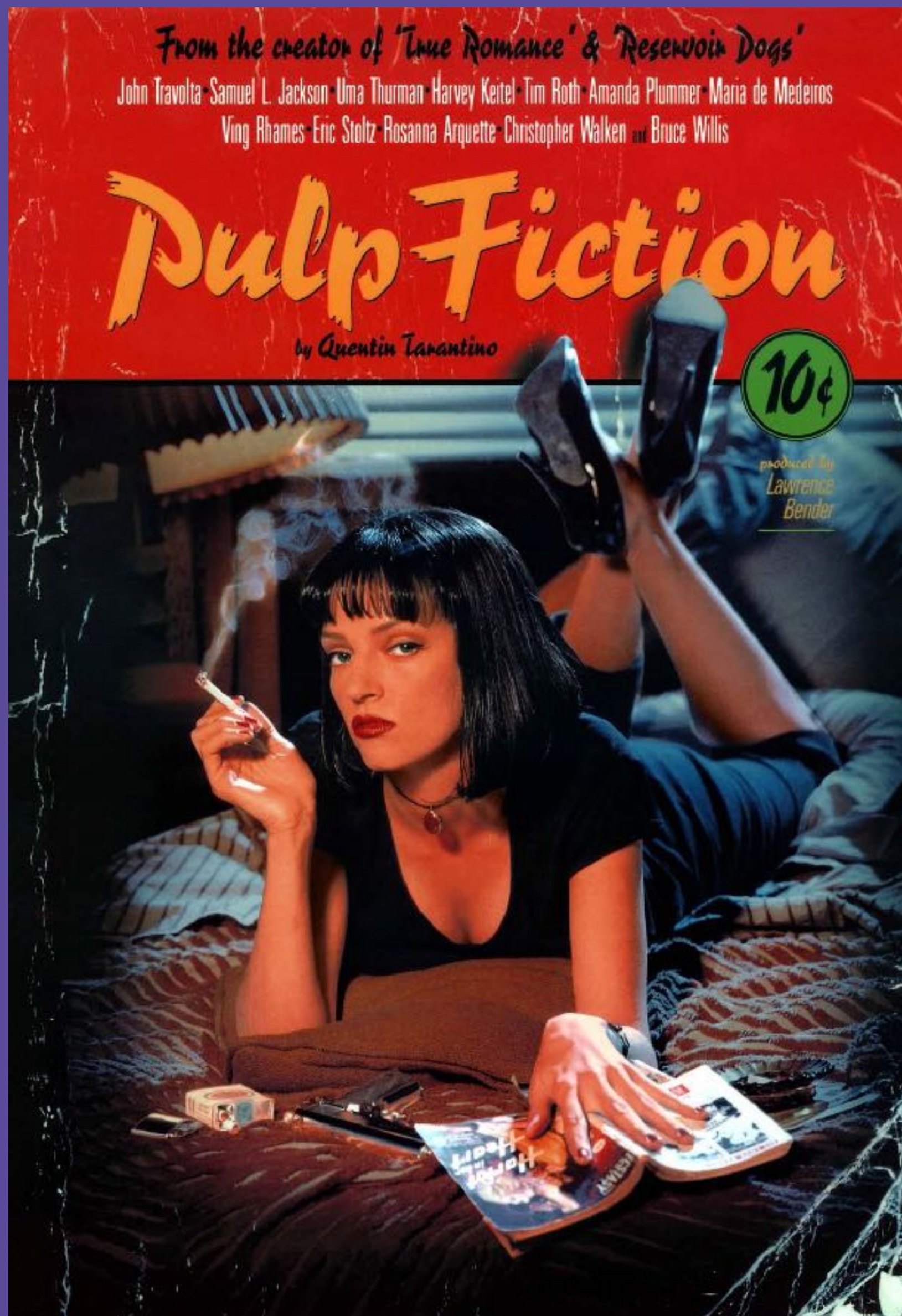
You can have a story within a story



You can compare two (or more) scenarios



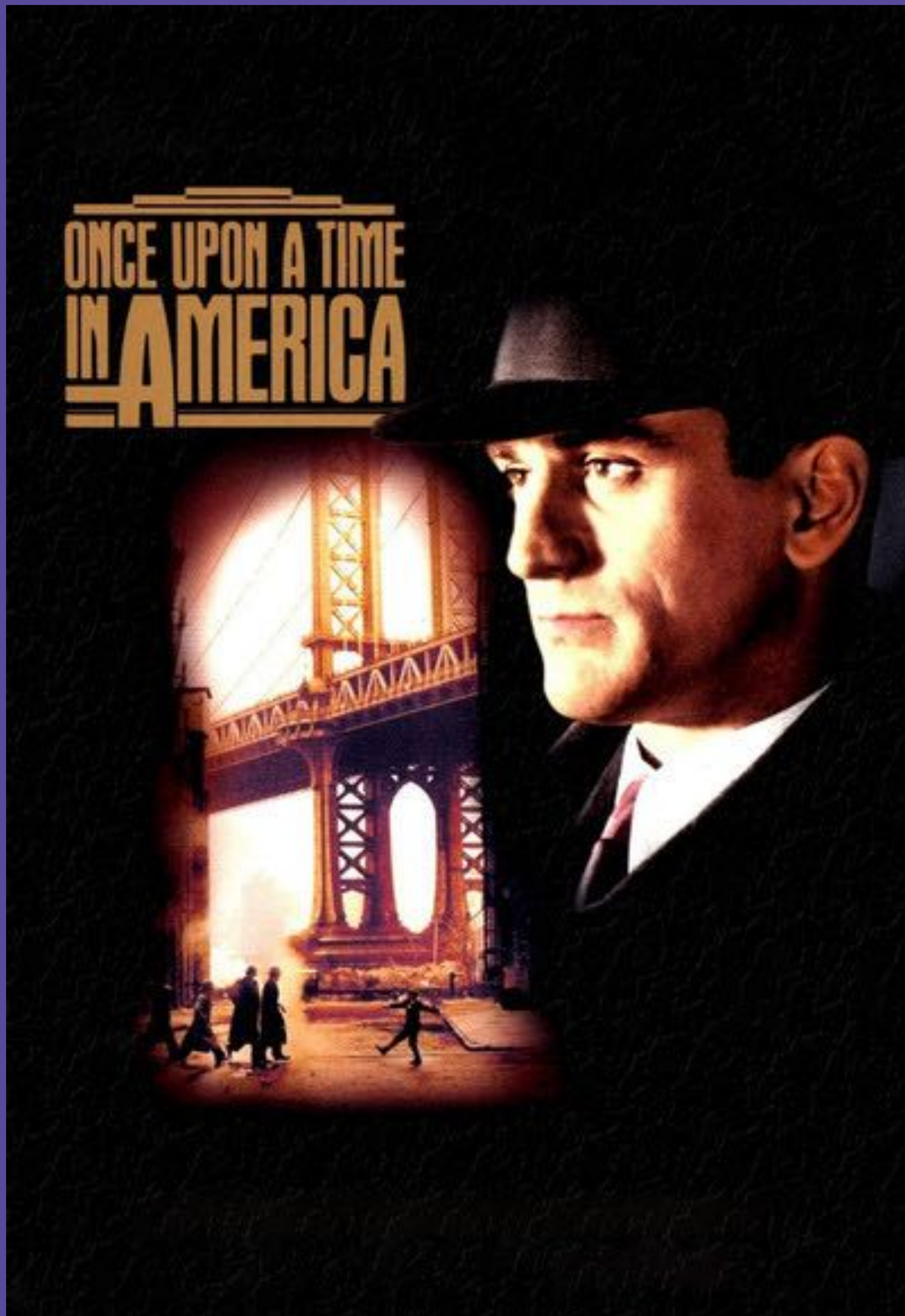
You can tell the story from multiple viewpoints



You can tell a story in real time



You can tell a story that covers many decades



You can use lots of computer tricks



**HOW ARE YOU
GOING TO TELL
THE STORY IN
YOUR NEXT
PRESENTATION?**



I'm Gary Bandy.

Follow me on LinkedIn for tips for
finance professionals to improve their
writing and presentation skills.