

## Communicating and Storytelling with Data Fundamentals

This course is designed to help professionals transform data into compelling stories that resonate with audiences. Participants will learn how to understand their audience, define clear communication objectives, select and prioritize key insights, craft a cohesive narrative, and design effective visualizations. By the end of this course, participants will be able to communicate data in ways that are engaging, informative, and impactful.

### Target Audience

This course is ideal for analysts, managers, team leaders, and other professionals who want to enhance their ability to communicate data insights effectively. It's especially suited for those who need to present data findings to stakeholders, teams, or clients in a clear and compelling way.

### Number of Learning Hours

Approximately 5-6 hours of instruction. This course is typically delivered as weekly 60–90 minute live sessions (recorded for those unable to attend live) with optional hands-on activities. Those sessions are spread out over 4 weeks.

### Week 1. Introduction, Understanding Your Audience, and Defining Objectives

**Objective:** Lay the foundation for effective data communication by understanding audience needs and setting clear goals.

#### Topics

- Introduction to the Communicating with Data process.
- Techniques for audience analysis: understanding audience knowledge, interests, and data familiarity.
- Defining clear communication objectives, such as informing, persuading, or driving action.

#### Activities

- Audience profiling exercise: create a brief profile of your target audience.
- Define objectives for a sample data story, specifying desired outcomes (e.g., awareness, decision-making).

### Week 2. Selecting and Prioritizing Key Insights

**Objective:** Develop the skill of identifying and prioritizing the most relevant insights to include in a data story.

#### Topics

- Criteria for selecting impactful insights: relevance, clarity, and alignment with the communication objective.
- Techniques for filtering and prioritizing data to avoid overwhelming the audience.
- Simplifying complex data insights while maintaining their significance.

#### Activities

- Practice selecting key insights from a dataset and justify why each was chosen.
- Group exercise: summarizing data findings into 2-3 essential points that support a defined objective.

### Week 3. Crafting a Compelling Narrative

**Objective:** Build a cohesive narrative structure that organizes key insights into a story that resonates with the audience.

#### Topics

- Narrative arcs and structures (standard, inverted, truncated) and their best use cases.
- Integrating storytelling elements: emotional appeal, relatable examples, and anecdotes.
- Emphasizing the “so what” factor to make insights actionable and engaging.

#### Activities

- Draft a story arc for a data-driven scenario, incorporating an introduction, key insights, and conclusion.
- Peer review of narratives, focusing on clarity, engagement, and logical flow.

### Week 4. Creating Visualizations to Share and Communicate

**Objective:** Develop effective visualizations that enhance the clarity and impact of the data story.

#### Topics

- Design principles for data visualization: clarity, simplicity, and relevance.
- Choosing the right visualization type based on data and audience needs.
- Enhancing visuals with Gestalt principles, pre-attentive attributes, and meaningful annotations.

#### Activities

- Hands-on exercise: create visualizations for different parts of a story, focusing on key insights.
- Final project: combine narrative and visuals to create a cohesive data story, with presentations and peer feedback.

## Delivery Options

This course is designed to be flexible in its delivery to accommodate different learning preferences and organizational needs. The course can be delivered in the following formats:

1. **Live, Instructor-Led Format.** The course can be delivered over two consecutive days in a live, instructor-led setting (either in person or virtually). This format allows for real-time interaction, immediate feedback, and dynamic discussion.
2. **Self-Paced Learning.** For organizations or individuals who prefer to learn at their own pace, the course is available as a fully self-paced online module. Learners can progress through the content at their own speed, with interactive components, quizzes, and practical exercises to reinforce learning.
3. **Hybrid Format.** The course can also be delivered as a hybrid blend of self-paced learning and live, instructor-led sessions. This format typically involves completing the foundational modules independently, followed by live sessions that focus on discussion, case studies, and hands-on application of concepts. For example, you could have a live session every

week or every other week, and have the participants learn the foundational concepts via self-paced modules in between.

4. **Licensing. Data Literacy in a Box**—a fully licensed, customizable version of our course that can be seamlessly integrated into your organization’s training programs.

## Customization Options

If the course is delivered in a private setting, this course can be customized to include company-specific examples, case studies, and exercises that directly relate to the organization’s context.

## Final Project and Certification

As part of Week 4 activities, participants have the option to create a complete data story that combines narrative and visualization. Participants who complete the course and submit the final project will receive a certificate in Communicating and Storytelling with Data, validating their ability to communicate insights effectively through data.