

# 2024 Course Catalog

Essential data  
literacy courses



# About Us

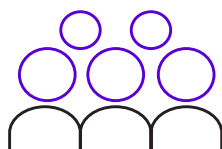
Helping individuals and teams  
build skills for the future, today

We're StoryIQ, a data literacy training firm,  
delivering engaging courses and tailored learning  
programs to individuals and teams across 23  
countries worldwide.

Our courses cater to participants at all levels,  
equipping them to proficiently analyze data and  
communicate their findings with clarity and  
influence. Our mission is to enable anyone to drive  
meaningful change within their organization  
through data-informed insights and compelling  
storytelling.



## StoryIQ by the numbers



**21k+**

Learners  
trained



**34**

Fortune Global  
500s trained



**4.9**

Course  
rating



**6**

Global  
offices



**35**

Global team  
members



**2**

TEDx  
speakers



# 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.



# 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

# Data Literacy for Everyone

Build a strong foundation in data fundamentals and cultivate skills to make data-informed decisions with confidence.

You will learn:

- Why data literacy has become an essential skill.
- The different types of data sources, data types, data aggregations, and how to avoid common data pitfalls.
- How to summarize data into descriptive analytics to gain valuable insights into business problems.
- How to integrate insights with broader business context, empowering you to make well-informed decisions based on data.

Delivery options:

Half-day in-person or One 3-hour virtual session



Everyone needs to take this course! This course gave me the confidence to be able to use data and analytics when presenting to leadership in the business. It has also helped me to become a more discerning consumer of the data others present to me.

**Ronan Tyrell,**  
VP (Enterprise Sales)



# Data to Insights

Master the data analytics process to identify business problems, uncover valuable insights, and translate insights into action.

You will learn how to:

- Determine compelling business questions that are answerable with data and drive significant value for the business.
- Pull together diverse data sources and prepare your data for analysis.
- Analyze data to uncover valuable insights.
- Communicate your insights and recommendations in a way that inspires stakeholders to take action.

Delivery options:

Two days in-person or Three 3.5-hour virtual sessions



“This program is useful for anyone whose role requires getting decision makers to approve recommendations that are backed up by data. It provided me with a useful framework for working through data problems that I’ll be able to apply tomorrow. You must not miss this course!

**Maria Bustos,**  
VP, SunLife

# Data Storytelling for Business

Master the art of crafting cohesive data stories that drive stakeholder engagement and inspire action.

You will learn how to:

- Apply the 5Ds of Data Storytelling framework to communicate with data effectively.
- Select and design data visualizations that enhance your insights.
- Focus your stakeholder's attention on the insights that matter.
- Create cohesive and memorable data narratives that will resonate with any audience.

Delivery options:

One-day in-person or Two 3-hour virtual sessions



This was the best investment of time I have made all year. If you want to be able to deliver an impactful message centered around data, you need the knowledge in this course. Clear & concise materials provided actionable information on every page. To top it off, the instructor was a complete rock star!

**Bernard Williams, Director  
(Competitive Strategy),  
Cisco**

# Presenting with Impact

Master the art of creating and delivering compelling presentations that will captivate any audience.

You will learn how to:

- Clarify your presentation's purpose, identify your primary stakeholder and draft an effective storyline.
- Create polished slides that enhance your message by applying communication and design principles.
- Convey your presentation with competence and warmth, whilst remaining true to your own voice.
- Master the use of effective body language and voice modulation to maintain audience engagement and enhance the delivery of your content.

Delivery options:

One-day in-person or Two 3-hour virtual sessions



Suzannah and Tayva delivered a highly engaging session, that kept me intrigued and interested. For a two-session course that is an impressive feat! I loved the real-world examples and will definitely take away techniques on how to improve my presentations in the workplace. Kudos!

Mark Da Costa, Senior Software Developer, Shopify



# Designing Effective Dashboards

Master the art of creating impactful dashboards with a clearly defined purpose and user-friendly design

You will learn how to:

- Understand how the psychology of information retrieval underpins effective dashboard design.
- Select and position your dashboard's most essential metrics.
- Apply user experience design theory to create user friendly dashboards.
- Involve key stakeholders in the design process in order to increase your dashboard's usage and engagement.

Delivery options:

One-day in-person or Two 3-hour virtual sessions



Great course with a balance of design principles and hands on work. Left the training excited to put the material into practice immediately in my day to day work.

Abigail Hazlett,  
Business Intelligence  
Analyst, Survey Monkey

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



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