SIGNATURE TOPICS

1. HOW TO PRESENT RESULTS TO GET RESULTS
Are your stakeholders falling asleep during your data presentations? Chances are your slide design and data visualizations are obscuring your valuable insights. With her special blend of neuroscience-based data storytelling principles, practical design techniques, and entertaining “tough love”, Lea will equip you with a fresh new toolbox that will get you and your data presentations remembered and acted upon.

2. THE PICA PROTOCOL™ PRESCRIPTION FOR HEALTHY, ACTIONABLE DATA STORYTELLING
Lea will take you through her celebrated 4-step proprietary PICA Protocol™ for creating slides and data visualizations that effectively communicate your data story and informs decisions. Using live examples, she will arm you with a solid framework for assessing the effectiveness of all your future data visuals to create the impact and indispensability you seek.

3. MASTERING THE ART OF CONSCIOUS CRITIQUE
In an increasingly digital age, the work we share with each other and online lives in perpetuity. The dark downside is the public Lynch mob mentality perpetuated by sites that collect “bad viz”. Become a celebrated and mindful member of your organization and the global data community by learning how to deliver constructive critique rather than deconstructive criticism with Lea’s NVC-based “Conscious Critique” method.

ABOUT LEA
Lea Pica is a seasoned digital analytics practitioner, social media marketer + blogger with over 13 years of experience building search marketing and digital analytics practices for companies like Scholastic, Victoria’s Secret, and Prudential.

Today, she trains and speaks to thousands of digital analysts + marketers to empower them with vital tools to present information and insights to inform decisions, spark ideas, inspire action and became indispensable.

AS SEEN AT...

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EMPOWER YOUR AUDIENCE WITH LEA'S OFFERINGS

Private Keynote
Serve an unlimited internal audience with a hard-hitting, dynamic, and high-value signature session.

1/2 Day Seminar
Up to 3 hours of valuable training. Perfect for all-day training events and company offsite events.

1 Day Seminar
Up to 7 hours of vital training. Perfect for all-day training events and company offsite events.

2-Day Boot Camp
Lea's flagship immersive dive into her master toolbelt for exceptional data storytelling and analytics presentation.

THE REVIEWS ARE IN...

"Lea was great! Fantastic explanation about how to format data into a compelling story."

"I thought the presentation was excellent. I would recommend it as a must for anyone presenting data, insights, and interested in better presentations in general."

"Lea is a wealth of presentation knowledge and experience. She cuts through the clutter of most presentations and helps smart people craft the best stories."

"Lea’s class was extremely relevant and helpful for analysts. It was not your run of the mill presentation class, but focused on how to present data, and keep your audience engaged.""

"Amazing! Really put into perspective how easy it is to just throw a bunch of data on a chart, talk about it, and not communicate meaningful insights because it's too distracting or unintuitive for the reader. Great insights and super actionable tips!"

"Loved this, it was wonderful. Great information and presenter was perfect."

PRIVATE CLIENTS I'VE SERVED INCLUDE...

Microsoft, HYATT, STARWOOD Hotels and Resorts

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