

Data Visual Storytelling

Data is everywhere! Overwhelmingly, more and more organisations value the benefits of data statistics and insights. The collection, gathering and analysis of good data can provide the foundation of useful information, but how we articulate the message through data visuals and how it's presented can determine the final movements for organisational strategies and effective key decision makings as a whole. Hence, it is crucial to communicate your storytelling through effective data visualisation.

The saying goes 'a picture is worth a thousand words'. A single still image can convey multiple ideas or meanings in an impactful message. Say no more, to presenting boring numbers, figures and long descriptive texts that don't reflect the highlights or do what you want to communicate justice. Present with strong visual data and take your audience on a storytelling journey..

Aim

- To move beyond the numbers to use visuals and story to create compelling presentations and reports that will resonate with your audience and bring you data to life and engage others.
- Whether you are a project manager who needs to update on progress and resourcing needs a data analyst who needs to communicate to non-specialists or a manager who needs to provide clear and compelling strategy and direction, this course will help you understand how to translate seemingly dry data into visuals and compelling arguments that will inspire and inform your audience and deliver the impact you seek.

You will come away with the practical tools and techniques to deliver a step change in how they and their teams can report data through their presentations, written communication, management reports and meetings to maximise impact, engagement and understanding.

Methodology

The training approach to be used, which governs the design and delivery of the training is based on the following principles:

- To actively involve the participants throughout the training
- To enable participants to share their thoughts and enquiries
- The training is designed based on the needs and expectations of the participants that are reflected in the pre-training questionnaire

Workshop methods and tools

In order to achieve the objectives of the training, the following tools and methods will be utilised:

- **Presentations:** Presentations will be used in order to provide the background of each subject and create discussion and questions.
- **Case studies and examples:** These will be used to embed understanding and allow participants to put theory into practice
- **Methodological tools and guidance:** To equip participants with proven practical approaches to apply their learning and to take back into their workplace

- **Group work:** Group work will be used in order to facilitate practical understanding of the techniques and course elements and in order to enhance team working, team building and cooperation amongst participants
- **Discussions:** throughout the training, participants will be encouraged to contribute to discussions and share their experiences and thoughts with the rest of the group. The discussions will be facilitated and coordinated by the facilitator in order to maintain the focus in the key areas of interest

Sample Programme

10:00 Start

Session 1 - Principles

- Benefit of visuals over words
- Principles and best practice examples
- Different approaches for different data types

Session 2 - Nuts and Bolts

- Data Selection
- Colour and design
- Charts and infographics
- Data Selection

12:30 – 13:30 Lunch

Session 3 - Storytelling

- Dashboards
- Narrative – presentations and reports
- Making it Stick

Session 4 - Build

- Applying learning to real live projects
- Working up examples from participants own organisations
 - Identifying potential improvements
 - Building Prototype

16:00 End