



SAVE 2 HOURS PER WEEK:

HGF EXCEL INTRO WORKSHOP



Taught by Shir Aviv



Who am I?



Who I've Worked With

Publicis
LifeBrands
Medicus

SAATCHI
&
SAATCHI

diadeis 
creating brand efficiency

HUGE

Bloomberg

J.P.Morgan

Donors**Choose**.org

About.com

NYIT
NEW YORK INSTITUTE OF TECHNOLOGY

RENT THE RUNWAY

A V O N
the company for women

 **Prudential**

vimeo



**AMERICAN
EXPRESS**

REBAG

 **ExcelShir**
You'll see.

Finish this sentence...

If I had an extra 2 hours per week,
I would _____

Aba Shir



Class Overview

1. Learning Objectives & Class Format
2. Initial Brainstorm: Primary Benefit of Excel
3. Diet Log Exercise: I Demo, You Do, We Review
4. Discussion: Shrek and Excel
5. Excel Challenge
6. Discussion: “Set it and forget it”
7. Class Evaluation
8. Q & A

Learning Objectives

#1



Class Format

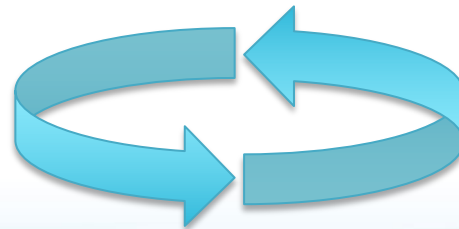
- Diet Log Exercise



- Excel Challenge



- Open Discussion



Initial Brainstorm

- What is the primary benefit of Excel?
 - Organize data***
 - Processing large amounts of data quickly & efficiently
 - Find patterns
 - Customize your use of the program
 - Analyze
 - Efficiency
 - Math calculations
 - Present data
 - Share data



You **Are** What You **Eat**

DIET LOG

**What do Excel
and Shrek have
in common?**

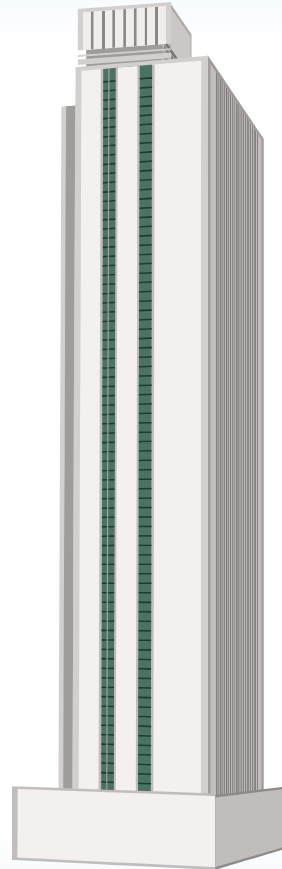




Layers!



Skyscraper Analogy



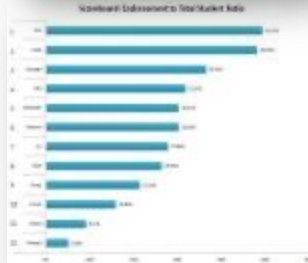
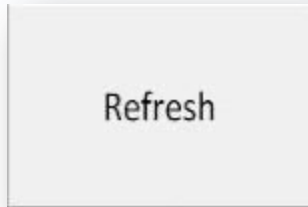
4. Elevators

3. Exterior & Interior Look

2. Floors

1. Foundation

Layers of Excel

A screenshot of an Excel PivotTable. The table has columns for 'Region', 'Salesperson', 'Product', and 'Sales'. The data is organized into rows and columns, with some cells highlighted in orange.A screenshot of an Excel Data Table. The table has columns for 'Region', 'Salesperson', 'Product', and 'Sales'. The data is organized into rows and columns, with some cells highlighted in blue and yellow.

4. **A**utomation (Macros / VBA)

3. **P**resentation (Charts & Pivot Charts)

2. **A**alysis (Pivot Tables)

1. **D**ata (Range or Data Table)

Memory Trick:
“Excel, you’re
so **DAPA**”

So you think you
can spreadsheet?



EXCEL CHALLENGE

“Set it and forget it!”



“Set it and Forget it” Discussion

- One and done
- Repetitive + Manual = Wrong!
- Make everything **scalable**
 - Solve current and future problems upfront
 - Lay the foundation now, save yourself pain later
 - Imagine solving this problem 1,000 times
- Exceptions:
 - Task is unique
 - Task is time sensitive
 - Rule of thumb: less than 10 minutes

Primary Benefit of Excel

Before

- Organize data***
- Processing large amounts of data quickly & efficiently
- Find patterns
- Customize your use of the program
- Analyze
- Efficiency
- Math calculations
- Present data
- Share data

After

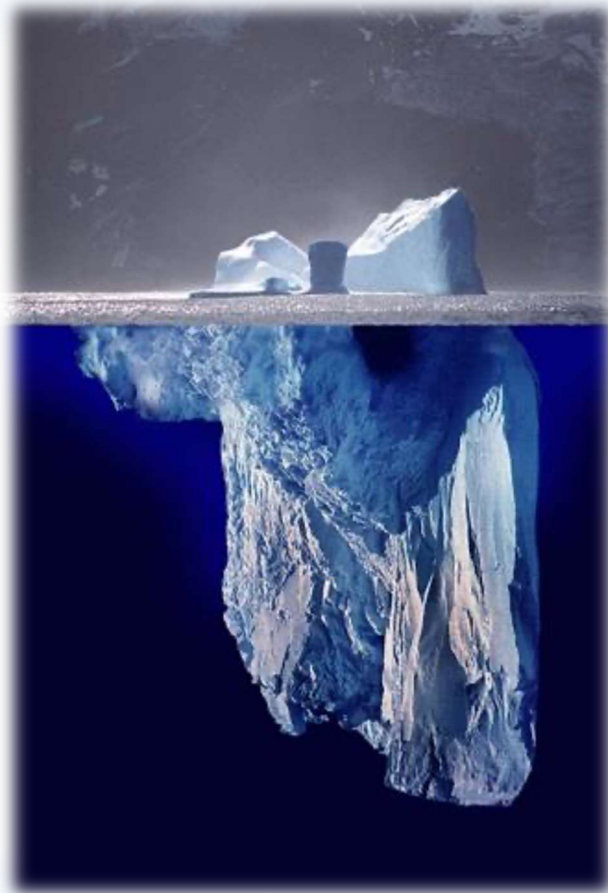
- Efficiency
- Work smarter not harder
- Save time*
- Productivity
- Less room for human error

Recap

1. Primary Benefit of Excel
 - Help us make better, more informed decisions
2. Excel consists of Layers (DAPA)
 - Data
 - Analysis
 - Presentation
 - Automation (Optional)
3. “Set it and forget it!”
 - One and done
 - Repetitive + Manual = Wrong!
 - Make everything **scalable**
 - Exceptions for unique or time sensitive tasks

Class Evaluation





3 Fundamental Excel “Subskills”



1. Navigation



2. Formatting

fx

3. Formulas

Questions?



Thank You!

