

Presenting Figures Effectively

A one day workshop

Workshop description

This workshop focuses on how to present figures, tables and charts in reader-friendly ways. It is based around British Standard 7581:1992 *The Presentation of Tables & Charts* and the work of leading British and American statisticians. Participants learn the simple tricks of how to set out numeric information so it is easy to take in and recall later.

Target audience

This is a general course suitable for a variety of staff including accountants, business analysts, performance staff, HR and PR professionals, public health professionals, administrators and others who use figures in their work and need to communicate them to others.

Workshop objectives

By the end, the workshop delegates will:

- design tables and graphs with the audience in mind
- understand when to use a table and when to use a chart
- understand how to reduce data to get a message across
- recognise the key features of user-friendly tables and graphs
- how to talk about numeric information at a meeting without losing the audience

Workshop format

After a brief introduction, most of the day is spent on small group exercises. The workshop is informal and friendly with plenty of opportunities to ask questions and explore ideas. We look at examples of good and poor graphics from the press, the web, annual reports, etc.

Participants are invited bring along their “work in progress” for analysis.

Plain Figures

Training & Consultancy

Content of workshop

- The Rules of Plain Figures developed at the London Business School
- Designing readable graphs and tables
- Tricks on how to write about figures so readers understand them
- How to talk about figures, tables and graphs to an audience
- Data reduction and simple data analysis

Sally Bigwood, BA (Hons), Dip.Law, MBA

Sally Bigwood is a recognised expert in data presentation. She is co-author of *Presenting Numbers Tables & Charts*, published by Oxford University Press in 2003 and has written many articles on the subject. Her career includes stints in the NHS and local government as well as the private sector.

Sally was a judge on the PriceWaterhouseCooper's / CIPFA Public Accountability Awards 2005-08.

In recent years people from the following organisations have attended Sally's workshops:

- Institute of Internal Auditors
- KPMG
- Grant Thornton
- West Midlands Police
- Yell
- Manchester Research
- National Audit Office
- Manchester City Council

What They Say About This Workshop:

"I was particularly impressed by Plain Figure's clear handouts which I can refer to whenever I have to present figures in future."

Melanie Hinde, Manager, Manchester

"The presentation was clear and jargon free, making a potentially dry subject very engaging..."

Sandra Lask, Senior Lecturer, London