8 (or 9) Steps to Being a Data Presentation Rockstar

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1. People read seven times faster than they hear, so keep the focus on the speaker and remove text.

2. Use emotional graphics to draw your audience into your message and help them remember what you said later on.

3. Direct eyes toward your critical information by using the natural directionality implied in many graphics.

4. Build concepts slowly, focusing audience attention on your talking points, so they can process each piece of information.

5. Minimize misinterpretation or attention abandonment and emphasize with color.

6. Plan prominence in your slides so that the most critical pieces of information are not lost.

7. Match font to your dissemination purpose so that your words on screen are legible and your words on paper support long reading.

8. Keep it easy to interpret your graphs with close data labels and a descriptive subtitle.

9. Layer reporting by giving your audience just what they need, when they need it.