

# Data Storytelling for Business

Learn how to create  
compelling data stories that  
inspire stakeholders to act



# Overview

Data storytelling is an approach for presenting data in a way that is tailored to the needs of a specific audience. Good data stories are insightful and compel stakeholders to take action.

Our Data Storytelling for Business course provides learners with a solid grounding in the fundamentals of data storytelling.

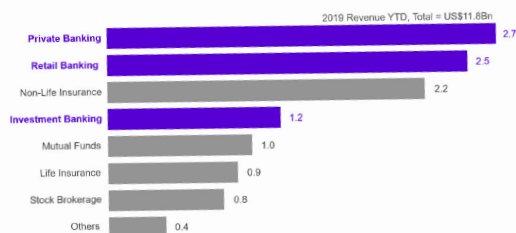
By the end of the course, learners will have the skills needed to both plan and execute high quality data presentations for any audience.

## Delivery Options

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

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

### Banking contributed over 50% of all revenue in 2019







# 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.

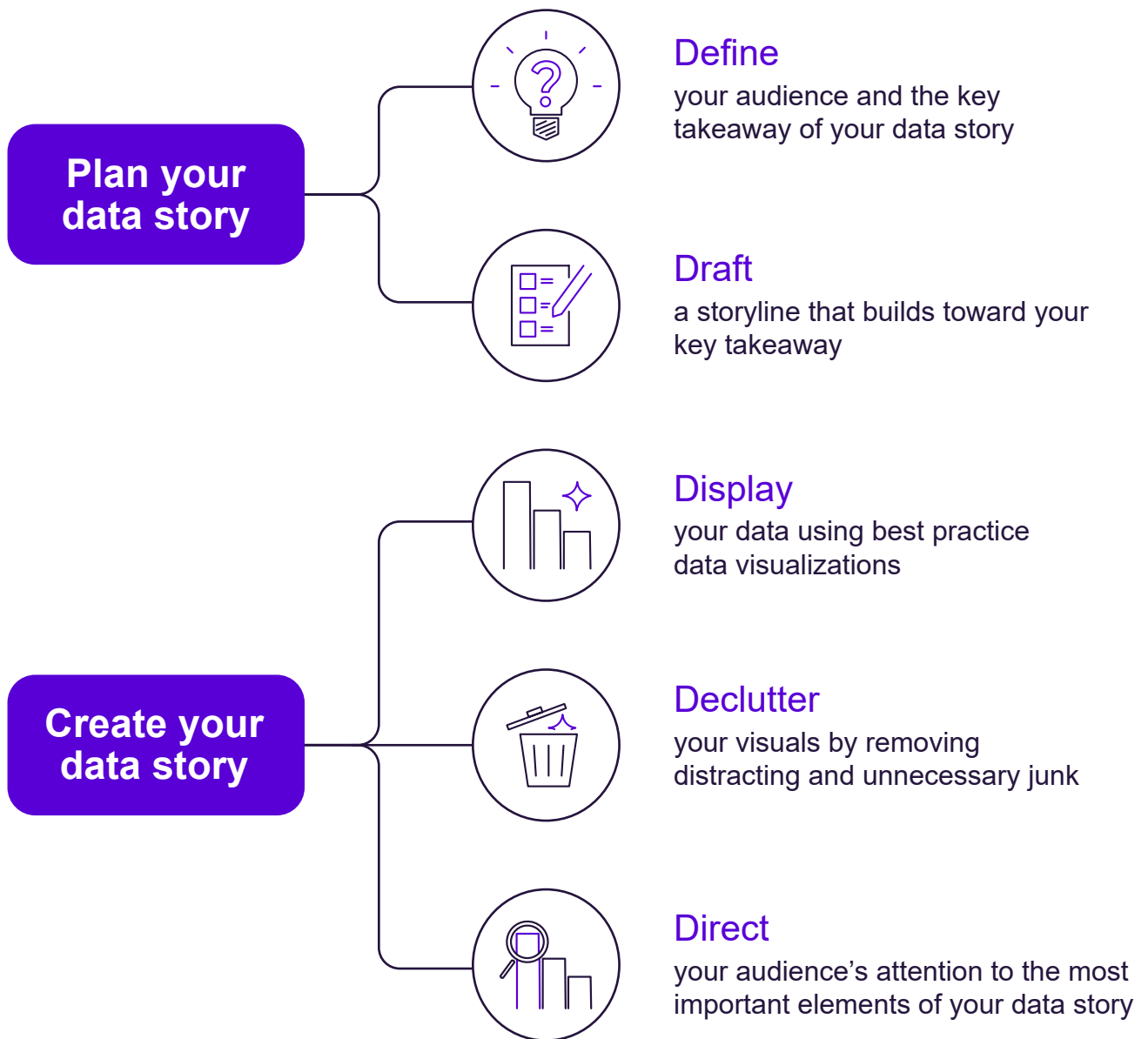


**Dominic  
Bohan**

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 the **5Ds** Framework for Data Storytelling





# What our learners say



Elsa Sanchez Bustos  
Google

"This course is the perfect mix between theory and practical skills! It is true you don't need to memorize any concept but just by fully engaging in the session and putting it into practice you'll leave with so much enriching content and materials to use. This course has been life changing within the daily tasks I have as a Customer Account Manager."



Fatima Han  
Brady Corporation

"This course focuses on teaching commonly overlooked (but nonetheless essential) skills that will help ensure that the numbers don't get lost in translation."

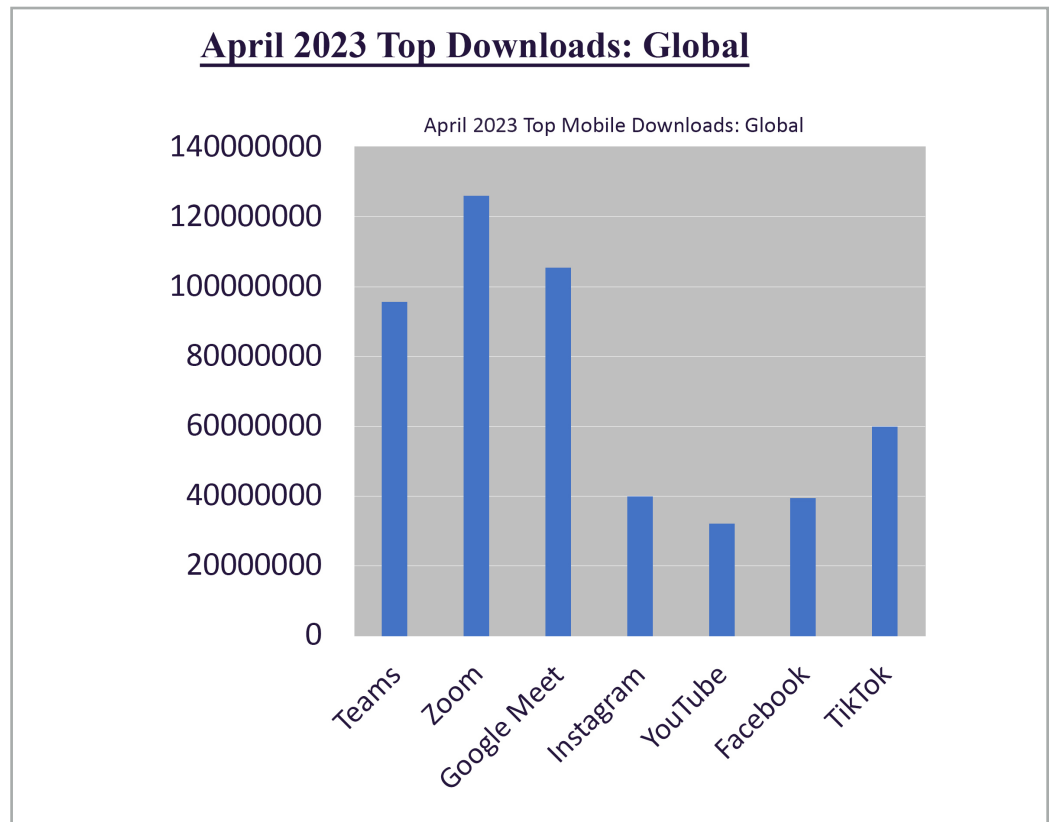


Anthony Coghlan  
Freddie Mac

"Just wanted to thank you for your terrific training session at Freddie Mac... My grad school advisor always used to drill in that even the most brilliant ideas were powerless if we couldn't communicate them effectively. The lesson has been reinforced by many years in the consulting world and then at Freddie Mac, where I lead credit reporting and analytics. So, I really appreciate your immense skill as an instructor, the excellent principles you emphasized, and your very hands-on demonstrations."

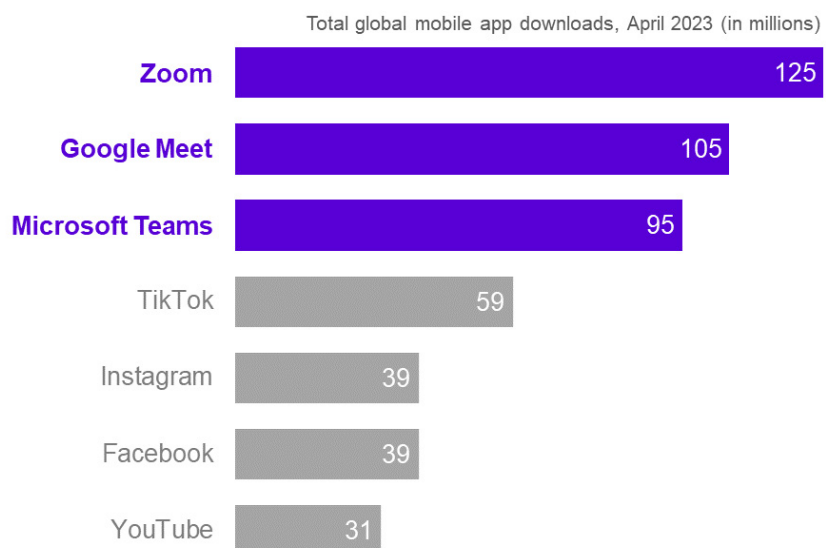
# Before vs After Data Storytelling

## Before



## After

**Video conferencing apps** crushed social media giants in April 2023



# 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

## Bring your own report to class

Participants will be given the opportunity to enhance their own reports in class, with these reports becoming the basis for class discussion and facilitator feedback. This popular class option keeps learning relevant and results in a tangible improvement to the reports that are discussed.

## Post-training consultation sessions

Learners are given a post-training homework activity that involves enhancing one of their own reports. A StoryIQ facilitator 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 everyone across the organization fluent in 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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**Martin  
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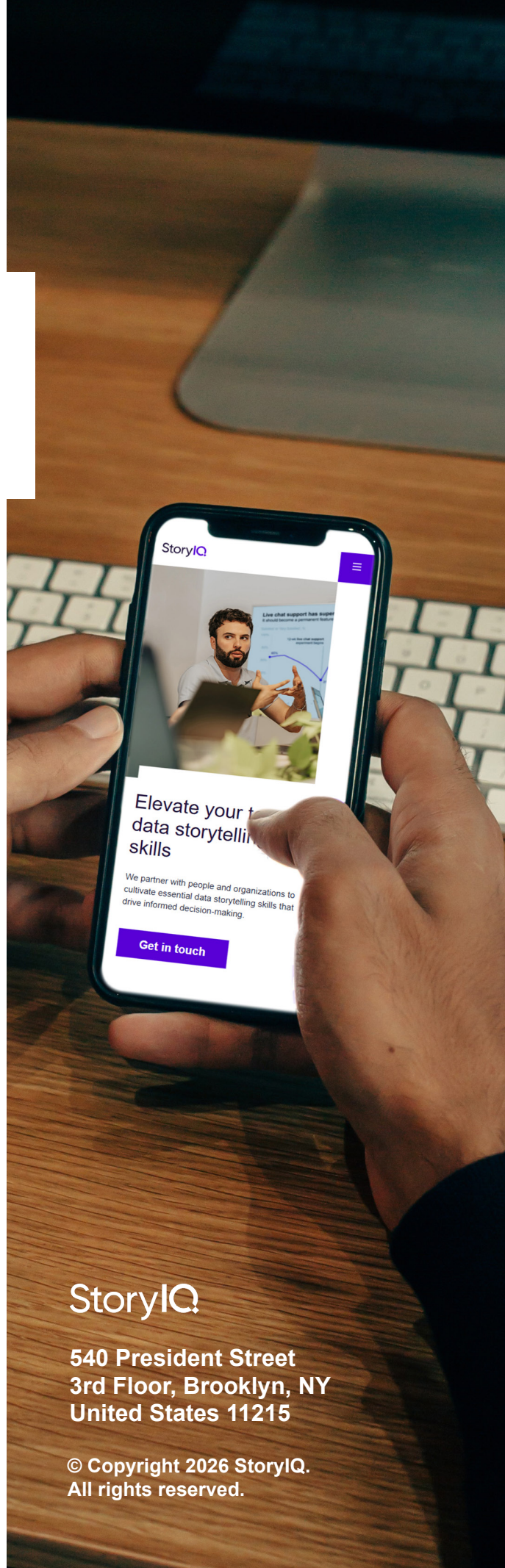
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