



HOW TO HOOK YOUR AUDIENCE WITH DATA FROM THE FIRST SLIDE

It's a common belief that data presentations tend to lack engagement. I however, believe that is not the case.

Data, when wielded with finesse, can be the most powerful hook in your arsenal. The secret lies in storytelling with numbers.

Here's how to turn data into your opening act:

✔ Personalize the Data:

Draw parallels between complex data points and relatable outcomes. Think of data as characters in your story—what do they reveal about the plot (your investment thesis)?

✔ Visualize Success:

Employ visual aids to map data to the success trajectory of an investment. A graph isn't just a graph; it's a snapshot of potential growth.

✔ Intrigue with Anomalies:

Highlight unusual trends or statistics that defy expectations. These can pique curiosity and set the stage for your narrative.

✔ Lead with the 'Why':

Start presentations by addressing why the data matters. Positioning data in context anchors its significance to your audience's core objectives.

✔ Contrast Scenarios:

Use data to paint contrasting outcomes—what happens with and without your intervention. This comparison can create immediate stakes.



Data is not just a supporting player; it's the lead actor waiting for the right director. Let's cast it properly in your next pitch.

About the Author

Pamela Wigglesworth, CSP, is an international presentation performance consultant, speaker, author, and founder of Experiential Hands-on Learning. She is the creator of the 5-step Persuasive Presenter Pathway.

Over the past 15+ years she has coached CEO's, CFO's, senior executives, and investment professionals to elevate their executive presence, develop presentations that are clear, concise, and compelling and deliver their thoughts and ideas with style, confidence, and authority.