

Designing Effective Dashboards

Learn how to define your dashboard's objectives, select key metrics and design with end users in mind





Overview

An effective dashboard is not just a pretty interface—it's a powerful tool for distilling complex data into actionable insights, instantly. *Delivering Insights from Dashboards* is a platform-agnostic course that teaches you the universal design principles applicable to dashboards across any tool or software.

This course is tailored to meet the needs of anyone involved in dashboard creation, whether you're a beginner or an experienced professional. If you're just starting out, we'll lay the groundwork for you to build compelling dashboards. For the more seasoned practitioner, consider this an opportunity to refine your craft, aligning your technical expertise with industry-recognized design best practices.

This course is enriched with hands-on activities. You'll be guided through a comprehensive case study, culminating in the creation of a fully conceptualized dashboard wireframe.

Delivery Options

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

We also offer 1 hour seminars that cover the most essential concepts.



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



**Suzannah
Dunbar**

Master Facilitator,
StoryIQ

Suzannah Dunbar brings a decade of data analytics, data storytelling, and facilitation experience, supporting bilateral and multilateral organizations in Washington, D.C. including the U.S. Agency for International Development, the U.S. Department of State, and the World Bank. She has facilitated more than 100 multi-stakeholder workshops or training sessions across the business, non-profit, and federal sectors. As a former management consultant, Suzannah strives to deliver practical data analytics and visualization solutions and empowers clients to create and tell impactful data stories themselves.



**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.



Learn the **3 essentials** components of Delivering Insights from Dashboards



Questions

Consider the audience, the purpose of the dashboard, and the questions the dashboard needs to address.



Metrics

Determine the appropriate metrics, the best at-a-glance visuals, and the necessary contextual information necessary to include in the dashboard.



Layout

Thoughtfully sequence your information visually, add useful interactive elements, and involve your stakeholders in the design process.

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.

Designing Effective Dashboards



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 dashboard. 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 creating effective dashboards. Please get in touch to discuss your unique needs.

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



Diedre Downing
Chief Learning Officer,
Americas

Email:
diedre.downing@storyiq.com

Mobile:
1 (718) 801 8556



Helen Garland
Director,
EMEA

Email:
helen.garland@storyiq.com

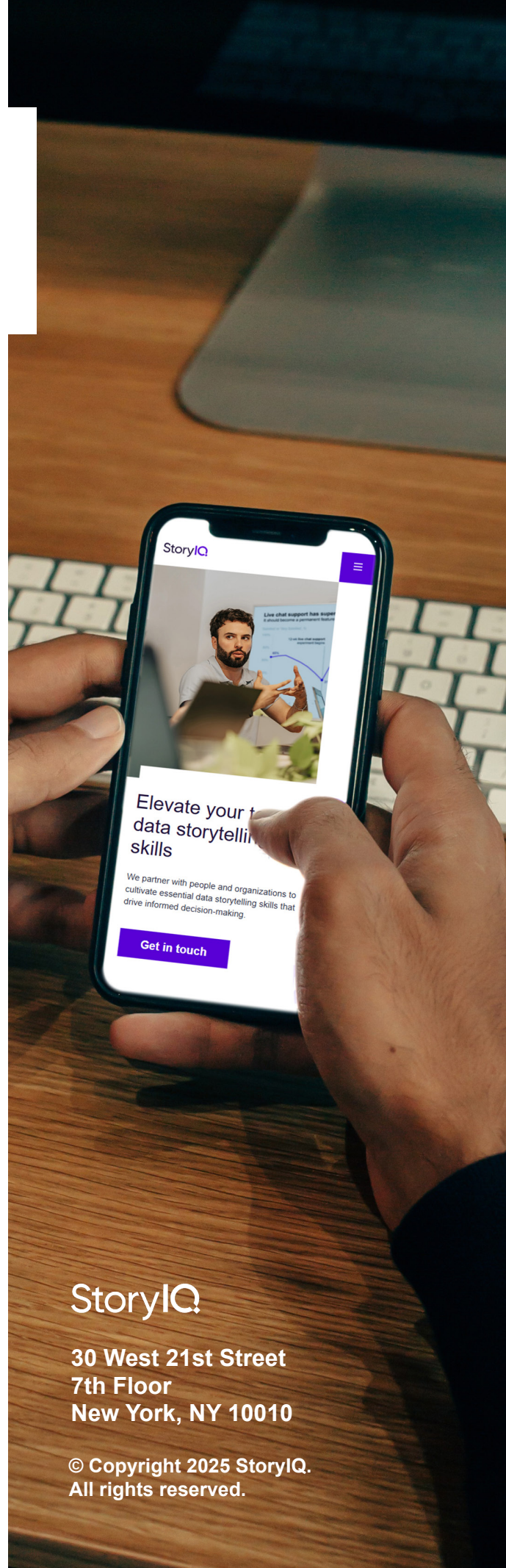
Mobile:
+44 774 712 3632



Martin Ng
Director,
APAC

Email:
martin.ng@storyiq.com

Mobile:
+65 6817 8652



StoryIQ

30 West 21st Street
7th Floor
New York, NY 10010

© Copyright 2025 StoryIQ.
All rights reserved.