

Data Storytelling for Leaders

Learn how to interpret data stories so you can make decisions that drive action

1-session executive program





Overview

Data storytelling is an approach for making sense of data in a way that is tailored to the needs of a specific audience. Good data stories provide insight and guide effective decisions.

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.

Who is this course for?

This course is suitable for professionals who are expected to interpret reports and charts and make informed decisions. If you need to better understand and act on the data presented to you, then this course is for you.



Trusted by industry leaders

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

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Sun Life

AngloAmerican

P&G

MetLife

Meet your Instructor

Alyssa Co

Master Facilitator

Alyssa is one of StoryIQ's global lead trainers. She has established roots in strategic communications and brand building, having over a decade of experience working with communication agencies, taking on roles that specialize in strategy planning, brand building, and business development.

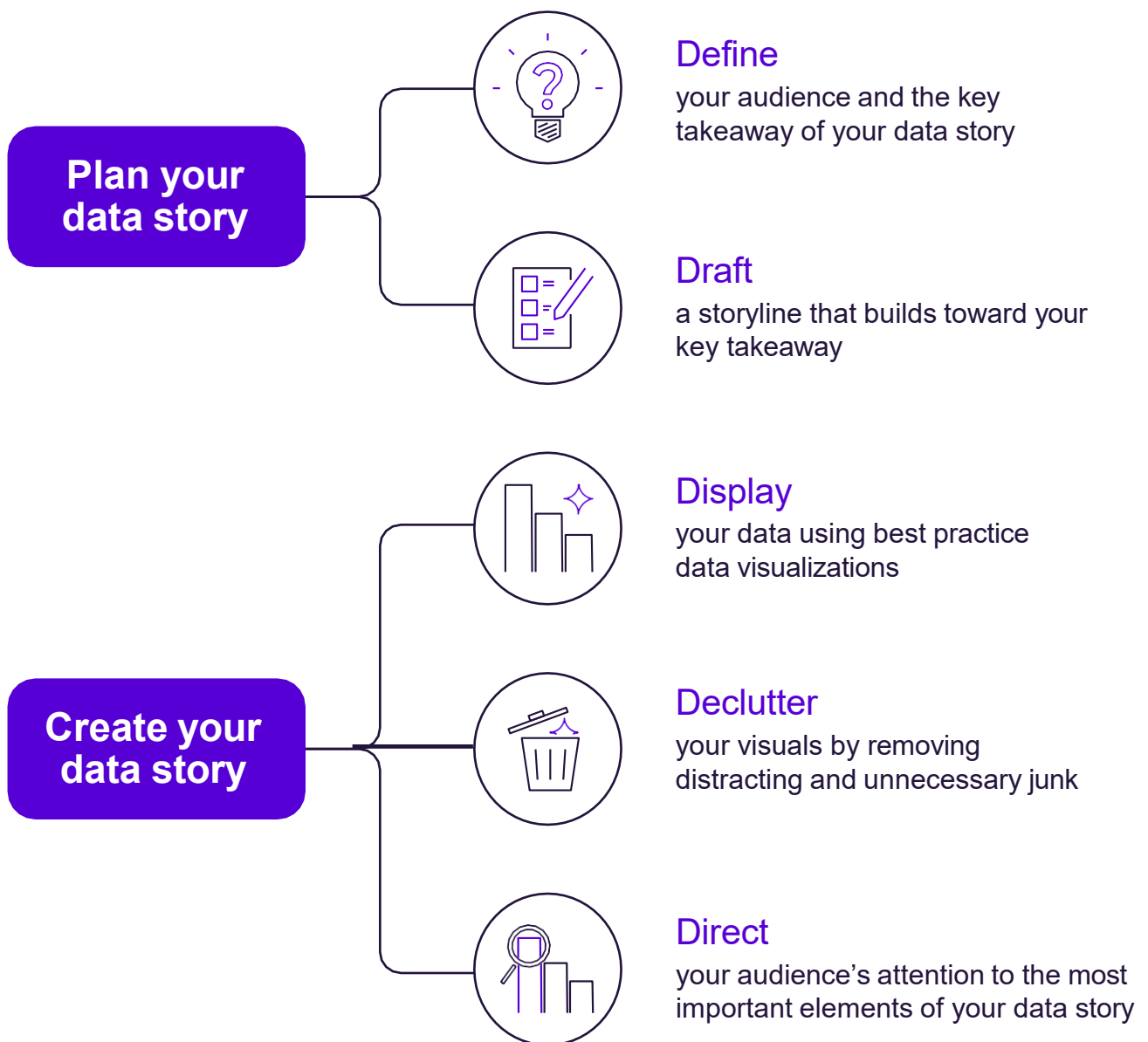
She has spearheaded the communication and strategy development efforts for the FMCG, tech, finance, retail brands, and non-profit organizations she has handled over the years.

An experienced teacher, Alyssa is also an adjunct instructor for brand strategy at the Ateneo de Manila University, a premier university in the Philippines.

She has a backbone in the discipline of storytelling, with a master's degree in film and media studies from The New School University in New York City, an awarded short film, as well as a published bilingual children's storybook under her belt.



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.”

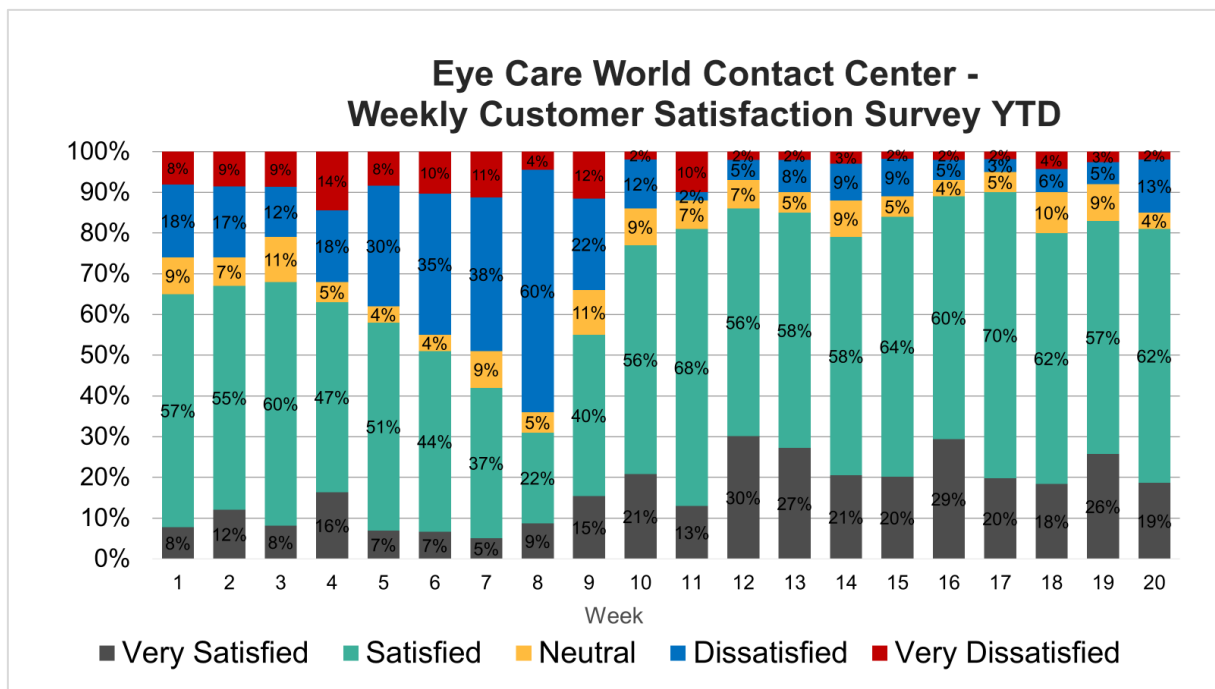


Anthony Coghlan
Freddie Mac

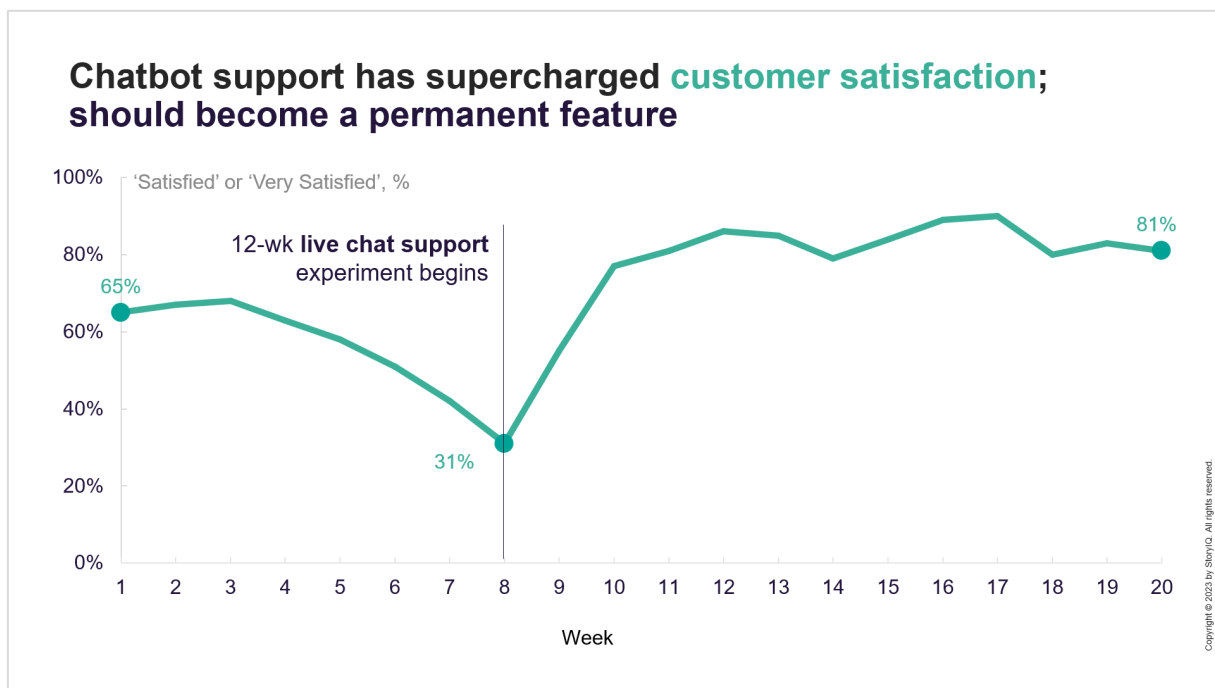
“Just wanted to thank you for your terrific training session at Freddie Mac... My grad school advisor always used to drill in that even the most brilliant ideas were powerless if we couldn’t communicate them effectively. The lesson has been reinforced by many years in the consulting world and then at 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



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.

Course Outline

Session 1

Planning & Designing Your Data Story Using the 5Ds

Introduction

Instructor-led

Course, 5Ds framework and case study introduction

Planning: Define

Instructor-led

Identify key takeaways and supporting data for their audience

Define your audience and message

Whole Group Activity

Complete a full stakeholder guide

Planning: Draft

Instructor-led/

Group Discussion

Determine the level of detail and support needed for their stakeholders and distill available information to meet audience requirements

Designing: Display, De-clutter & Direct

Instructor-led

Support the message of their data story with data visualizations intentionally chosen for ease of interpretation

Reveal the insight visually through the application of design principles

Develop effective narrative titles to communicate the key takeaway

Practice Application

Break-out Activity

Enhance the visuals and narrative titles of the case study slides to create a complete data story

Course Outline

Data Storytelling Workshop

An add-on hands-on practice module for the course focusing on a tried and tested case study designed to deliver on key learning outcomes focused on

Workshop

Practicing Everything You've Learned

Guided Workshop Breakout Activity

Apply the 5Ds framework to develop a compelling data story from a provided case study.

The Facilitator will be guiding learners as they embark on a practice case study to create a data story from start to finish, using the 5Ds. This is an opportunity for learners to apply what they have learned while having a facilitator present to support, walk them through the hands-on tasks as needed, and provide feedback where possible.

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



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