2021 Virtual Training Prospectus

Data. Well told.

storyiq.com
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Our Mission

Deliver an unforgettable learning experience

StoryIQ empowers people to create data-driven stories that drive business change. Our courses take the best practices of analytics, visualization and design thinking and impart them to learners in a way that is both memorable and applicable. All StoryIQ courses put concepts first and view tools and technology as enablers, not the main focus.

Innovation, engagement and impact suffuse every aspect of our work as we strive to carry our company forward with a shared mission: To deliver unforgettable learning experiences.

StoryIQ in numbers...

3 TEDx speakers
9,000 Learners trained virtually
37 Fortune 500s trained
21 Team members
4.8+ Star rating
4 Reasons to Learn with StoryIQ

1. Thought Leading Instructors
   What happens when 4 keynote presenters, 3 TEDx speakers and 2 authors join forces? You get the secret sauce behind our training programs.
   
   Our facilitators are a special breed, drawing on decades of data analytics and presentations experience to help learners tell better stories with data.

2. Customized Learning
   We believe that people learn best when they have an opportunity to work on their own business problems.
   
   Our class attendees are encouraged to bring their own reports along to class, so that they can practice their new skills on relatable examples.

3. Interactive Online Workshops
   We leverage a range of elements to keep our live virtual classes interactive and engaging.
   
   Our virtual classes utilize quizzes, on-screen annotations, simulated business scenarios and break-out groups to keep learning fun and engaging.

4. Comprehensive Learning Resources
   Learning shouldn’t stop when the class ends.
   
   We ensure that our participants are provided with resources that will enable them to continue learning, including a comprehensive course workbook, instructional reference videos, data story templates and access to discussion groups.
Trusted by industry leaders

Since 2015, we’ve trained over 300 companies, government departments and NGOs in fundamental data skills.
Meet your instructors

Learn from the thought leaders in the field

Dominic Bohan

A TEDx speaker, Dom brings a wealth of data storytelling experience to StoryIQ from his career at QBE, one of Australia’s largest insurance companies. At QBE, he was a senior leader in data analytics and business improvement, presenting data-driven strategy recommendations to the company’s senior executives and producing reports for the Group Board of Directors.

Isaac Reyes

Isaac Reyes, Co-Founder at StoryIQ is a TEDx speaker, international keynote presenter and thought leader in data storytelling. He was the keynote speaker at the 2019 Open Data Science Conference in Brazil and over 2018-2019, his “Art of Data Storytelling” speaking tour visited 26 cities across 5 continents. A data scientist by profession, his ultimate goal is to empower every organization to derive value from data.

Diedre Downing

Diedre Downing is an accomplished educator and data visualization keynote presenter, bringing over 15 years of teaching and facilitating experience to the StoryIQ team. Prior to StoryIQ, Diedre led the development of virtual training programs for over 100,000 educators as part of her 14-year tenure at the New York City Department of Education.

Martin Ng

A keynote presenter in data visualization, Martin has over a decade of teaching experience in data analytics and design thinking at the Singapore Institute of Management Global Education and Singapore Polytechnic. One of our highest rated Instructors, Martin brings a celebrated teaching career and engaging training style to StoryIQ.
Data Storytelling for Business

Learn how to present data in a compelling way.
Overview

“Data storytelling is a skill every executive should cultivate.”

Forbes

Data storytelling is an approach for presenting data in a way that is tailored to the needs of a specific audience. The best data stories are insightful, compelling and inspire the audience to take action.

Our Data Storytelling for Business course provides learners with a solid grounding in fundamental data storytelling learning concepts.

By the end of the course, learners will have the skills needed to produce impactful data visualizations layered with compelling narratives.

Who is this course for?

This is our most popular course. It is suitable for any professional who needs to create charts or reports. If you need to tell better stories with your data, then this course is for you.
Data Storytelling
for Business

You will learn to:

- Plan and execute high quality data presentations for any audience
- Create coherent and memorable data narratives
- Learn the fundamentals of descriptive analytics
- Build your toolbox of effective visualization design practices

Course Structure

We offer a range of durations for this class including:

- 3 Days, 3.5 hours per day
- 2 days, 3.5 hours per day
- 1 day, 4 hours

Our longer course options have more opportunities for hands on practice and feedback.

Tools

All StoryIQ courses focus on concepts, rather than tools. Users of Excel, Tableau, Qlik or Power BI will all benefit from this course.
Before vs After Data Storytelling

### Before

#### April 2020 Top Downloads: Global

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<thead>
<tr>
<th>App</th>
<th>Downloads</th>
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<tbody>
<tr>
<td>Teams</td>
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<tr>
<td>TikTok</td>
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### After

#### Video conferencing apps crushed social media giants in Q2, 2020

- Total global mobile app downloads, Q2 2020 (in millions):
  - Zoom: 125
  - Google Meet: 105
  - Microsoft Teams: 95
  - TikTok: 59
  - Instagram: 39
  - Facebook: 39
  - YouTube: 31
Humans have been telling stories for thousands of years. In this course, we tap into the innate storytelling ability that lies within all of us to make our data stories memorable and action inspiring.

Participants will learn how to create story arcs and executive level narratives that get to the point.

**Audience**

All stories have a hero. For data stories, that hero is your audience. In Data Storytelling for Business, participants will learn how to define a data storytelling audience and ensure that the right message is delivered to the right stakeholders.

**Data**

Organizations are surrounded with more data than ever before. As such, it can be tempting to overload our data stories with too much information.

This course will provide learners with a framework for selecting the right data and metrics to support a data storytelling goal.

**Visuals**

With hundreds of different chart types in existence, many professionals struggle to choose the right visual displays.

This course summarizes decades of scientific research into human visual perception so that learners will be able to select charts based on established visualization best practices.

Learn the 4 keys to data storytelling

**Narrative**

Humans have been telling stories for thousands of years. In this course, we tap into the innate storytelling ability that lies within all of us to make our data stories memorable and action inspiring.

Participants will learn how to create story arcs and executive level narratives that get to the point.
Data to Insights

Apply the problem-solving techniques used by management consultants to extract value from your business data.
Overview

Learn the 20% of data analytics that delivers 80% of the value.

In practice, most of the value in business data is generated by asking relatively simple questions that can be answered with simple metrics such as averages, totals, counts and percentages.

In this course, participants will learn how to progress through the full data-driven decision making process, from identifying a business question to hypothesis development, data manipulation and presentation of results.

Who is this course for?

Any professional who works with data.
You will learn to:

- Determine great business questions that can be answered with data
- Clean and prepare your data for analysis
- Learn the fundamentals of descriptive analytics
- Communicate your outputs effectively

Course Structure

We offer a range of durations for this class including:

- 3 Days, 3.5 hours per day
- 2 days, 3.5 hours per day
- 1 day, 4 hours

Our longer course options have more opportunities for hands on practice and feedback.

Tools

Microsoft Excel and PowerPoint
Course 3

Excel Analytics Ninja

Learn how to manipulate and analyze data in Excel.
Overview

Leverage the power of Excel as a data analysis tool in this intensive technical course.

In this course, StoryIQ analytics leaders will teach participants the fundamentals of data analytics in Excel and the processes that analytics professionals use to answer data-driven business questions.

You will begin with the core analytical capabilities of Microsoft Excel. In Excel, you will learn how to organize, v and interpret data using real business datasets. You will also learn how to become what we call an Excel ‘Analytics Ninja’ – i.e. One who can manipulate business datasets and create insights at speed using advanced pivot table functions and Excel hacks.

Who is this course for?

This course is suitable for anyone who uses Excel on a day-to-day basis and wants to become more effective in the tool.
You will learn to:

- Organize, analyze and interpret data using real business datasets
- Create elegant visualizations using Excel
- Manipulate data and create insights at speed using advanced functions and Excel hacks

Course Structure

We offer a range of durations for this class including:

- 3 Days, 3.5 hours per day
- 2 days, 3.5 hours per day
- 1 day, 4 hours

Our longer course options have more opportunities for hands on practice and feedback.

Tools

Microsoft Excel
Course 4

Advanced Visualization & Dashboard Design

Take your visualization and dashboard skills to the next level.
Overview

Learn how to leverage Power BI or Tableau to create effective business dashboards.

This course provides participants with the skills needed to produce interactive business dashboards and graphs.

Taught using Power BI or Tableau, this course covers the key elements needed to design an effective business dashboard. These elements include connecting to data sources, spatial layout, metric selection, interactivity, color and visualization selection. In order to keep learning applied, participants will create a best practice dashboard from scratch.

Who is this course for?

This course is for anyone who wants to create effective business dashboards in Power BI or Tableau.
Advanced Visualization & Dashboard Design

You will learn to:

- Apply dashboard design best practices in your own work
- Design spatial layouts and interactive features with the user in mind
- Create stunning dashboards and graphs

Course Structure

We offer a range of durations for this class including:

- 3 Days, 3.5 hours per day
- 2 days, 3.5 hours per day
- 1 day, 4 hours

Our longer course options have more opportunities for hands on practice and feedback.

Tools

Tableau or Power BI
Course 5

Presenting with Impact

Create inspiring and compelling presentations.
Overview

In this course, we will explore methods that presenters can use to Clarify, Create and Convey their message effectively.

What makes Steve Jobs, Sheryl Sandberg and Simon Sinek some of the most effective presenters of all time? In this course, we equip participants with the skills needed to create and deliver business presentations that resonate.

Learners will emerge with face-to-face and virtual presentation skills that can inspire and influence any audience.

Who is this course for?

Presenters of all levels. Presenting with Impact is especially useful for:

- Experienced professionals who want to further refine their leadership skills by delivering memorable business presentations
- Mid-level managers who want to sharpen their presentation development skills and keep control of discussions in the boardroom
Presenting with Impact

You will learn to:

- Clarify a well thought out and strategic business story with your audience in mind
- Create your presentation with clarity and polish
- Convey your story in your own leadership voice

Course Structure

We offer a range of durations for this class including:

- 3 Days, 3.5 hours per day
- 2 days, 3.5 hours per day
- 1 day, 4 hours

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Tools

Microsoft PowerPoint
Organize a private class for your team or join a public session

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