

# The Beauty and Brains of Actionable Data: From Concept to Reality in Data Storytelling

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- Anyone can make a pretty bar graph, but can you make sound decisions based on that graph? How do you turn flashy concepts into actionable visualizations? Can you see the end result? Do you have the vision and drive to make your ideas become reality?
- What value do you see in your data? Does it answer a question, solve a problem, or help you make a decision? Learn how to capitalize on this concept by leveraging your ideas into a cohesive PUSH/PULL strategy for both short term AND long term
- When RIGIDITY meets FLEXIBILITY why do you get COMPLEXITY? In this session, see the five "Stages of the Spectrum" in action while discovering the difference between impact and influence and how that plays into best practices for making data actionable

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