

What's The Story?

Presenting Compelling Sensory Data

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Our job



compel organization to take action

What should I do?

Launch product

Don't launch product

Optimize product by...



How

Turn data into meaning

Take a stand

Tell a story

Make it interesting



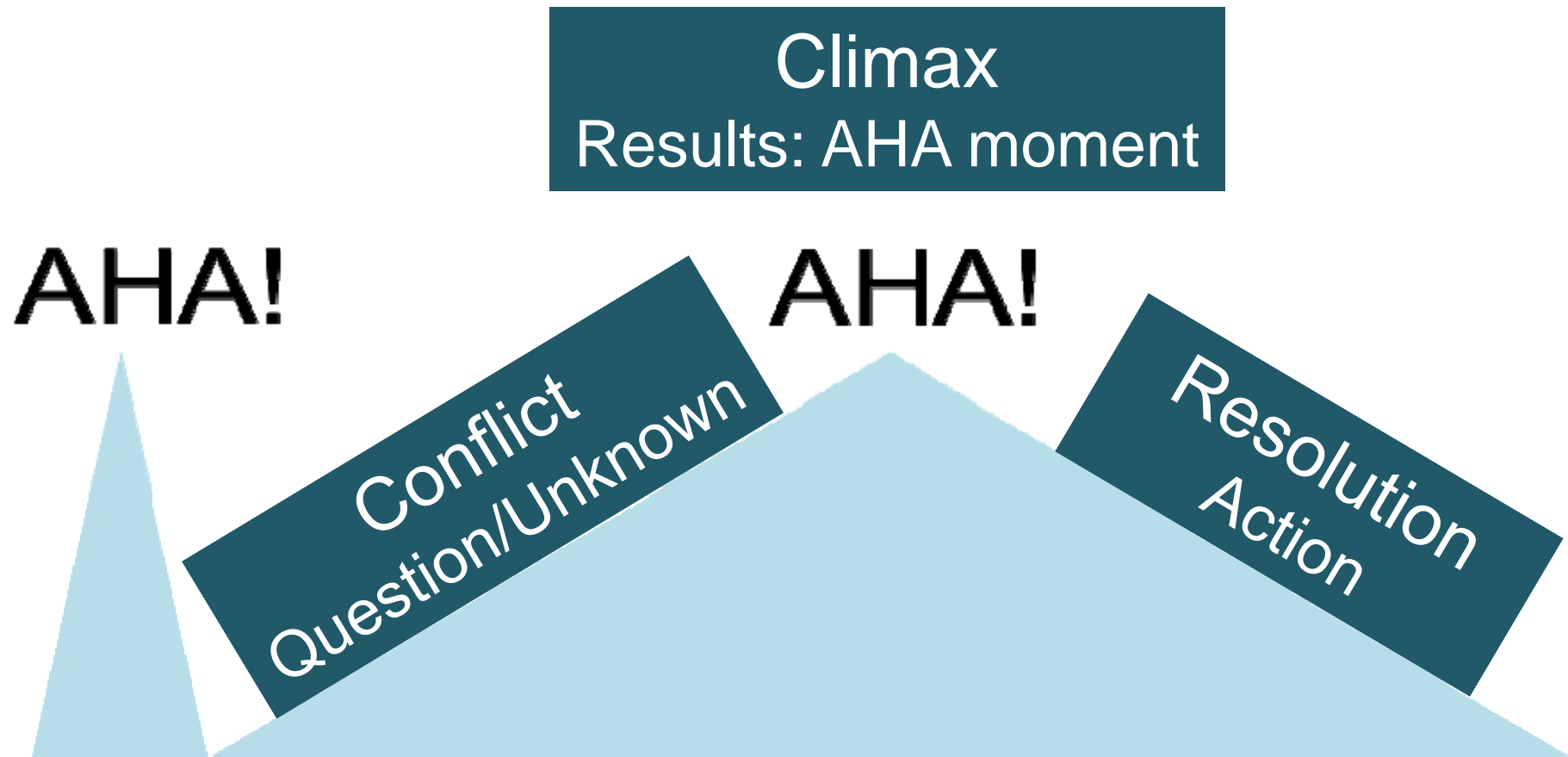
Compel to action

Telling a story one of the most powerful ways to communicate and compel



Our brains are wired to process stories

Effective Storytelling



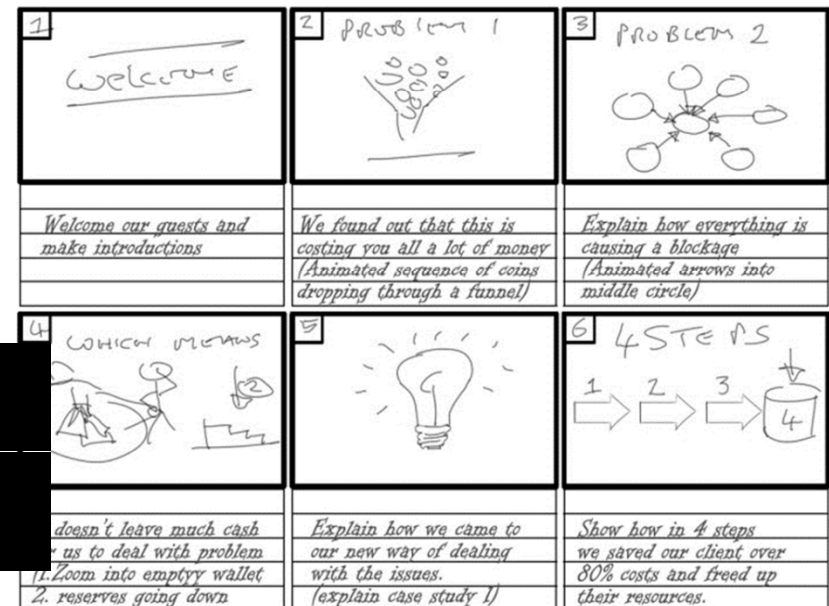
Unlike book or movie – tell climax first, retell

Before making a slide, develop your story

Great presenters visualize, plan and create ideas on paper or whiteboards before making slides



Simple storyboards help organize



Create headlines to draw conclusions

Keep it short!!

iPod. One thousand songs in your pocket.

Flat cola; consumers won't drink it!

Show instead of tell

The future of sweetness

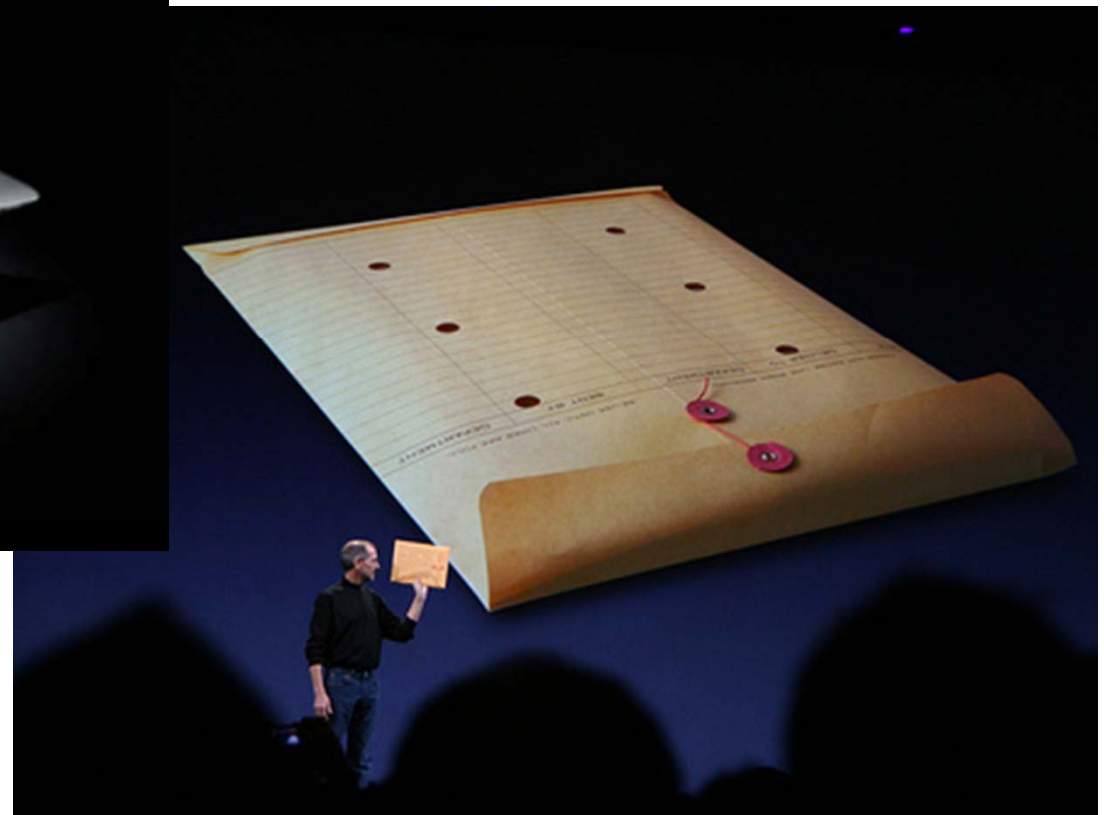


Show instead of tell

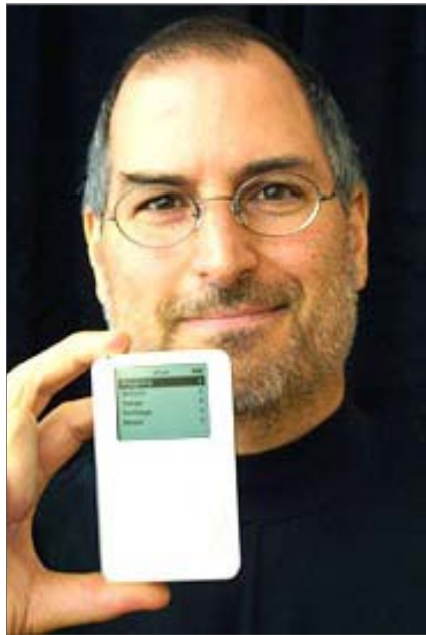
1 of 3 doctors is female



... simplifying complex information



People don't understand numbers without familiar context

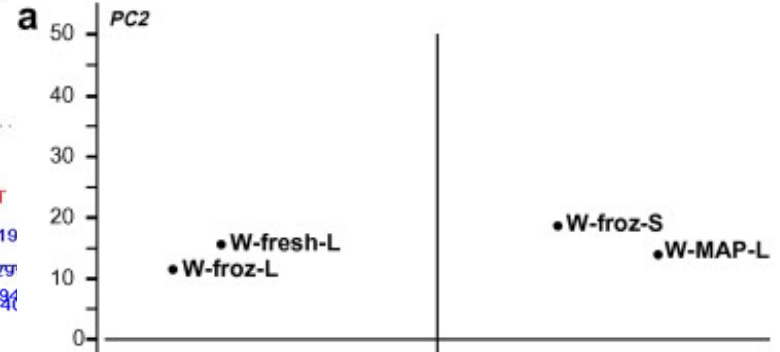
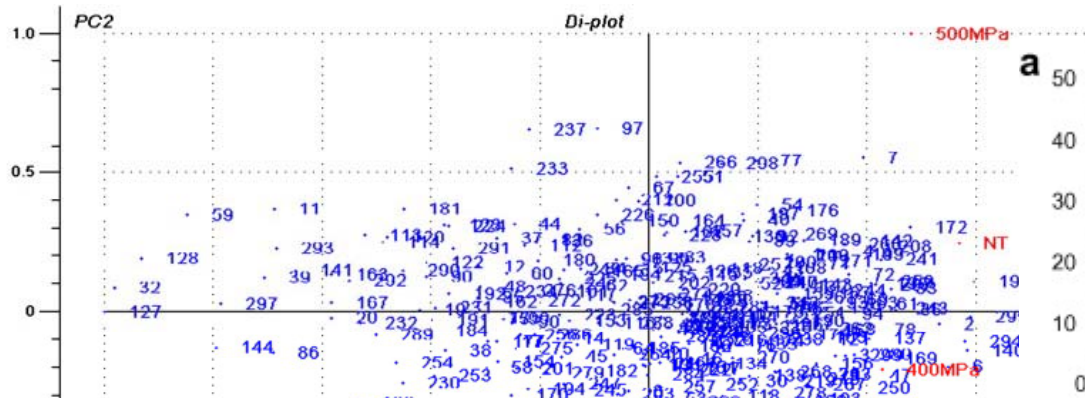


5GB = 1,000 songs



Use common metaphors

Scientific data
particularly challenging
to present

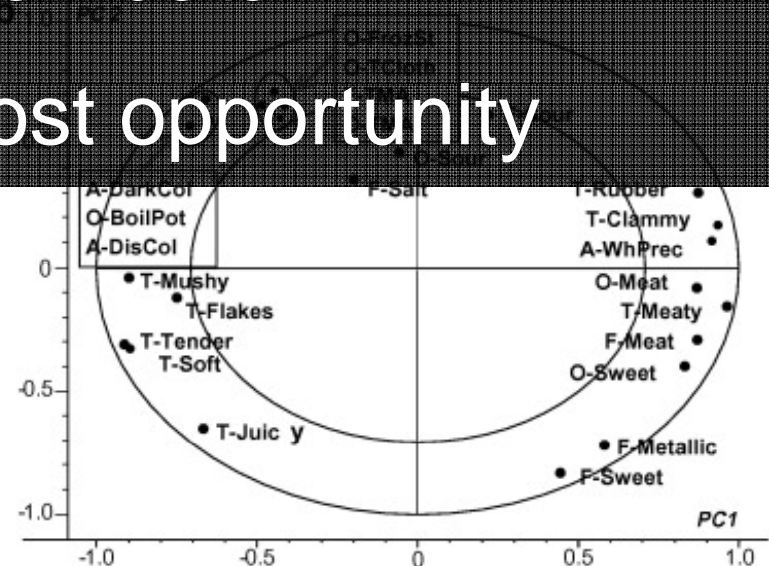
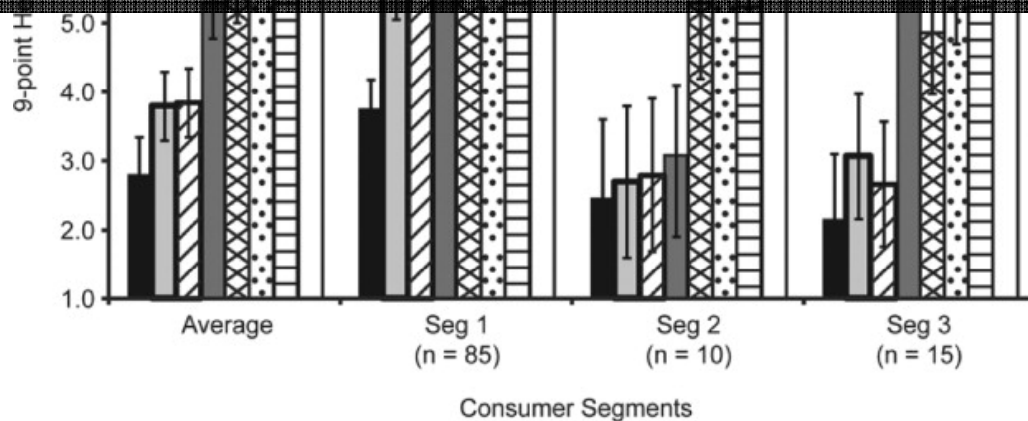


Data inherently complex

Difficult to present

Meaning more important than data

Failure to communicate = lost opportunity

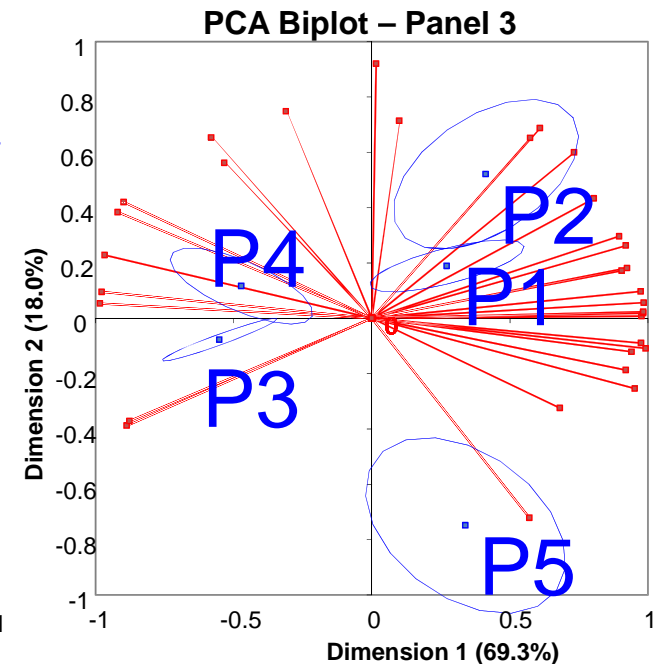
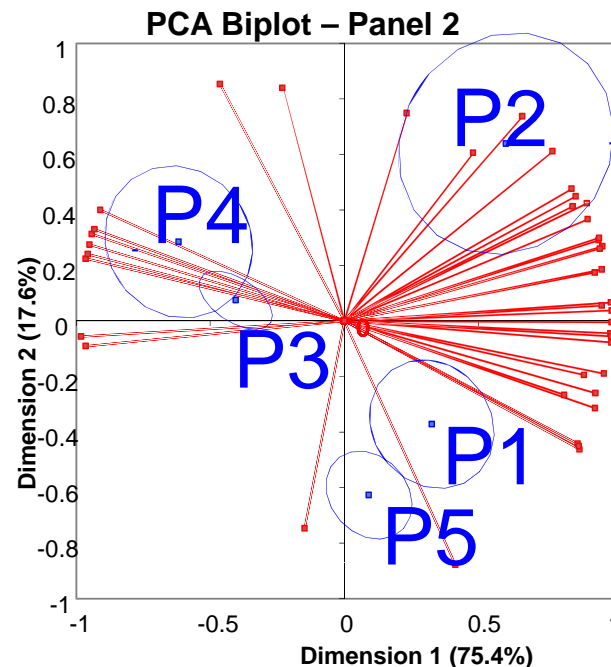
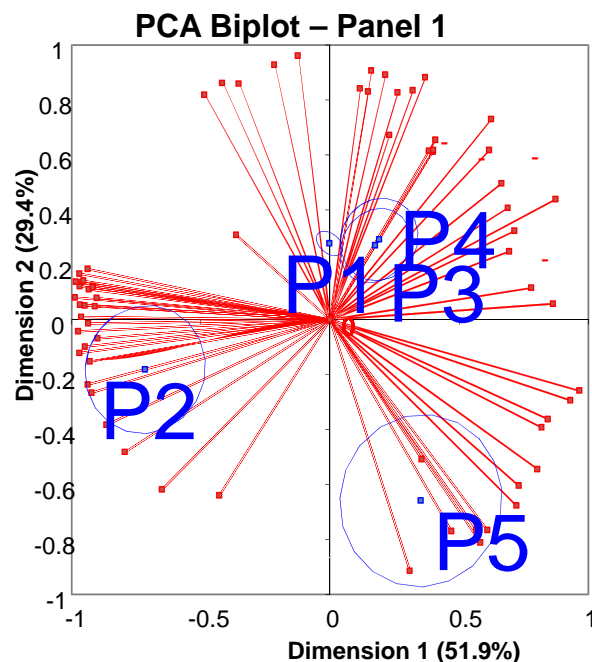


Don't do or avoid this

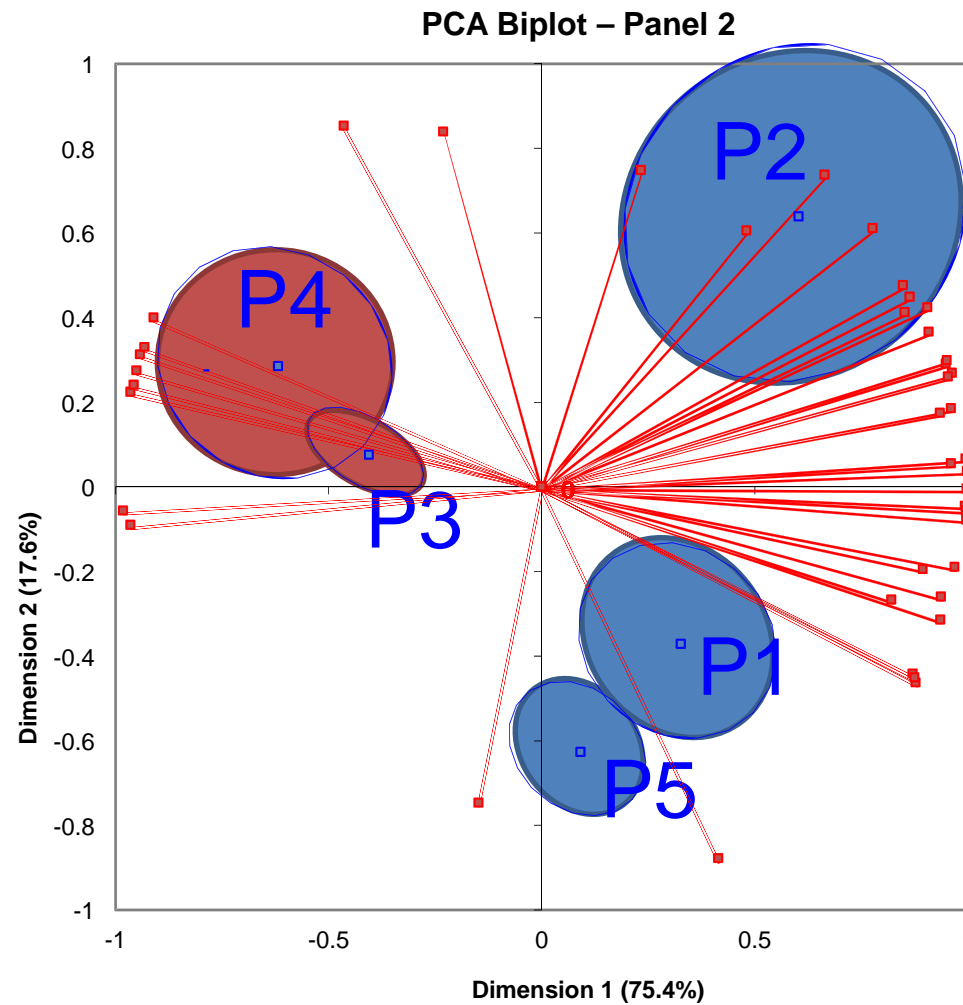
Can 3 different trained panels discriminate
Low calorie products from Full calorie products?

P1,2,5 – Full calorie

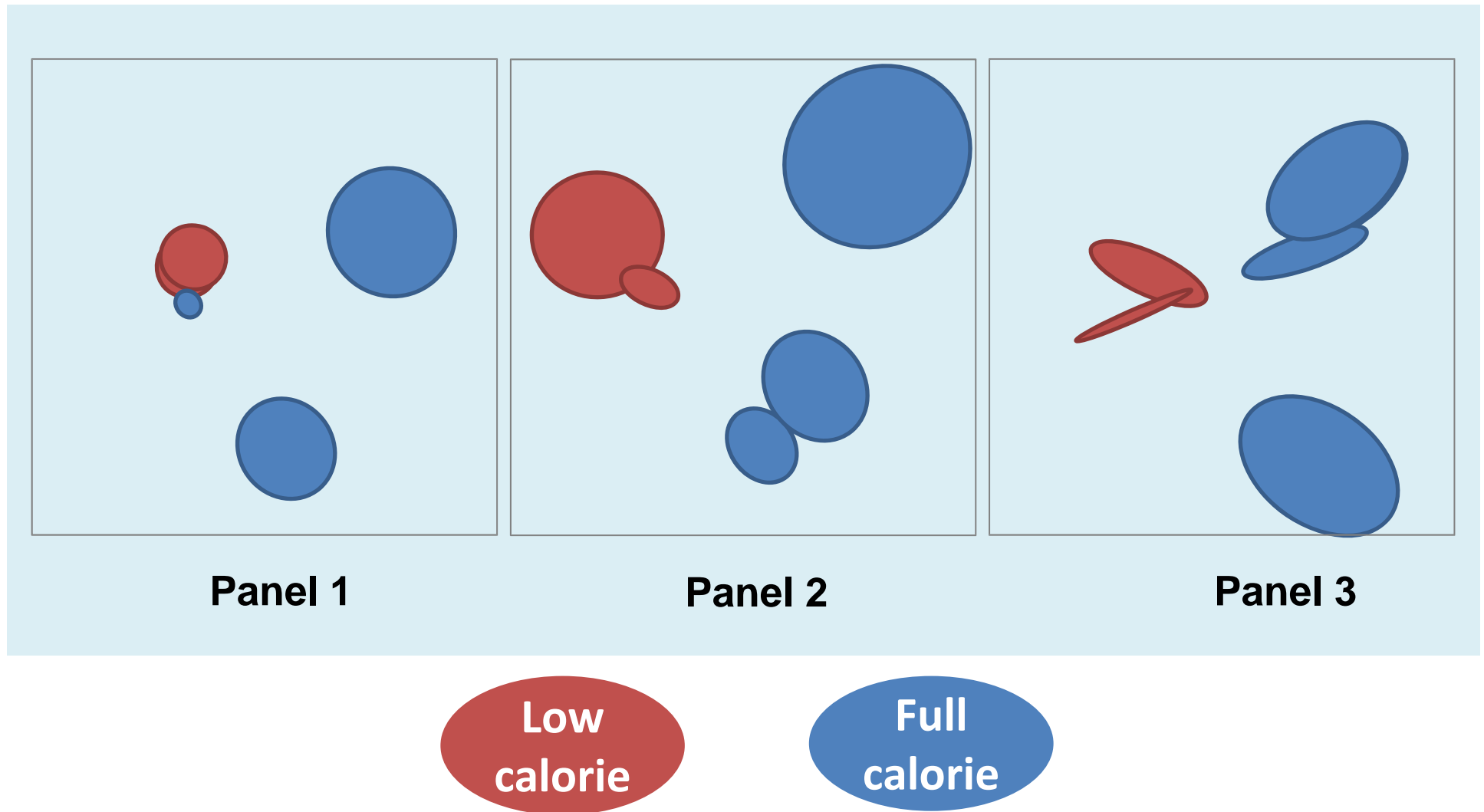
P3,4 = Low calorie



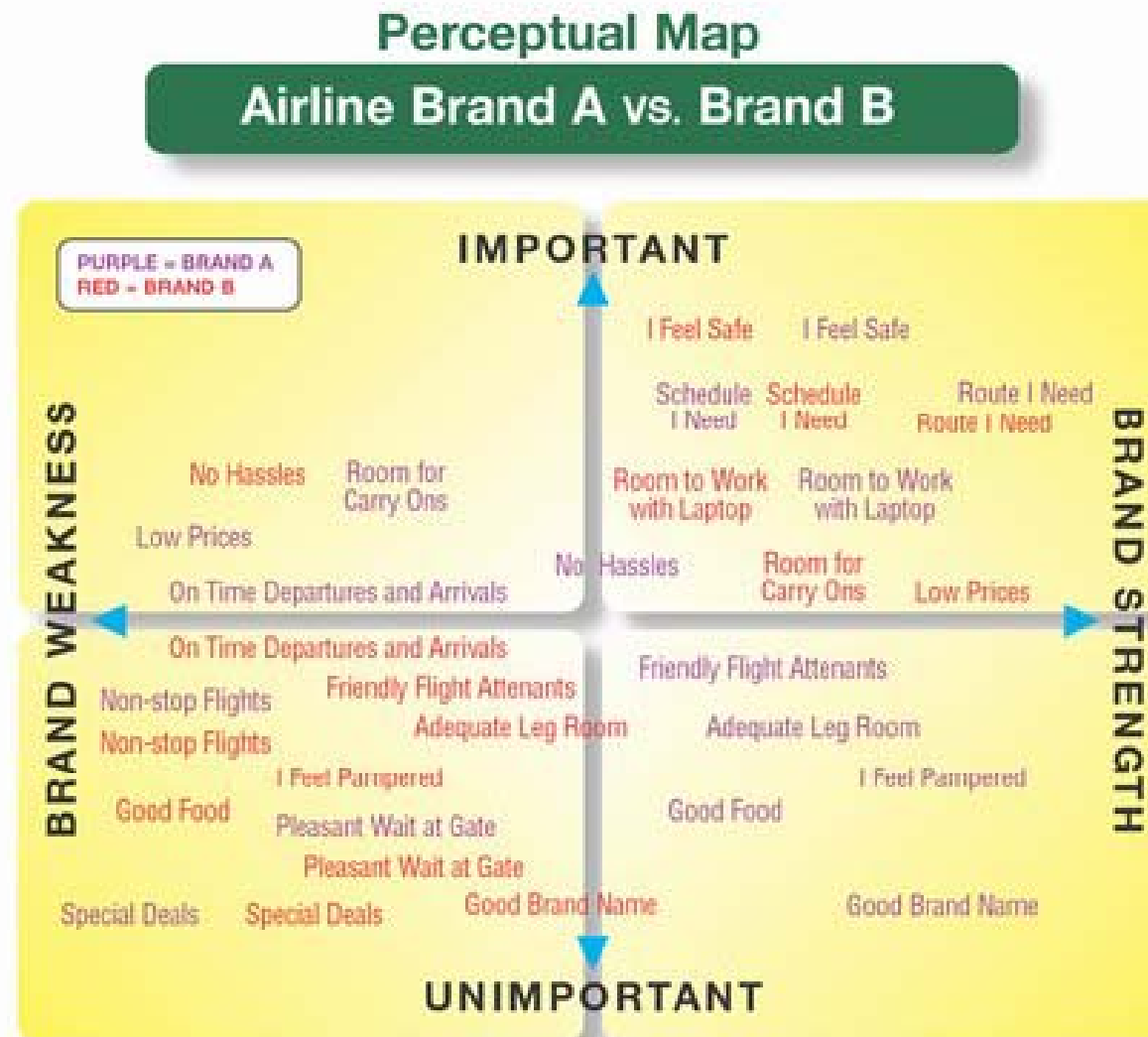
Simplify! Tell me what it means



Trained panels can differentiate between Low and Full calorie Beverages



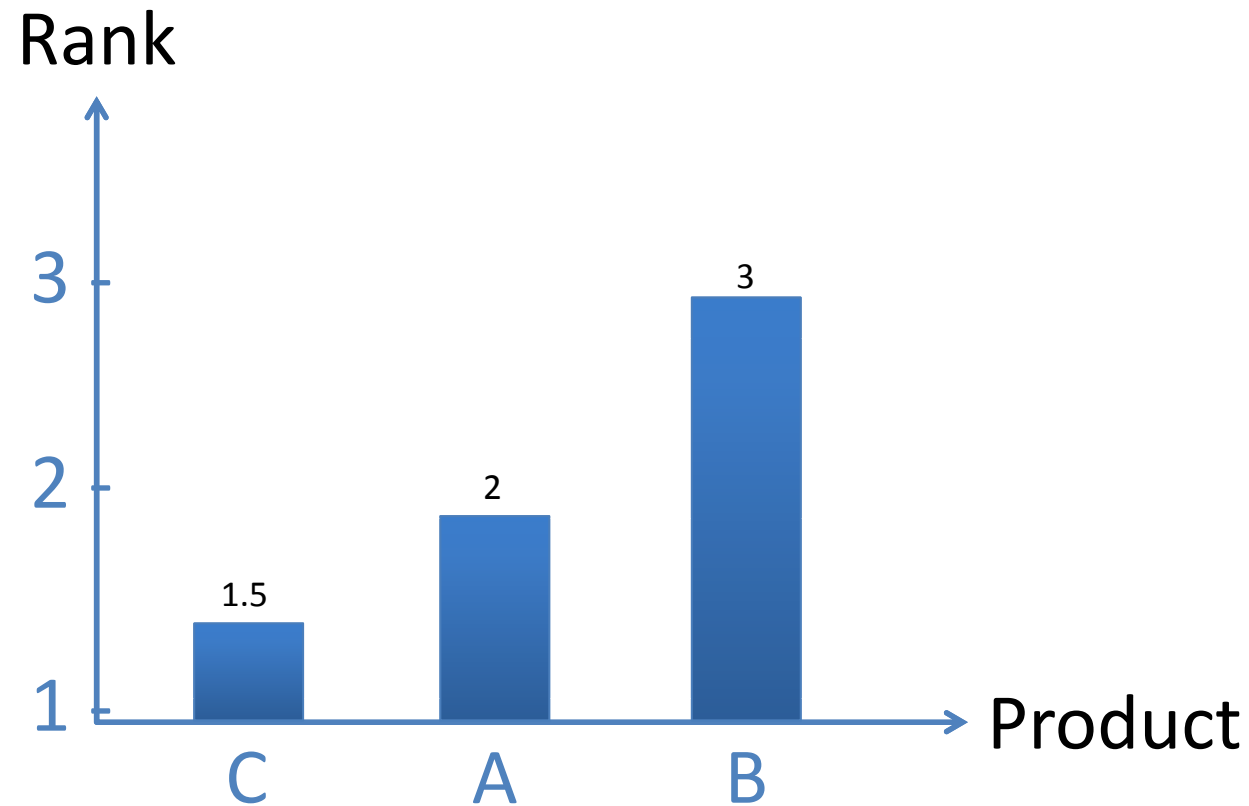
Tell me what it means!



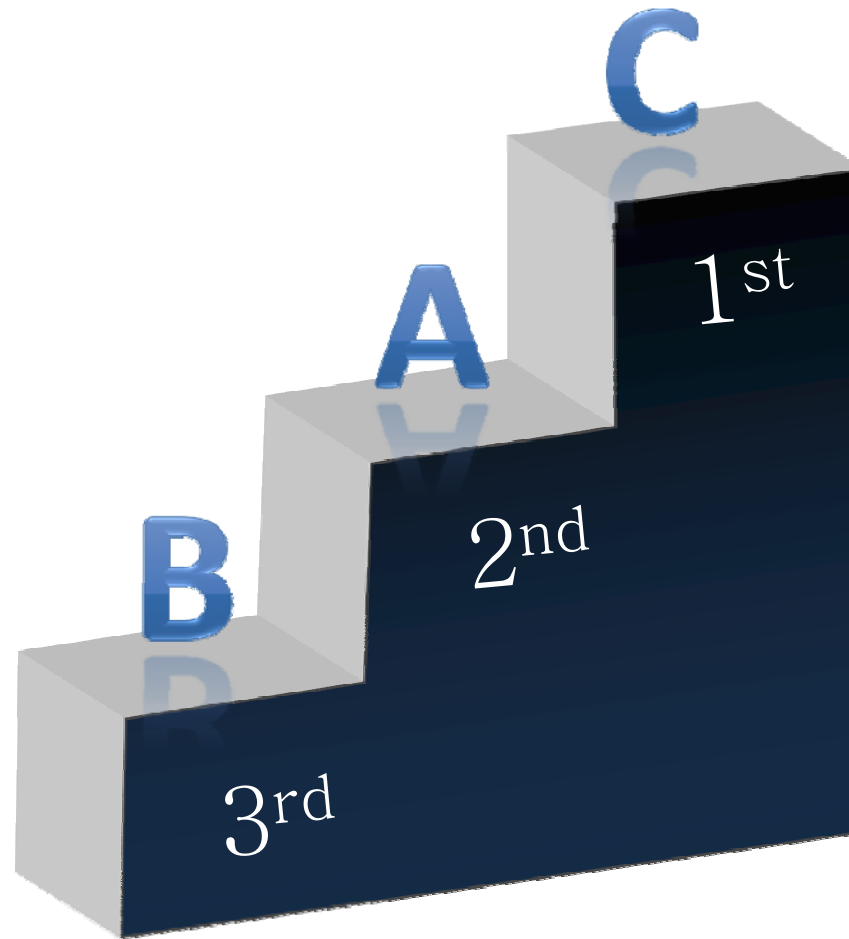
Tell me what it means



Name of the best product?



Clarify by visualizing



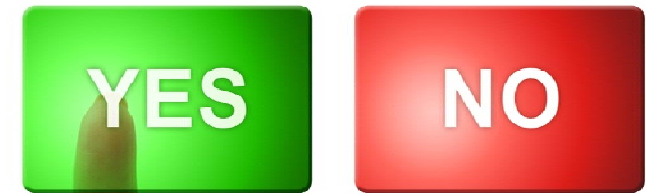
Presenting Compelling Sensory Data

Turn data into meaning

Take a stand

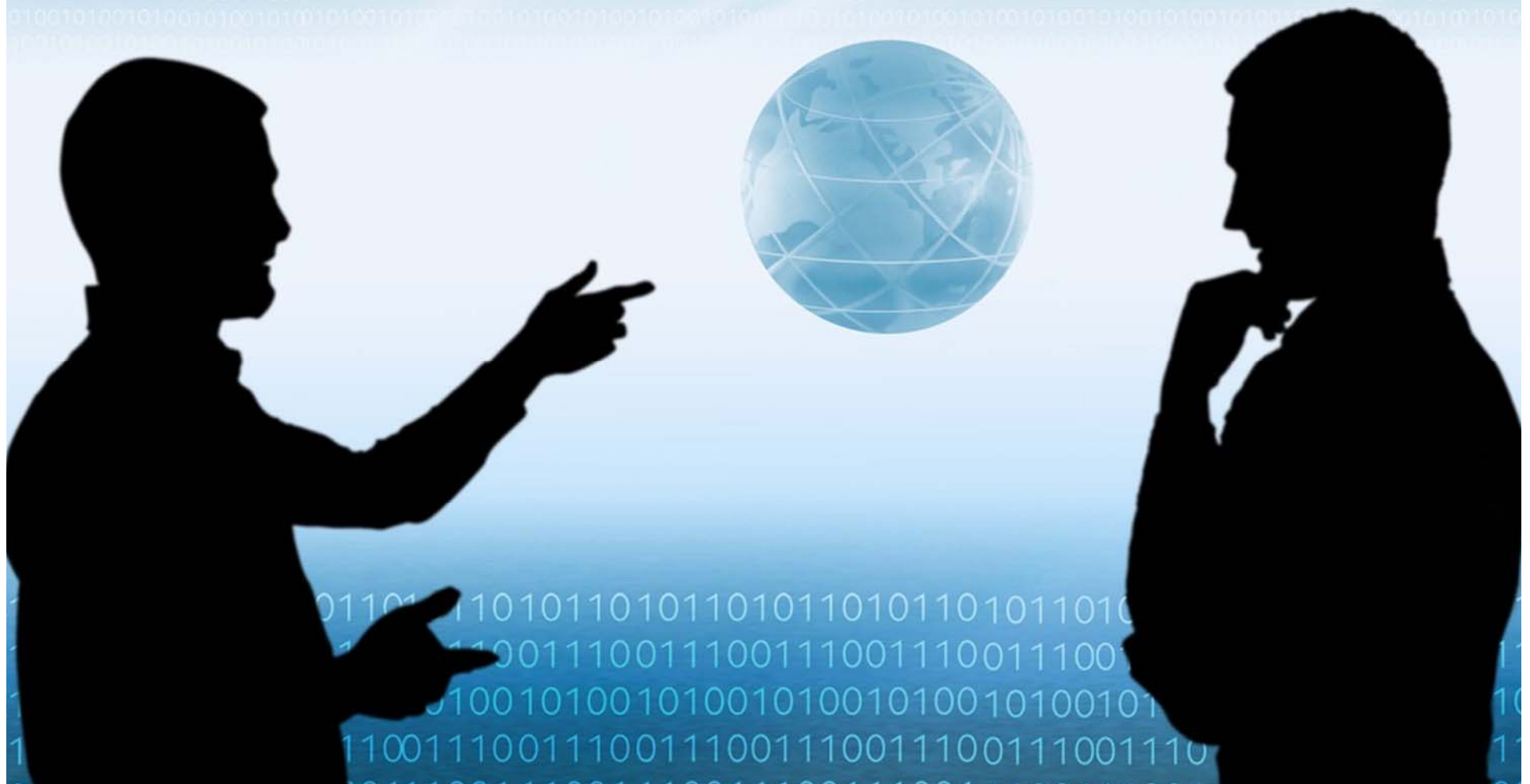
Tell a story

Make it interesting



Compel to action

What's your story?



Disclaimer

Olivier Lescop, Linda Flammer, Victoire Aubry are employees of PepsiCo Inc.

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ExaFLOP computer

runs one billion billion floating-point operations per second

Faster than 50 Millions laptops

