



STORYTELLING With Data

For professionals who present data to business audiences and need to drive engagement and action.

Storytelling with Data helps participants move beyond data dumping to purposeful, engaging communication. By blending insight-driven narratives with simple storytelling techniques, they learn to turn complex numbers into compelling, well-structured stories that influence and inspire.

Participants bring in their own presentations which are presented and video-recorded twice – at the beginning and again at the end. In between, they learn skills and frameworks for identifying and communicating the story in their data. This allows participants to apply what they've learned and immediately see the improvement.

COURSE OUTCOMES

- Have a planning and delivery framework for any situation
- Learn how to tailor data communication to different audiences and business contexts
- Structure data presentations using narrative techniques that influence decision-making
- Translate complex data into clear, actionable messages
- Engage business-focused audiences
- Improve stakeholder engagement and buy-in through better communication
- Receive feedback on real examples and iterate toward more impactful storytelling
- Deliver with comfort, confidence and clarity

COURSE CONTENT

Benchmark
Definition
Planning Steps
Audience Analysis
What – So What – Now What?
Visuals & Delivery
Re-Benchmark

TARGET AUDIENCE

Data-driven communicators

DURATION

Two day

DELIVERY

2 days ILT
(or 11 hours virtually)

