

5 cool ways to present data

Bring internal communication measurement to life with visuals

You've just finished an employee communication audit, and you're ready to share the results. **But how do you make lifeless stats meaningful for others?**

Ditch the "ready to bake" pie charts and present your results in a visually compelling way.



Here are **five creative approaches** that will help employees **grasp the importance** of your data.

1 Mind maps

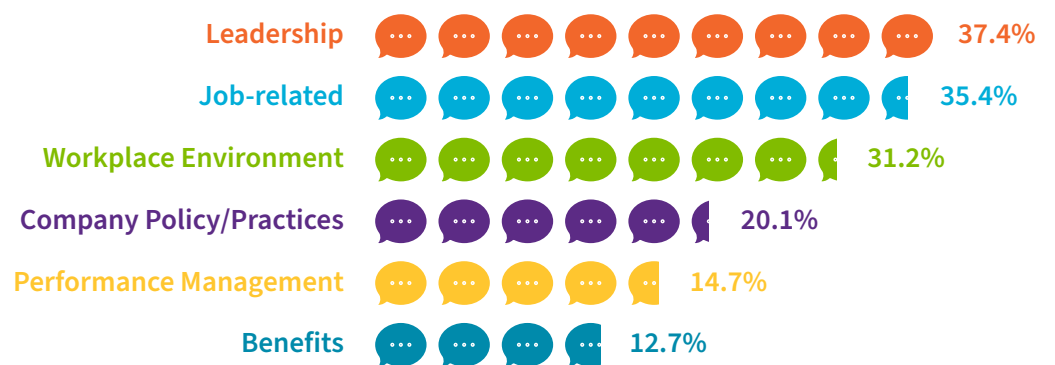
Organize ideas shared during a focus group to call out key topics and show relationships.



2 Pictographs

Present survey results in a fresh way by replacing traditional bar chart data with icons or symbols.

What topics do you want to learn more about?



3 Word clouds

Instead of lengthy quotes, use key words to show what topics are hot in a focus group discussion.

What types of questions do you get from direct reports?

Day-to-day **Big change**
Job security Benefits
Values Strategic direction Performance

4 Audience profiles

Bring demographic data to life by creating personas that highlight what makes each employee group unique.

Plant employee



Average age:
40 years old
Locations:
USA (30%), South America (70%)
Work environment:
On the floor (80%), Office (15%)
Time to communicate:
< 1 hour/week

5 Infographics

Provide a quick and easy to understand snapshot of your web and email metrics.

Campus News by the Numbers 2020

