StoryIQ

Data Literacy for Everyone

Cultivate skills to make data-informed decisions with confidence

Data Literacy
for Everyone

Overview

Data is everywhere, making the ability to read, analyze and influence with data an essential life skill.

Data Literacy for Everyone provides learners with a strong foundation in data fundamentals, empowering them to make well-informed decisions based on data in both their personal and professional lives.

This course is designed to be accessible to anyone, regardless of their background or technical expertise. Through engaging hands-on exercises and class discussions, participants will explore the importance of data literacy and the process of transforming data into actionable insights for informed decision-making. The course also delves into common data pitfalls and presents strategies to effectively circumvent them.

By the end of the course, learners will feel confident in their ability to work with data and make data-informed decisions.

Delivery Options

■   Half-day in-person

■   Half-day live virtual

Trusted by industry leaders

Since 2018, we've trained over 300 companies, government departments and NGOs in fundamental data skills.

accenture

SAMSUNG

DBS

Coca-Cola

AIG

DELL Technologies

World Vision

Pfizer

Johnson&Johnson

servicenow

Capital One

Sun Life Financial

ANGLO AMERICAN

P&G

MetLife

Meet your Course Designers

Isaac Reyes

Co-founder, StoryIQ

Isaac is an author, TEDx speaker, international keynote presenter and thought leader in data storytelling. His firm, StoryIQ, partners with the world's leading organizations to deliver org-wide data storytelling training programs. Isaac is the co-author of the book "Data, Story, Action!" and his "Art of Data Storytelling" speaking tour has visited 26 cities across 5 continents. A former data scientist, Isaac's ultimate goal is to empower the people within every organization to communicate effectively with data.

Diedre Downing

Chief Learning Officer, StoryIQ

Diedre is an accomplished educator and data visualization keynote presenter, bringing over 15 years of teaching and facilitating experience to the StoryIQ team. Diedre was a keynote presenter at VizCon 2020, the world's data storytelling summit. 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.

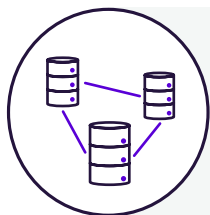## Dominic Bohan

Co-founder, StoryIQ

A data storytelling author, TEDx speaker and keynote presenter, 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, presenting data-driven strategy recommendations to the company's senior executives and producing data stories for the Group Board of Directors. Dom is the co-author of "Data, Story, Action!" and his TEDx talk "Turning Bad Charts into Compelling Data Stories" is one of the most popular data storytelling videos on YouTube.

Learn 5 essential data literacy concepts

The Importance of Data Literacy

Discover why data literacy has transformed from a technical skill to a vital life skill everyone should possess.

Data Collection and Storage

Explore various data sources, types, and aggregations, as well as common methods for storing and organizing data.
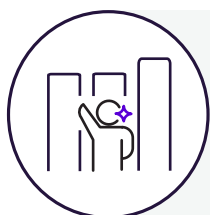
Turning Data into Insights

Master the art of summarizing data through descriptive analytics to gain valuable insights into business problems.

Avoiding Data Pitfalls

Identify common mistakes made when working with data and learn strategies to prevent them.

Making Data-Informed Decisions

Learn to integrate insights with broader context, empowering you to make well-informed decisions based on data.

4 Reasons to Learn with StoryIQ

1 Tailored Approach

Every team has different learning needs, so we don't adopt a 'one size fits all' approach.

From tailored courses to customized digital academies, our learning experience designers can work with you to create a customized program that achieves your learning objectives.

2 Thought Leading Content

The secret sauce behind our courses lies in the collaboration between our subject matter experts and learning experience designers.

This collaboration ensures that our courses contain cutting edge, thought leading content, delivered in a way that is engaging and memorable.

3 Engaging Live Instructors

Our facilitators understand that adult learners learn best when they are engaged and their professional experience is valued.

We use a variety of adult learning methods to provide an unforgettable experience in the classroom, including a discussion-based facilitation approach and regular breakout groups.

4 Flexible Delivery

Our programs can be deployed via a range of delivery options, including in-person, virtual instructor-led, virtual self-paced and blended.

With our global team of facilitators located in the Americas, Europe and APAC, we can support your learning needs across multiple timezones and locations.

Customization Options

Post-training consultation sessions

Course participants are given a post-training activity that involves learners applying what they have learned in the course to their own data problem. A StoryIQ Instructor will then meet with the participants in small groups of 3-5 learners four weeks after class to evaluate progress and deliver feedback.

Department-wide roll out

We offer special additional support for leaders and L&D professionals who are tasked with getting larger teams skilled up in solving problems with data. Please get in touch to discuss your unique needs.

Organize a private workshop for your team or join a public class

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