

Let the Data Speak

A guide to data storytelling



WHY DATA STORYTELLING?

When you merely transfer or show data to people, you are just passing loose information. However, if you want people to understand the data and trigger an action, you need to communicate and explain the data and harness the power of data storytelling.

WHO SHOULD ATTEND?

Let the data speak is a key personal business skill that is beneficial to anyone who needs to use data to convince customers, investors, board members or other stakeholders. It is intended for businesspeople, sales executives, and top managers, who want to deliver a message based on data and trigger actions from their audience.

OFFERED SKILLS

After this course you will be able to set up data stories, using all elements, from data foundation and analysis to the use of visual anchors. You will be able to prepare for critical steps in data storytelling and overcome common traps and mistakes, while learning how to use efficient visualisation techniques.

Contact us for more information about cost, training dates and locations.

Course syllabus

PT1 - TELLING DATA STORIES?

Learn to judge when data storytelling makes sense and when not. Do your data contain components that are insightful enough to be the foundation of a data story?

PT2 - ELEMENTS OF A DATA STORY

Does your data story answer critical questions from your audience? Is it relevant to them? Does it meet other essential criteria to be accepted by the audience?

PT3 - DIG IN YOUR DATA

If you know your audience well, you can apply four simple questions that can serve you as a guide, as you navigate through the data. Avoid 10 common data analysis traps.

PT4 - STRUCTURE OF A DATA STORY

Build up a data story based on Freytag's Pyramid, adapted to data storytelling. Learn to add drama and conflict and to perform a reality check.

PT5 - DATA VISUALS

Learn how to extract and visualise the right set of data, use the right type of visualisation, and adapt the visuals to the message you want to convey.

PT6 - FURTHER DATA VISUALISATION

Learn how to declutter your visuals and to focus your audience's attention to what is *really* important. Make your data visuals engaging and assure your audience trusts the information.

The one-and-a-half-day course contains plenty of exercises to train your data storytelling skills, based on your own data.