Voilà:

TRAINING

Numbers that speak... properly

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	2 to 3 hours, depending on the needs.
Equipment audience	A meeting room, a projector with a large screen, pens for the audience.

For a fee, the training can include an exercice based on charts created or used by the participants, in which case the samples 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 Wasington 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.

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TRAINING 201 IN DATA VISUALIZATION

Storytelling with graphs and data

Reveal what the numbers have to say to inform decision-making

Too often, our charts only present the data. However, our audience is looking for a message, an analysis, a result. How then can one present memorable charts that bring out the stories in the data?

Visualization is a tool that translates numbers into information that is more accessible to the eye. More than from precision, its strength comes from its ability to attract attention in the right place, to bring out what is only visible in the aggregation and connection of data. However, it often happens that our charts force readers to decipher each number precisely, as in a table, to draw a conclusion, an analysis that is not visible. The graph does not add any value, sometimes quite the contrary.

This training addresses this problem and is a follow-up to the "Numbers That Speak Right" training course which introduces the fundamentals for creating honest, clear, supportive and efficient graphics. After having covered the "spelling and grammar" of graphics, participants will study in this second training the "writing and structure" of visualization in order to know how to highlight the stories in the data.

To effectively present a message with a graphic, you first need to know what the data is saying, know your audience, and consider the context of the communication. Following some thoughts on what constitutes a "message", the training covers several graphical methods to draw the audience's attention to what the data is saying in a graph and make it more memorable.

Some topics covered during the training:

- What is a data story?
- The role of titles and annotations.
- What to do when there seems to be too much information?
- Less common but useful charts

By the end of the training, participants will be able to communicate better with meaningful charts, whether in presentations, reports, infographics or papers. This training focuses on the principles applicable to all technologies and software. This is not technical training to learn how to use a particular software.

Details

Public cible	Professionals communicating with charts.
Format	Multimedia presentation, interactions with the audience, exercise.
Durée	2 to 3 hours, depending on the needs.
Équipement	Provide a meeting room with projector, screen and sound. Virtual environment also possible.

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

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TRAINING

Clients

More than 100 trainings since 2013.

Public Sector

Hydro-Québec

Auditor General of Quebec

Parliament of Canada

First Nations of Quebec and Labrador Health and Social Services Commission

Élections Québec

Commission des normes, de l'équité, de la santé et de la sécurité du travail (CNESST)

Business Development Bank of Canada (BDC)

Great Lakes/St. Lawrence Seaway

Municipal sector

City of Montreal

City of Laval

City of Terrebonne

City of Saguenay

City of Saint-Jean-sur-Richelieu

Borough Rosemont-La-Petite-Patrie

Société de transport de l'Outaouais

International

World Bank Group, Washington D.C.

Inter-American Development Bank, Washington D.C.

Gerson Lehrman Group, New York City

Private sector

Intact Insurance

La Factry – École des sciences de la créativité

Leadership Institute

Belair Direct

Eco-Counter

Énergir

MedPlan

Fi3

Seedbox Technologies

Arsenal Conseil

Férique

Power Sustainable

Nespresso

Medias / Others

L'actualité

Le Devoir

Radio-Canada

Action Canada

Jeanne-Sauvé Foundation

Groupe Femmes, Politique et Démocratie

Canadian Climate Institute

Canadian Federation of Independent Business

McGill University

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BIOGRAPHY

Francis Gagnon

Francis Gagnon is the founder of Voilà:, an information design company that helps its clients to better understand and communicate their data. His clients are found in Washington, New York City, London, Tokyo, Brussels, Beijing and Montreal.

Francis worked in reporting and information design at the international level for over a decade. At IFC, a member of the World Bank Group, he designed and produced six annual reports and tens of donor and management reports for their advisory services. For two years, he then lead a project to design and pilot new management reports for advisory services covering every management topic—finance, human resources, portfolio and results. Before that, he wrote reports and designed internal documents for the Centre for Applied Studies in International Negotiations (CASIN).

He studied data visualization with Edward Tufte from Yale University, Hanspeter Pfister at the Harvard Extension School, Alberto Cairo at the Knight Center of the University of Texas, Jon Schwabish from the US Congressional Budget Office, and Cole Nussbaumer, formerly from Google. He attended Visualized in 2014, a conference in Manhattan on data, story and design, and EyeO Festival, about the latest developments in the field, in Minneapolis in 2018. He was invited twice to attend Tapestry, a conference to 100 leaders in the field of data storytelling. His work has appeared several times in “The Best of the Visualisation Web” by VisualisingData.com. He is one of the founders of the meetup Visualisation Montréal with over 1900 members.

While at IFC, in Washington D.C., Francis worked to establish partnerships for the sustainable development of the private sector in emerging markets, raising over $50 million. In Geneva (Switzerland), he was in charge of international economics at CASIN, a training center for diplomats from developing countries. He also worked at the North American Forum on Integration in Montreal and the National Assembly in Quebec City, Canada. He holds an M.A. in political science from Université Laval (Quebec City, Canada) and an M.Sc. in Development Studies from the London School of Economics (United Kingdom).

Francis is now based in Montreal, Canada, and is a member of the Quebec Association of Economists.

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BIOGRAPHY

Guillaume Lavoie

Guillaume Lavoie is a senior consultant at Voilà: and delivers training sessions in data visualisation. An expert in public policy and instructor in rhetoric, he is particularly interested in the presentation of budgetary information and accountability documents in public administration. A former city councillor in Montreal, he initiated a major reform in the presentation of financial and budgetary information and transparency measures. Guillaume is also one of the most visible experts on the collaborative economy and its impacts on public policies.

Previously, Guillaume worked in public diplomacy, public policies and international relations, and more recently, in urban affairs. Having lived and worked on four continents, he has consulted for the public, private and non-profit sectors, both in Canada and abroad. He is an associate member of the Raoul-Dandurand Chair in Diplomatic and Strategic studies, a frequent media analyst on radio and TV on US politics and international affairs, and a veteran international election observer. An engaged social entrepreneur, he is the co-founder of the College néo-classique.

Guillaume holds a MPA (ÉNAP), a B.A. in industrial relations and certificates in administration, and law (Université Laval). In addition, he completed executive programs at the London School of Economics and the Harvard Kennedy School of Government. Guillaume is a Senior Fellow at the C.D. Howe Institute, a Fellow of Action Canada, the Jeanne-Sauvé Foundation and Next City. He is fluent in French, English and Spanish.