

CHAPTER 8

Data Visualization

THE BIG IDEA

A good visual makes its point in under five seconds.

THE MOVE

Clarity, purpose, and audience are the whole game. Before you put any chart in front of your team, run it through the Clarity Checklist below. If it does not pass, it is decoration, not a decision-making tool.

IN SYMPLIFIED

It shows the one point a teacher needs to see, not a wall of charts to decode.

The Clarity Checklist

Run every visual through these five before it goes in front of your team.

10-Second Headline. Can you state the main point in one sentence?

So What? Does the chart naturally lead to a decision?

Hero and Villain. Is one point clearly highlighted?

Trend, Comparison, or Before / After. Does it give context, not just a number?

Clean Design. Is the fluff gone so the story is sharp?

Chart before and after

Pick one real chart and redesign it here.

My chart now: what is cluttered or unclear



After: the one point, fluff removed

TRY IT

Pick one chart or dashboard you use. What is the single main point, and what could you cut so it lands in five seconds?

REFLECT

1. Which of your current visuals feels more like decoration than a decision-making tool?

2. How can you simplify one dashboard or chart this month so the main point is obvious in under five seconds?
