When the Facts Aren't Enough: The Art of Communicating Complex Information

The ability to illuminate truths and inspire action is an invaluable asset. It means painting a picture with information and articulating complex concepts with meaning, even to non-experts. This ability indicates that you not only have a deep understanding of your data, but a rich understanding of how people will interact with it in the real world. This skill requires the communicator to understand different perspectives, to "walk a mile" in the shoes of their audience. This interactive session takes a deep dive into the thinking perspectives and cognitive skills that help experts gain clarity in their messaging; gaining a more thorough understanding of their content and how others will perceive their message.

*Optional - This session offers a powerful, live EEG demonstration (visual representation of brain activity), allowing attendees to witness the cognitive patterns that correspond with effective communication methods.

Major Subjects:

- The cognitive science of persuasion, trust and belief
- Design theory for data presentations
- Communicating with audiences of varying technical knowledge
- Detecting behavioral cues (when you can't see or hear your audience)
- Predicting the interpretational style of your audience

Learning objectives: Attendees will learn the cognitive and interpersonal skills to communicate with persuasion and clarity. They will learn the cognitive mechanisms behind trust and belief. Attendees will learn powerful communication approaches to reach a variety of stakeholders.

Level: Basic
Prerequisites: None
Advanced preparation: Not required

Hours: 1-4. Session available in 1-2 hour keynote format, a 1-4 hour presentation format or 2-4 hour workshop format.

Designed for: Analysts, auditors, governance and compliance professionals, and those working in the IT, HR, legal, and medical professions as well as executives, policymakers and other decision makers interested in enhancing their persuasive communication skills.