

Good Charts The Hbr Guide To Making Smarter More Persuasive Data Visualizations

You know right away when you see an effective chart or graphic. It hits you with an immediate sense of its meaning and impact. But what actually makes it clearer, sharper, and more effective? If you're ready to create your own "good charts"--data visualizations that powerfully communicate your ideas and research and that advance your career--the Good Charts Workbook is the hands-on guide you've been looking for. The original Good Charts changed the landscape by helping readers understand how to think visually and by laying out a process for creating powerful data visualizations. Now, the Good Charts Workbook provides tools, exercises, and practical insights to help people in all kinds of enterprises gain the skills they need to get started. Harvard Business Review Senior Editor and dataviz expert Scott Berinato leads you, step-by-step, through the key challenges in creating good charts--controlling color, crafting for clarity, choosing chart types, practicing persuasion, capturing concepts--with warm-up exercises and mini-challenges for each. The Workbook includes helpful prompts and reminders throughout, as well as white space for users to practice the Good Charts talk-sketch-prototype process. Good Charts Workbook is the must-have manual for better understanding the dataviz around you and for creating better charts to make your case more effectively.

An integrated introduction to data visualization, strategic communication, and delivery best practices. Persuading with Data provides an integrated instructional guide to data visualization, strategic communication, and delivery best practices. Most books on data visualization focus on creating good graphs. This is the first book that combines both explanatory visualization and communication strategy, showing how to use visuals to create effective communications that convince an audience to accept and act on the data. In four parts that proceed from micro to macro, the book explains how our brains make sense of graphs; how to design effective graphs and slides that support your ideas; how to organize those ideas into a compelling presentation; and how to deliver and defend data to an audience. Persuading with Data is for anyone who has to explain analytical results to others. It synthesizes a wide range of skills needed by modern data professionals, providing a complete toolkit for creating effective business communications. Readers will learn how to simplify in order to amplify, how to communicate data analysis, how to prepare for audience resistance, and much more. The book integrates practitioner and academic perspectives with real-world examples from a variety of industries, organizations, and disciplines. It is accessible to a wide range of readers—from undergraduates to mid-career and executive-level professionals—and has been tested in settings that include academic classes and workplace training sessions.

The best leaders know how to communicate clearly and persuasively. How do you stack up?If you read nothing else on communicating effectively, read these 10 articles. We've combed through hundreds of articles in the Harvard Business Review archive and selected the most important ones to help you express your ideas with clarity and impact—no matter what the situation. Leading experts such as Deborah Tannen, Jay Conger, and Nick Morgan provide the insights and advice you need to: Pitch your brilliant idea—successfully Connect with your audience Establish credibility Inspire others to carry out your vision Adapt to stakeholders' decision-making style Frame goals around common interests Build consensus and win support

Your ultimate guide to data visualization and information design—the new language of business. The best, most powerful way to communicate the nature and potential impact of data is visually. For a long time "dataviz" was left to specialists—data scientists and professional designers. No longer. A new generation of tools and massive amounts of available data make it easy for anyone to create visualizations that communicate ideas far more effectively than generic spreadsheet charts ever could. The companies that invest in improving their visual communication will gain a competitive advantage, seeing threats and finding opportunities others don't. For individuals like you, building good charts is a need-to-have skill. If you're not doing it, other managers are, and they're getting noticed for it and getting credit for contributing to your company's success. In this updated and expanded edition of Good Charts, dataviz maven Scott Berinato provides the essential guide to how visualization works and how to use this new language to impress and persuade. Berinato lays out a system for thinking visually and building better charts through a process of talking, sketching, and prototyping. From tips and tricks for upping your visualization's clarity to laying out a system for storytelling with data, Good Charts covers all the core skills you need and can develop. This new edition includes added visuals and updates the landscape of visualization tools. It also includes new chapters on building dataviz teams and creating workflows to integrate visualization into everything you do. Good Charts is your go-to resource for turning plain, uninspiring charts and presentations that merely present information into smart, effective visualizations that powerfully convey ideas.

Good Charts, Updated and Expanded

A Data Visualization Guide for Business Professionals

The FlowingData Guide to Design, Visualization, and Statistics

HBR Guide to Persuasive Presentations

Developing a Business Case

HBR Guide to Project Management (HBR Guide Series)

Lead from the Future

Judging by all the hoopla surrounding business plans, you'd think the only things standing between would-be entrepreneurs and spectacular success are glossy five-color charts, bundles of meticulous-looking spreadsheets, and decades of month-by-month financial projections. Yet nothing could be further from the truth. In fact, often the more elaborately crafted a business plan, the more likely the venture is to flop. Why? Most plans waste too much ink on numbers and devote too little to information that really matters to investors. The result? Investors discount them. In How to Write a Great Business Plan, William A. Sahlman shows how to avoid this all-too-common mistake by ensuring that your plan assesses the factors critical to every new venture: The people—the individuals launching and leading the venture and outside parties providing key services or important resources The opportunity—what the business will sell and to whom, and whether the venture can grow and how fast The context—the regulatory environment, interest rates, demographic trends, and other forces shaping the venture's fate Risk and reward—what can go wrong and right, and how the entrepreneurial team will respond Timely in this age of innovation, How to Write a Great Business Plan helps you give your new venture the best possible chances for success.

Command the room—whether you're speaking to an audience of one or one hundred. If you read nothing else on public speaking and presenting, read these 10 articles. We've combed through hundreds of Harvard Business Review articles and selected the most important ones to help you find your voice, persuade your listeners, and connect with audiences of any size. This book will inspire you to: Win hearts and minds--and approval for your ideas Conquer your nerves and speak with confidence Focus your message so that people really listen Establish trust with your audience by being your authentic self Use data and visuals to persuade more effectively Master the art of storytelling This collection of articles includes "How to Give a Killer Presentation," by Chris Anderson; "How to Become an Authentic Speaker," by Nick Morgan; "Storytelling That Moves People: A Conversation with Screenwriting Coach Robert McKee," by Bronwyn Fryer; "Connect, Then Lead," by Amy J.C. Cuddy, Matthew Kohut, and John Neffinger; "The Necessary Art of Persuasion," by Jay A. Conger; "The Science of Pep Talks," by Daniel McGinn; "Get the Boss to Buy In," by Susan J. Ashford and James R. Detert; "The Organizational Apology," by Maurice E. Schweitzer, Alison Wood Brooks, and Adam D. Galinsky; "What's Your Story?" by Herminia Ibarra and Kent Lineback; "Visualizations That Really Work," by Scott Berinato; and "Structure Your Presentation Like a Story," by Nancy Duarte. HBR's 10 Must Reads paperback series is the definitive collection of books for new and experienced leaders alike. Leaders looking for the inspiration that big ideas provide, both to accelerate their own growth and that of their companies, should look no further. HBR's 10 Must Reads series focuses on the core topics that every ambitious manager needs to know: leadership, strategy, change, managing people, and managing yourself. Harvard Business Review has sorted through hundreds of articles and selected only the most essential reading on each topic. Each title includes timeless advice that will be relevant regardless of an ever-changing business environment.

Presents practical approaches for developing an effective presentation, covering such topics as creating diagrams, displaying data, arranging elements, creating movement, and interacting with slides.

Based on a popular class taught by a Harvard Business School professor. If you're not a numbers person, then finance can be intimidating and easy to ignore. But if you want to advance in your career, you'll need to make smart financial decisions and develop the confidence to clearly communicate those decisions to others. In How Finance Works, Mihir Desai—a professor at Harvard Business School and author of The Wisdom of Finance—guides you into the complex but endlessly fascinating world of finance, demystifying it in the process. Through entertaining case studies, interactive exercises, full-color visuals, and a conversational style that belies the topic, Professor Desai tackles a broad range of topics that will give you the knowledge and skills you need to finally understand how finance works. These include: How different financial levers can affect a company's performance The different ways in which companies fund their operations and investments Why finance is more concerned with cash flow than profits How value is created, measured, and maximized The importance of capital markets in helping companies grow Whether you're a student or a manager, an aspiring CFO or an entrepreneur, How Finance Works is the colorful and interactive guide you need to help you start thinking more deeply about the numbers.

Think Big, Buy Small, Own Your Own Company

An HBR Collection for Building the Perfect Pitch Deck

A Handbook for Data Driven Design

The Big Book of Dashboards

The Wall Street Journal Guide to Information Graphics

Tips, Tools, and Exercises for Creating Powerful Data Visualizations

HBR Guide to Thinking Strategically (HBR Guide Series)

Bring strategy into your daily work. It's your responsibility as a manager to ensure that your work--and the work of your team--aligns with the overarching objectives of your organization.

But when you're faced with competing projects and limited time, it's difficult to keep strategy front of mind. How do you keep your eye on the long term amid a sea of short-term demands?

The HBR Guide to Thinking Strategically provides practical advice and tips to help you see the big-picture perspective in every aspect of your daily work, from making decisions to setting

team priorities to attacking your own to-do list. You'll learn how to: Understand your organization's strategy Align your team around key objectives Focus on the priorities that matter most

Spot trends in your company and in your industry Consider future outcomes when making decisions Manage trade-offs Embrace a leadership mindset

The perfect gift for aspiring leaders: 16 volumes of HBR Guide. This 16-volume, specially priced boxed set makes a perfect gift for aspiring leaders looking for trusted advice on such

diverse topics as data analytics, negotiating, business writing, and coaching. This set includes Persuasive Presentations, Better Business Writing, Finance Basics, Data Analytics, Building Your Business Case, Making Every Meeting Matter, Project Management, Emotional Intelligence, Getting the Right Work Done, Negotiating, Leading Teams, Coaching Employees, Performance Management, Delivering Effective Feedback, Dealing with Conflict, and Managing Up and Across. Arm yourself with the advice you need to succeed on the job, from the most trusted brand in business. Packed with how-to essentials from leading experts, the HBR Guides provide smart answers to your most pressing work challenges Also available as an ebook set.

DON'T LET YOUR WRITING HOLD YOU BACK. When you're fumbling for words and pressed for time, you might be tempted to dismiss good business writing as a luxury. But it's a skill you must cultivate to succeed: You'll lose time, money, and influence if your e-mails, proposals, and other important documents fail to win people over. The HBR Guide to Better Business Writing, by writing expert Bryan A. Garner, gives you the tools you need to express your ideas clearly and persuasively so clients, colleagues, stakeholders, and partners will get behind them. This book will help you: • Push past writer's block • Grab—and keep—readers' attention • Earn credibility with tough audiences • Trim the fat from your writing • Strike the right tone • Brush up on grammar, punctuation, and usage

Now more than ever, content must be visual if it is to travel far. Readers everywhere are overwhelmed with a flow of data, news, and text. Visuals can cut through the noise and make it easier for readers to recognize and recall information. Yet many researchers were never taught how to present their work visually. This book details essential strategies to create more effective data visualizations. Jonathan Schwabish walks readers through the steps of creating better graphs and how to move beyond simple line, bar, and pie charts. Through more than five hundred examples, he demonstrates the do's and don'ts of data visualization, the principles of visual perception, and how to make subjective style decisions around a chart's design.

Schwabish surveys more than eighty visualization types, from histograms to horizon charts, ridgeline plots to choropleth maps, and explains how each has its place in the visual toolkit. It

might seem intimidating, but everyone can learn how to create compelling, effective data visualizations. This book will guide you as you define your audience and goals, choose the graph

that best fits for your data, and clearly communicate your message.

Effective Data Visualization

How Finance Works

How to Turn Visionary Thinking Into Breakthrough Growth

Creating Value with Social Media Analytics

HBR's 10 Must Reads on Public Speaking and Presenting (with featured article "How to Give a Killer Presentation" By Chris Anderson)

Good Charts Workbook

Story Points, Telling Compelling Data Narratives

Dataviz—the new language of business A good visualization can communicate the nature and potential impact of information and ideas more powerfully than any other form of communication. For a long time “dataviz” was left to specialists—data scientists and professional designers. No longer. A new generation of tools and massive amounts of available data make it easy for anyone to create visualizations that communicate ideas far more effectively than generic spreadsheet charts ever could. What's more, building good charts is quickly becoming a need-to-have skill for managers. If you're not doing it, other managers are, and they're getting noticed for it and getting credit for contributing to your company's success. In Good Charts, dataviz maven Scott Berinato provides an essential guide to how visualization works and how to use this new language to impress and persuade. Dataviz today is where spreadsheets and word processors were in the early 1980s—on the cusp of changing how we work. Berinato lays out a system for thinking visually and building better charts through a process of talking, sketching, and prototyping. This book is much more than a set of static rules for making visualizations. It taps into both well-established and cutting-edge research in visual perception and neuroscience, as well as the emerging field of visualization science, to explore why good charts (and bad ones) create “feelings behind our eyes.” Along the way, Berinato also includes many engaging vignettes of dataviz pros, illustrating the ideas in practice. Good Charts will help you turn plain, uninspiring charts that merely present information into smart, effective visualizations that powerfully convey ideas.

The definitive reference book with real-world solutions you won't find anywhere else The Big Book of Dashboards presents a comprehensive reference for those tasked with building or overseeing the development of business dashboards. Comprising dozens of examples that address different industries and departments (healthcare, transportation, finance, human resources, marketing, customer service, sports, etc.) and different platforms (print, desktop, tablet, smartphone, and conference room display) The Big Book of Dashboards is the only book that matches great dashboards with real-world business scenarios. By organizing the book based on these scenarios and offering practical and effective visualization examples, The Big Book of Dashboards will be the trusted resource that you open when you need to build an effective business dashboard. In addition to the scenarios there's an entire section of the book that is devoted to addressing many practical and psychological factors you will encounter in your work. It's great to have theory and evidenced-based research at your disposal, but what will you do when somebody asks you to make your dashboard 'cooler' by adding packed bubbles and donut charts? The expert authors have a combined 30-plus years of hands-on experience helping people in hundreds of organizations build effective visualizations. They have fought many 'best practices' battles and having endured bring an uncommon empathy to help you, the reader of this book, survive and thrive in the data visualization world. A well-designed dashboard can point out risks, opportunities, and more; but common challenges and misconceptions can make your dashboard useless at best, and misleading at worst. The Big Book of Dashboards gives you the tools, guidance, and models you need to produce great dashboards that inform, enlighten, and engage.

Discusses how readers can make persuasive presentations that inspire action, engage the audience, and sell ideas.

"You've got a great idea that will increase revenue or productivity—but how do you get approval to make it happen? By building a business case that clearly shows its value. Maybe you struggle to win support for projects because you're not sure what kind of data your stakeholders will trust, or naysayers always seem to shoot your ideas down at the last minute. Or perhaps you're intimidated by analysis and number crunching, so you just take a stab at estimating costs and benefits, with little confidence in your accuracy. To get any idea off the ground at your company you'll have to make a strong case for it. This guide gives you the tools to do that!"--

HBR's 10 Must Reads on Strategic Marketing (with featured article **Marketing Myopia**, **by Theodore Levitt**)

How to Drive Change with Data, Narrative and Visuals

HBR Guide to Buying a Small Business

HBR's 10 Must Reads on Communication (with featured article **"The Necessary Art of Persuasion," by Jay A. Conger**)

Effective Data Storytelling

HBR Guide to Data Analytics Basics for Managers (HBR Guide Series)

Harvard Business Review Guides Ultimate Boxed Set (16 Books)

Communicating your idea in a clear, compelling, and persuasive manner is critical when trying to launch a new venture. This Harvard Business Review collection brings together two popular books to help you craft your story, design better visualizations, impress your audience, and turn your idea into reality. Understanding and using data viz to persuade is a must-have skill for anyone in business today--especially if you're launching a new venture. In Good Charts, dataviz maven Scott Berinato provides an essential guide to how visualization works. Berinato lays out a system for thinking visually and building better charts through a process of talking, sketching, and prototyping. How do you launch the venture of your dreams? In Get Backed, entrepreneurs Evan Baehr and Evan Loomis argue that it's not just about securing startup funding. It's about building the right relationships, crafting a compelling story, and creating the perfect pitch deck. Filled with proven tips, exercises, and templates, this book shows the process for how to successfully communicate your vision. Good Charts will help you turn plain, uninspiring charts that merely present information into smart, effective visualizations that powerfully convey ideas. Get Backed will show you exactly what it takes to get funded and will give you the tools to launch a new venture. Together, these books will help you bring your idea to life.

Resource added for the Human Resources program 101161.

NOW IN FULL COLOR! Written by sought-after speaker, designer, and researcher Stephanie D. H. Evergreen, Effective Data Visualization shows readers how to create Excel charts and graphs that best communicate their data findings. This comprehensive how-to guide functions as a set of blueprints--supported by both research and the author's extensive experience with clients in industries all over the world--for conveying data in an impactful way. Delivered in Evergreen's humorous and approachable style, the book covers the spectrum of graph types available beyond the default options, how to determine which one most appropriately fits specific data stories, and easy steps for building the chosen graph in Excel. Now in full color with new examples throughout, the Second Edition includes a revamped chapter on qualitative data, nine new quantitative graph types, new shortcuts in Excel, and an entirely new chapter on Sharing Your Data With the World, which provides advice on using dashboards. New from Stephanie Evergreen! The Data Visualization Sketchbook provides advice on getting started with sketching and offers tips, guidance, and completed sample sketches for a number of reporting formats. Bundle Effective Data Visualization, 2e, and The Data Visualization Sketchbook, using ISBN 978-1-5443-7178-8!

Are you looking for an alternative to a career path at a big firm? Does founding your own start-up seem too risky? There is a radical third path open to you: You can buy a small business and run it as CEO. Purchasing a small company offers significant financial rewards--as well as personal and professional fulfillment. Leading a firm means you can be your own boss, put your executive skills to work, fashion a company environment that meets your own needs, and profit directly from your success. But finding the right business to buy and closing the deal isn't always easy. In the HBR Guide to Buying a Small Business, Harvard Business School professors Richard Ruback and Royce Yudkoff help you: Determine if this path is right for you Raise capital for your acquisition Find and evaluate the right prospects Avoid the pitfalls that could derail your search Understand why a "dull" business might be the best investment Negotiate a potential deal with the seller Avoid deals that fall through at the last minute

HBR Guide to Better Business Writing (HBR Guide Series)

Visualizing Your Data Using Real-World Business Scenarios

HBR Guide to Building Your Business Case

Slide:ology

Visual Data Storytelling with Tableau

The Right Chart for the Right Data

The Big Picture: How to Use Data Visualization to Make Better Decisions--Faster

Don't let a fear of numbers hold you back. Today's business environment brings with it an onslaught of data. Now more than ever, managers must know how to tease insight from data--to understand where the numbers come from, make sense of them, and use them to inform tough decisions. How do you get

started? Whether you're working with data experts or running your own tests, you'll find answers in the HBR Guide to Data Analytics Basics for Managers. This book describes three key steps in the data analysis process, so you can get the information you need, study the data, and communicate your findings to others. You'll learn how to: Identify the metrics you need to measure Run experiments and A/B tests Ask the right questions of your data experts Understand statistical terms and concepts Create effective charts and visualizations Avoid common mistakes

NEW from the bestselling HBR's 10 Must Reads series. Stop pushing products—and start cultivating relationships with the right customers. If you read nothing else on marketing that delivers competitive advantage, read these 10 articles. We've combed through hundreds of articles in the Harvard Business Review archive and selected the most important ones to help you reinvent your marketing by putting it—and your customers—at the center of your business. Leading experts such as Ted Levitt and Clayton Christensen provide the insights and advice you need to:

- Figure out what business you're really in
- Create products that perform the jobs people need to get done
- Get a bird's-eye view of your brand's strengths and weaknesses
- Tap a market that's larger than China and India combined
- Deliver superior value to your B2B customers
- End the war between sales and marketing

Looking for more Must Read articles from Harvard Business Review? Check out these titles in the popular series: *HBR's 10 Must Reads: The Essentials* *HBR's 10 Must Reads on Communication* *HBR's 10 Must Reads on Innovation* *HBR's 10 Must Reads on Leadership* *HBR's 10 Must Reads on Making Smart Decisions* *HBR's 10 Must Reads on Managing Yourself* *HBR's 10 Must Reads on Teams*

Tell Insightful, Actionable Business Stories with Tableau, the World's Leading Data Visualization Tool! Visual Data Storytelling with Tableau brings together knowledge, context, and hands-on skills for telling powerful, actionable data stories with Tableau. This full-color guide shows how to organize data and structure analysis with storytelling in mind, embrace exploration and visual discovery, and articulate findings with rich data, carefully curated visualizations, and skillfully crafted narrative. You don't need any visualization experience. Each chapter illuminates key aspects of design practice and data visualization, and guides you step-by-step through applying them in Tableau. Through realistic examples and classroom-tested exercises, Professor Lindy Ryan helps you use Tableau to analyze data, visualize it, and help people connect more intuitively and emotionally with it. Whether you're an analyst, executive, student, instructor, or journalist, you won't just master the tools: you'll learn to craft data stories that make an immediate impact—and inspire action. Learn how to:

- Craft more powerful stories by blending data science, genre, and visual design
- Ask the right questions upfront to plan data collection and analysis
- Build storyboards and choose charts based on your message and audience
- Direct audience attention to the points that matter most
- Showcase your data stories in high-impact presentations
- Integrate Tableau storytelling throughout your business communication
- Explore case studies that show what to do—and what not to do
- Discover visualization best practices, tricks, and hacks you can use with any tool
- Includes coverage up through Tableau 10

One of the "six best books for data geeks" - Financial Times With over 200 images and extensive how-to and how-not-to examples, this new edition has everything students and scholars need to understand and create effective data visualisations. Combining 'how to think' instruction with a 'how to produce' mentality, this book takes readers step-by-step through analysing, designing, and curating information into useful, impactful tools of communication. With this book and its extensive collection of online support, readers can:

- Decide what visualisations work best for their data and their audience using the chart gallery
- See data visualisation in action and learn the tools to try it themselves
- Follow online checklists, tutorials, and exercises to build skills and confidence
- Get advice from the UK's leading data visualisation trainer on everything from getting started to honing the craft.

Explore more resources about data visualisation and Andy Kirk.

Better Data Visualizations

Visualize This

The Art and Science of Creating Great Presentations

A Guide to Designing, Delivering, and Defending Your Data

HBR Guide to Dealing with Conflict (HBR Guide Series)

Storytelling with Data

The HBR Guide to Thinking Smart About the Numbers

Gold Medal Winner for Best Leadership Book in the 2021 Axiom Business Book Awards Named one of the "Top Ten Technology Books Of 2020" — Forbes Named one of the "10 Best New Business Books of 2020" by Inc. magazine "Johnson the kind of leadership we need in these uncertain times." -- Sandi Peterson, Member, Board of Directors, Microsoft We all know a visionary leader when we see one. They're bold and prophetic and at the same time pragmatic. They don't just inspire and mobilizing others to do the same. Visionaries like Steve Jobs and Jeff Bezos possess a host of innate qualities that make them extraordinary, but what truly sets them apart is their ability to turn vision into action. In Lead from the Front and Josh Suskewicz introduce a new way of thinking and managing, called "future-back," that enables any manager to become a practical visionary. Addressing the many barriers to change that exist in established organizations, they present a framework them that includes: The principles and mind-set that allow leadership teams to look beyond typical short-term planning horizons A method for turning emerging challenges into the growth opportunities that can define an organization's future A process for vision into a strategic plan that teams can align around and commit to Ways to ensure that visionary thinking becomes a repeatable organizational capability As practical as it is inspiring, Lead from the Future is the guide you and your team need to turn vision into transformative growth.

Talk. Sketch. Prototype. Repeat. You know right away when you see an effective chart or graphic. It hits you with an immediate sense of its meaning and impact. But what actually makes it clearer, sharper, and more effective? If you're reading this book, you know you're looking for visualizations that powerfully communicate your ideas and research and that advance your career--the Good Charts Workbook is the hands-on guide you've been looking for. The original Good Charts changed the landscape by helping readers understand how to create effective charts by laying out a process for creating powerful data visualizations. Now, the Good Charts Workbook provides tools, exercises, and practical insights to help people in all kinds of enterprises gain the skills they need to get started. Harvard Business Review expert Scott Berinato leads you, step-by-step, through the key challenges in creating good charts--controlling color, crafting for clarity, choosing chart types, practicing persuasion, capturing concepts--with warm-up exercises and mini-charts to help you practice. Helpful prompts and reminders throughout, as well as white space for users to practice the Good Charts talk-sketch-prototype process. Good Charts Workbook is the must-have manual for better understanding the dataviz around you and making it more effectively.

Influence action through data! This is not a book. It is a one-of-a-kind immersive learning experience through which you can become—or teach others to be—a powerful data storyteller. Let's practice! helps you build confidence and credibility. It makes sense and weaves them into action-inspiring stories. Expanding upon best seller storytelling with data's foundational lessons, Let's practice! delivers fresh content, a plethora of new examples, and over 100 hands-on exercises. Author Scott Brinker and Nussbaumer Knaflic guides you along the path to hone core skills and become a well-practiced data communicator. Each chapter includes: ? Practice with Cole: exercises based on real-world examples first posed for you to consider and solve ? Practice with Cole: illustration and explanation ? Practice on your own: thought-provoking questions and even more exercises to be assigned or worked through individually, without prescribed solutions ? Practice at work: practical guidance and hands-on exercises to apply lessons on the job, including instruction on when and how to solicit useful feedback and refine for greater impact The lessons and exercises found within this comprehensive guide will empower you to master—or develop in others—data stories that are not just acceptable to exceptional. By investing in these skills for ourselves and our teams, we can all tell inspiring and influential data stories!

How do you decide on the best course of action for your company to take advantage of new opportunities? By building a business case. This book provides a framework for building a business case. You'll learn how to: Clearly define the opportunity Identify and analyze a range of alternatives Recommend one option and assess its risks Create a high-level implementation plan for your proposed alternative Communicate your case to key stakeholders

How to Write a Great Business Plan

How to Choose the Right Innovation at the Right Time

A Guide for Scholars, Researchers, and Wonks

Tips, Tools, and Exercises for Making Better Data Visualizations

The Harvard Business Review Good Charts Collection

Good Charts for Persuasive Presentations

The HBR Guide to Making Smarter, More Persuasive Data Visualizations

The right visual revealed at the right time can turn an unremarkable presentation into a resonant, emotional experience. This two-book collection provides you with the tools you need to craft and deliver presentations that will impress your audience, increase your influence in your organization, and advance your career. Good Charts: The HBR Guide to Making Smarter, More Persuasive Data Visualizations shows how a good visualization can communicate the nature and potential impact of information and ideas more powerfully than any other form of communication. For a long time "dataviz" was left to specialists--data scientists and professional designers. No longer. A new generation of tools and massive amounts of available data make it easy for anyone to create visualizations that communicate ideas far more effectively than generic spreadsheet charts ever could. What's more, building good charts is quickly becoming a need-to-have skill for managers. If you're not doing it, other managers are, and they're getting noticed for it and getting credit for contributing to your company's success. In Good Charts, dataviz maven Scott Berinato provides an essential guide to how visualization works and how to use this new language to impress and persuade. Dataviz today is where spreadsheets and word processors were in the early 1980s—on the cusp of changing how we work. Berinato lays out a system for thinking visually and building better charts through a process of talking, sketching, and prototyping. This book is much more than a set of static rules for making visualizations. It taps into both well-established and cutting-edge research in visual perception and neuroscience, as well as the emerging field of visualization science, to explore why good charts (and bad ones) create "feelings behind our eyes." Along the way, Berinato also includes many engaging vignettes of dataviz pros, illustrating the ideas in practice. Good Charts will help you turn plain, uninspiring charts that merely present information into smart, effective visualizations that powerfully convey ideas. HBR Guide to Persuasive Presentations will teach you to how to take the pain out of presentations. Terrified of speaking in front of a group? Or simply looking to polish your skills? No matter where you are on the spectrum, this guide will give you the confidence and the tools you need to get results. Written by presentation expert Nancy Duarte, the HBR Guide to Persuasive Presentations will help you: (1) Win over tough crowds, (2) Organize a coherent narrative, (3) Create powerful messages and visuals, (4) Connect with and engage your audience, (5) Show people why your ideas matter to them, and (6) Strike the right tone, in any situation. Master the art and science of data storytelling—with frameworks and techniques to help you craft compelling stories with data. The ability to effectively communicate with data is no longer a luxury in today ' s economy; it is a necessity. Transforming data into visual communication is only one part of the picture. It is equally important to engage your audience with a narrative—to tell a story with the numbers. Effective Data Storytelling will teach you the essential skills necessary to communicate your insights through persuasive and memorable data stories. Narratives are more powerful than raw statistics, more enduring than pretty charts. When done correctly, data stories can influence decisions and drive change. Most other books focus only on data visualization while neglecting the powerful narrative and psychological aspects of telling stories with data. Author Brent Dykes shows you how to take the three central elements of data storytelling—data, narrative, and visuals—and combine them for maximum effectiveness. Taking a comprehensive look at all the elements of data storytelling, this unique book will enable you to: Transform your insights and data visualizations into appealing, impactful data stories Learn the fundamental elements of a data story and key audience drivers Understand the differences between how the brain processes facts and narrative Structure your findings as a data narrative, using a four-step storyboarding process Incorporate the seven essential principles of better visual storytelling into your work Avoid common data storytelling mistakes by learning from historical and modern examples Effective Data Storytelling: How to Drive Change with Data, Narrative and Visuals is a must-have resource for anyone who communicates regularly with data, including business professionals, analysts, marketers, salespeople, financial managers, and educators.

It happens over and over again. Some innovation (a new product, a management trend) comes along that captures the public's imagination. Everybody joins the parade with great fanfare and high expectations. This "next big thing" promises to transform the companies that adopt it -- and inflict great peril on those that don't. Then, when the innovation fails to deliver as promised immediately, everyone starts bailing out. Investments are wasted; stock prices plunge; disillusionment sets in. It doesn't have to be this way. In Mastering the Hype Cycle, Jackie Fenn and Mark Raskino explain what drives this pattern and how your company can avoid its potential dangers. By understanding the hype cycle, you can ride it more skillfully -- timing your investment decisions so that the innovations you adopt stand the best chance of succeeding in the long-term. Drawing on company examples and Gartner's proven STREET (Scope, Track, Rank, Evaluate, Evangelize, Transfer) framework, the authors show how to orchestrate the key steps in the innovation-adoption process -- from choosing which innovations to take on and when in their life cycle you should adopt, to paving the way for a successful introduction. The hype cycle isn't going away. But this book arms you with the strategies you need to ride the crest of a new idea to success -- and steer clear of the trough of disillusionment.

Not a data expert? Here ' s an engaging and entertaining guide to interpreting and drawing insights from any chart, graph, or other data visualization you ' ll encounter. You ' re a business professional, not a data scientist. How do you make heads or tails of the data visualizations that come across your desk--let alone make critical business decisions based on the information they ' re designed to convey? In The Big Picture, top data visualization consultant Steve Wexler provides the tools for developing the graphical literacy you need to understand the data visualizations that are flooding your inbox—and put that data to use. Packed with the best four-color examples created in Excel, Tableau, Power BI, and Qlik, among others, this one-stop resource empowers you to extract the most important information from data visualizations quickly and accurately, act on key insights, solve problems, and make the right decisions for your organization every time.

The Harvard Business Review Entrepreneur's Handbook

Good Charts

The Dos and Don'ts of Presenting Data, Facts, and Figures

Let's Practice!

Everything You Need to Launch and Grow Your New Business

Data Visualisation

How to Use the Best Data Visualizations for Great Presentations (2 Books)

An expert on presenting information visually provides a step-by-step guide to executing clear, concise and intelligent graphics and charts for everyone from the average PowerPoint user to the sophisticated professional. Reprint. Don't simply show your data—tell a story with it! Storytelling with Data teaches you the fundamentals of data visualization and how to communicate effectively with data. You'll discover the power of storytelling and the way to make data a pivotal point in your story. The lessons in this illuminative text are grounded in theory, but made accessible through numerous real-world examples—ready for immediate application to your next graph or presentation. Storytelling is not an inherent skill, especially when it comes to data visualization, and the tools at our disposal don't make it any easier. This book demonstrates how to go beyond conventional tools to reach the root of your data, and how to use your data to create an engaging, informative, compelling story. Specifically, you'll learn how to: Understand the importance of context and audience Determine the appropriate type of graph for your situation Recognize and eliminate the clutter clouding your information Direct your audience's attention to the most important parts of your data Think like a designer and utilize concepts of design in data visualization Leverage the power of storytelling to help your message resonate with your audience Together, the lessons in this book will help you turn your data into high impact visual stories that stick with your audience. Rid your world of ineffective graphs. one exploding 3D pie chart at a time. There is a story in your data—Storytelling with Data will give you the skills and power to tell it!

Often termed as the "new gold," the vast amount of social media data can be employed to identify which customer behavior and actions create more value. Nevertheless, many brands find it extremely hard to define what the value of social media is and how to capture and create value with social media data.In Creating Value with Social Media Analytics, we draw on developments in social media analytics theories and tools to develop a comprehensive social media value creation framework that allows readers to define, align, capture, and sustain value through social media data. The book offers concepts, strategies, tools, tutorials, and case studies that brands need to align, extract, and analyze a variety of social media data, including text, actions, networks, multimedia, apps, hyperlinks, search engines, and location data. By the end of this book, the readers will have mastered the theories, concepts, strategies, techniques, and tools necessary to extract business value from big social media that help increase brand loyalty, generate leads, drive traffic, and ultimately make sound business decisions. Here is how the book is organized. Chapter 1: Creating Value with Social Media Analytics Chapter 2: Understanding Social Media Chapter 3: Understanding Social Media Analytics Chapter 4: Analytics-Business Alignment Chapter 5: Capturing Value with Network Analytics Chapter 6: Capturing Value with Text Analytics Chapter 7: Capturing Value with Actions Analytics Chapter 8: Capturing Value with Search Engine Analytics Chapter 9: Capturing Value with Location Analytics Chapter 10: Capturing Value with Hyperlinks Analytics Chapter 11: Capturing Value with Mobile Analytics Chapter 12: Capturing Value with Multimedia Analytics Chapter 13: Social Media Analytics CapabilitiesChapter 14: Social Media Security, Privacy, & Ethics The book has a companion site (<https://analytics-book.com/>), which offers useful instructor resources. Praises for the book "Gohar F. Khan has a flair for simplifying the complexity of social media analytics. Creating Value with Social Media Analytics is a beautifully delineated roadmap to creating and capturing business value through social media. It provides the theories, tools, and creates a roadmap to leveraging social media data for business intelligence purposes. Real world analytics cases and tutorials combined with a comprehensive companion site make this an excellent textbook for both graduate and undergraduate students."-Robin Saunders, Director of the Communications and Information Management Graduate Programs, Bay Path University. "Creating Value with Social Media Analytics offers a comprehensive framework to define, align, capture, and sustain business value through social media data. The book is theoretically grounded and practical, making it an excellent resource for social media analytics courses."-Haya Ajjan, Director & Associate Prof., Elon Center for Organizational Analytics, Elon University. "Gohar Khan is a pioneer in the emerging domain of social media analytics. This latest text is a must-read for business leaders, managers, and academicians, as it provides a clear and concise understanding of business value creation with social media data from a social lens."-Laeq Khan, Director, Social Media Analytics Research Team, Ohio University. "Whether you are coming from a business, research, science or art background, Creating Value with Social Media Analytics is a brilliant industry resource for those entering the social media analytics industry. The insightful case studies and carefully crafted tutorials are the perfect supplements to help digest the key concepts introduced in each chapter."-Jared Wong, Social Media Data Analyst, Digiwizer "It is one of the most comprehensive books on analytics that I have come across recently."-Bobby Swar, Prof. Concordia Uni.

MEET YOUR GOALS—ON TIME AND ON BUDGET. How do you rein in the scope of your project when you've got a group of demanding stakeholders breathing down your neck? And map out a schedule everyone can stick to? And motivate team members who have competing demands on their time and attention? Whether you're managing your first project or just tired of improvising, this guide will give you the tools and confidence you need to define smart goals, meet them, and capture lessons learned so future projects go even more smoothly. The HBR Guide to Project Management will help you: Build a strong, focused team Break major objectives into manageable tasks Create a schedule that keeps all the moving parts under control Monitor progress toward your goals Manage stakeholders' expectations Wrap up your project and gauge its success

Mastering the Hype Cycle

Get Your Venture Backed with Persuasive Data Viz

HBR Guide to Coaching Employees

Persuading with Data

Managing, Aligning, and Mining Social Media Text, Networks, Actions, Location, Apps, Hyperlinks, Multimedia, & Search Engines Data

The one primer you need to develop your entrepreneurial skills. Whether you're imagining your new business to be the next big thing in Silicon Valley, a pivotal B2B provider, or an anchor in your local community, the HBR Entrepreneur's Handbook is your essential resource for getting your company off the ground. Starting an independent new business is rife with both opportunity and risk. And as an entrepreneur, you're the one in charge: your actions can make or break your business. You need to know the tried-and-true fundamentals--from writing a business plan to getting your first loan. You also need to know the latest thinking on how to create an irresistible pitch deck, mitigate risk through experimentation, and develop unique opportunities through business model innovation. The HBR Entrepreneur's Handbook addresses these challenges and more with practical advice and wisdom from Harvard Business Review's archive. Keep this comprehensive guide with you throughout your startup's life--and increase your business's odds for success. In the HBR Entrepreneur's Handbook you'll find: Step-by-step guidance through the entrepreneurial process Concise explanations of the latest research and thinking on entrepreneurship from Harvard Business Review contributors such as Marc Andreessen and Reid Hoffman Time-honed best practices Stories of real companies, from Airbnb to eBay You'll learn: Which skills and characteristics make for the best entrepreneurs How to gauge potential opportunities The basics of business models and competitive strategy How to test your assumptions--before you build a whole business How to select the right legal structure for your company How to navigate funding options, from venture capital and angel investors to accelerators and crowdfunding How to develop sales and marketing programs for your venture What entrepreneurial leaders must do to build culture and set direction as the business keeps growing HBR Handbooks provide ambitious professionals with the frameworks, advice, and tools they need to excel in their careers. With step-by-step guidance, time-honed best practices, real-life stories, and concise explanations of research published in Harvard Business Review, each comprehensive volume helps you to stand out from the pack--whatever your role.

Practical data design tips from a data visualization expert of the modern age Data doesn't decrease; it is ever-increasing and can be overwhelming to organize in a way that makes sense to its intended audience. Wouldn't it be wonderful if we could actually visualize data in such a way that we could maximize its potential and tell a story in a clear, concise manner? Thanks to the creative genius of Nathan Yau, we can. With this full-color book, data visualization guru and author Nathan Yau uses step-by-step tutorials to show you how to visualize and tell stories with data. He explains how to gather, parse, and format data and then design high-quality graphics that help you explore and present patterns, outliers, and relationships. Presents a unique approach to visualizing and telling stories with data, from a data visualization expert and the creator of flowingdata.com, Nathan Yau Offers step-by-step tutorials and practical design tips for creating statistical graphics, geographical maps, and information design to find meaning in the numbers Details tools that can be used to visualize data-native graphics for the Web, such as ActionScript, Flash libraries, PHP, and JavaScript and tools to design graphics for print, such as Rand Illustration Contains numerous examples and descriptions of patterns and outliers and explains how to show them Visualize This demonstrates how to explain data visually so that you can present your information in a way that is easy to understand and appealing.

A good visualization can communicate the nature and potential impact of ideas more powerfully than any other form of communication. For a long time, "dataviz" was left to specialists--data scientists and professional designers. No longer. A new generation of tools and massive amounts of available data make it easy for anyone to create visualizations that communicate ideas far more effectively than generic spreadsheet charts ever could. The Harvard Business Review Good Charts Collection brings together two popular books to help you become more sophisticated in understanding and using dataviz to communicate your ideas and advance your career. In Good Charts, dataviz maven and Harvard Business Review editor Scott Berinato provides an essential guide to how visualization works and how to use this new language to impress and persuade. He lays out a system for thinking visually and building better charts through a process of talking, sketching, and prototyping. In Good Charts Workbook, Berinato extends the usefulness of Good Charts by putting theory into practice. He leads readers step-by-step through several example datasets and basic charts, providing space to practice the Good Charts talk-sketch-prototype process for improving those charts. Examples include a "Discussion Key" showing how to approach the challenge and why. Each challenge focuses on a different, common visualization problem such as simplification, storytelling, creating conceptual charts, and many others. The Harvard Business Review Good Charts Collection is your go-to resource for turning plain, uninspiring charts that merely present information into smart,

effective visualizations that powerfully convey ideas.

While some of us enjoy a lively debate with colleagues and others prefer to suppress our feelings over disagreements, we all struggle with conflict at work. Every day we navigate an office full of competing interests, clashing personalities, limited time and resources, and fragile egos. Sure, we share the same overarching goals as our colleagues, but we don't always agree on how to achieve them. We work differently. We rub each other the wrong way. We jockey for position. How can you deal with conflict at work in a way that is both professional and productive—where it improves both your work and your relationships? You start by understanding whether you generally seek or avoid conflict, identifying the most frequent reasons for disagreement, and knowing what approaches work for what scenarios. Then, if you decide to address a particular conflict, you use that information to plan and conduct a productive conversation. The HBR Guide to Dealing with Conflict will give you the advice you need to: Understand the most common sources of conflict Explore your options for addressing a disagreement Recognize whether you—and your counterpart—typically seek or avoid conflict Prepare for and engage in a difficult conversation Manage your and your counterpart's emotions Develop a resolution together Know when to walk away Arm yourself with the advice you need to succeed on the job, with the most trusted brand in business. Packed with how-to essentials from leading experts, the HBR Guides provide smart answers to your most pressing work challenges.