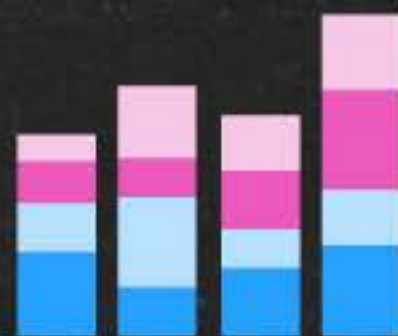
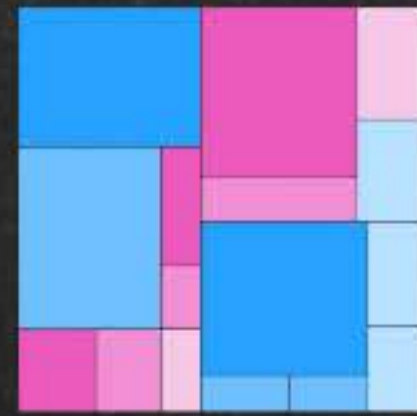
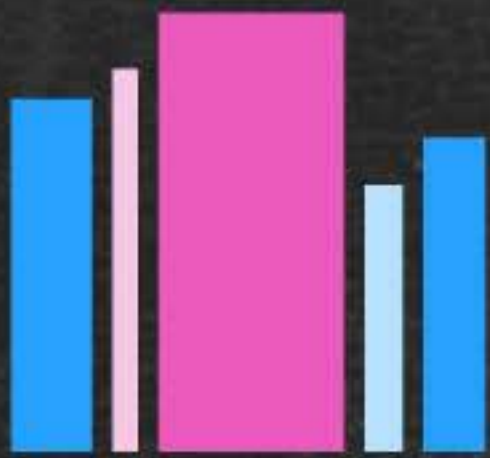


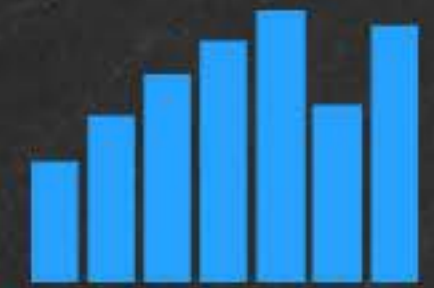
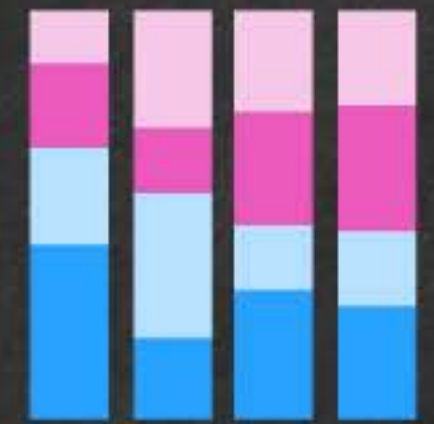
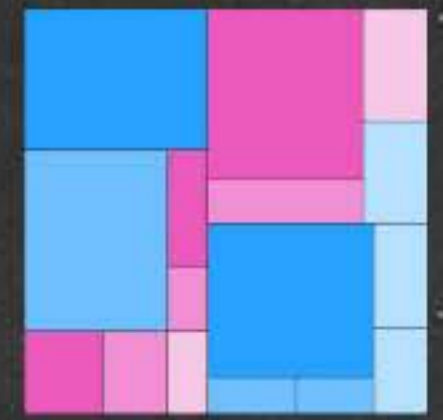


Welcome to
the rescue of the world
from poor
PowerPoint
presentations

Particularly today, in
times of digitization,
we want to base our
decisions on facts
and data



However, when we hear dry factual statements we are critical and sceptical



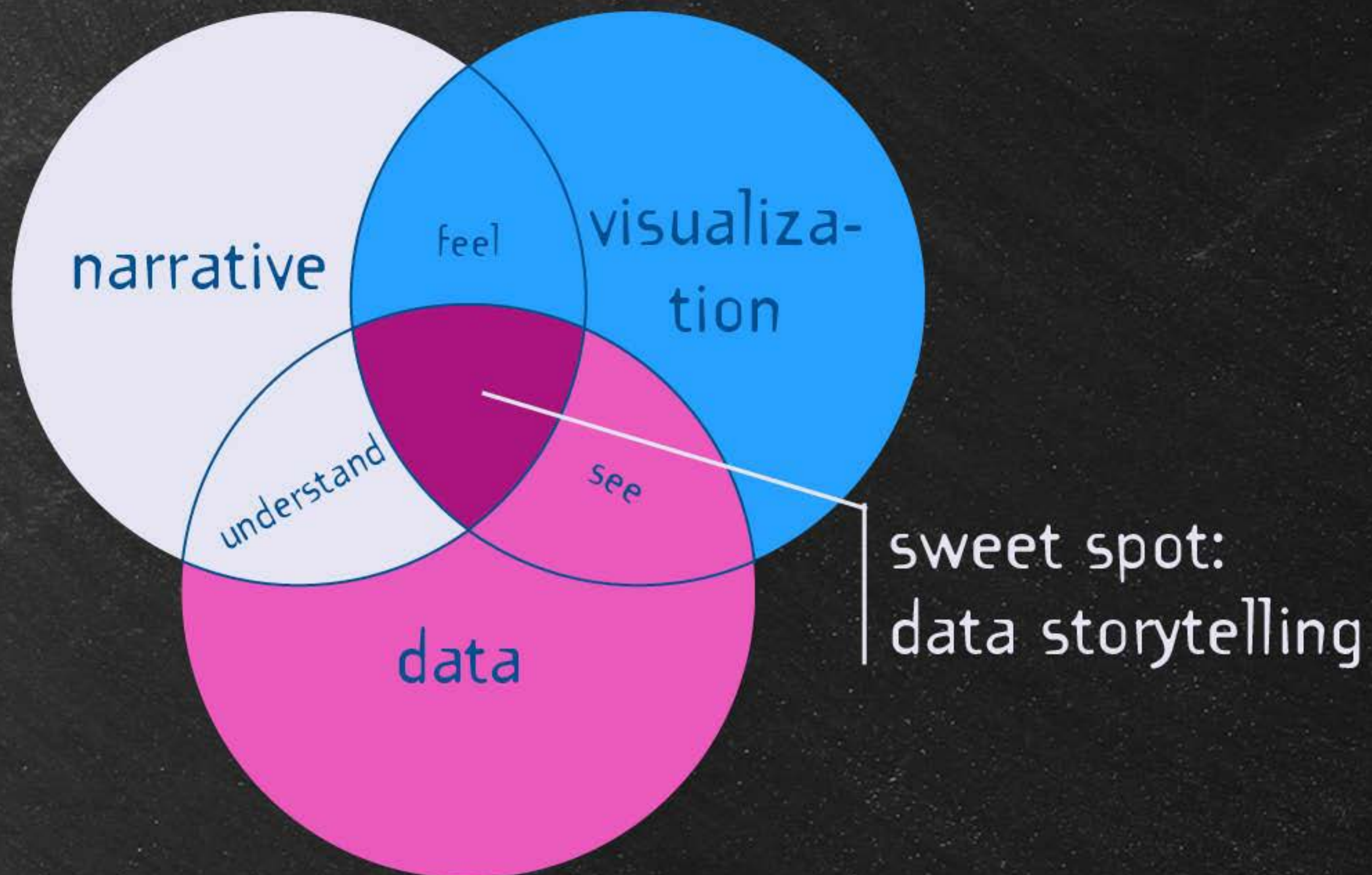


Yet, if we are engrossed in an exciting story, we get emotional and listen intently!



Your audience will comprehend your key messages faster and your data will make their eyes shine!

Data storytelling combines your data results with a strong visualization and a fascinating narrative



Our services

Audience

Identification of the target audience and the key decision maker

The big idea

Definition of the big idea as aha moment of your presentation

Storyboard

Outlining the structure of your presentation and selecting the key insights of your data analysis

Visualization

Creation of a simple and easy-to-read visualization of your data insights and slide deck

Narrative

Telling the story right: composing a fascinating narrative to capture the spirit of your key message

Consulting

Together with you we create the story of your presentation, dashboard or other means of data presentation by working through the process steps.

Optionally, we can help with the design of the slide deck as we work with young and talented designers who make a visual impact with professionally designed and animated slides.

If you wish, we also offer to present your data story to your audience or moderate your event.

Key Note

A great way to start the conversation in your team is to introduce them to the topic via a key note: a one hour overview of what data storytelling is and why it is relevant to them.

A subsequent Q&A session can deliver answers to specific questions from you and your team.





Training

Upon request we design a workshop for your team with up to 15 participants at a time.

Depending on the depth of the training you can opt for anything between 3 hour virtual to 4 day presence training.

We design the workshop with you according to your needs.

Sneak Peek

In case you want to dip your toe into the water first, we offer a half day sneak peek workshop at a special rate.

In this workshop we cover only the introductory key note and the first two steps of our consulting process: audience and the big idea with you and your team.



To design the service offer that
addresses your specific needs,
reach out to us!

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The logo for 'Lückenkrach' features the word 'Lückenkrach' in a white, sans-serif font. The word is flanked by two sets of three magenta-colored curved lines that resemble a signal or broadcast icon. The entire logo is centered on a dark, textured background.

Convince with data, inspire with stories!

www.lueckenkrach.com