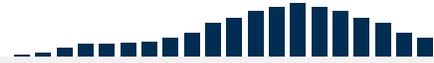


Numbers that speak... correctly

Helping decision making and communicating better with data visualization



Data plays an increasing role in decision-making. Technology development and refinements of management science mean that it becomes more commonly used. There is more pressure than ever on managers and decision makers to know how to read and communicate massive amounts of data. What tools are available to them?

Visualizing data in graphs and tables is one of the foremost instruments for the understanding and interpretation of numbers. As such, the necessity of visualization has reached all aspects of management yet each and every one has to improvise based on minimal skills, other than some technical training on the use of specific software.

This training fills this gap by presenting good practices of data visualization that lead to graphs that are honest, clear, helpful and efficient. This training presents general principles applicable to all data visualization tools.

The material is based on what science teaches us about the surprising skills of the eyes and human brain to identify patterns, variations, outliers and trends at a glance. The training material is filled with real world examples taken from management settings or public and media communications with graphs. Among others, we will see:

- Why we avoid pie charts.
- What type of graph can solve almost half your data visualization problems.
- How a graph can do part of your analysis for you.
- How the topic, message and audience can influence the design of your graphs.

At the end of the training, participants will be able to create better analysis and communication tools.

Details

Target audience	Managers who have data to analyse and communicate.
Format	Multimedia presentation including interactions with the audience.
Duration	90 to 120 minutes, including an exercise with group feedback
Equipment	A meeting room, a projector with a large screen, pens for the audience.

The training can include an analysis of graphs created or used by members of the audience, in which case the examples have to be shared with us at least two weeks before the training.

Francis Gagnon worked in business intelligence for the World Bank Group in Washington D.C. before founding Voilà, an information design company that helps its clients to better understand and communicate their data.

Guillaume Lavoie is senior consultant at Voilà. He worked in public policy, international relations, and urban affairs, in Canada and abroad. Lecturer at ÉNAP and former city councillor, he is behind of the most important reform for presenting budgetary information in the municipal world.



TRAINING: NUMBERS THAT SPEAK... CORRECTLY

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BUSINESS

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Caisse de dépôts et de placements du Québec

Business Development Bank of Canada

La Factory – École des sciences de la créativité

Leadership Institute

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INTERNATIONAL

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