DATA STORY-LISTENING

SHORTER MEETINGS: BETTER DECISIONS

3-hour Workshop for Senior Leaders & Board Members

TURN A 4-HOUR BOARD MEETING INTO A 30 MINUTE ONE

Learn to expect more from presenters in terms of story, visual, impact, and insight. Armed with these, decision makers will be more effective.

REGISTER NOW
thecads.com/mii-data-storylistening/
customercare@mii.org.my

EBE

Data Story-Listening part of CADS Enterprise Business Education program designed for business executives and business users. The track provides a solid foundation in harnessing the power of Big Data and Analytics to help organizations seize strategic opportunities, gain deeper insights and deliver real business value.

PROGRAM SUMMARY

Data Story-Listening is a quick workshop on effectively listening to a data story and how to expect more from presenters to make informed decisions.

It is suited for busy high-level decision makers who need to take in information quickly and accurately. The curriculum covers the impact of presentation processes, understanding visuals, and effective questioning.

LEARNING OUTCOME

- Understand the metrics, values, and process of the creation and communication of insight into action

- Comprehending standard data science graphics including: Scatterplots, Bar Charts, Line Charts, Area Maps, Stacked Bar charts, and Impact Metrics

- Asking pertinent questions that get to the heart of making a decision based on data

METHODOLOGY

This workshop will utilize a combination of presentation with examples and discussion.

Lead Instructor

Zachary Johnson

Zachary is an experienced marketing strategist and business consultant with a decidedly creative flair. His varied background in everything from mobile games to farming implements have given him unique insights into business challenges in every market and scenario. He specializes in data-driven decision making and synthesizing new strategies into compelling business cases. His work related passions include, human centered design, innovative pricing strategies, and international development. Zachary holds an MBA from the Carlson School of Management at the University of Minnesota and a BA from Macalester College in Japanese.

TOPICS OF DISCUSSION

Why Data Story-Listening?
Many organizations have spent a fortune on developing talent capable of competent data analysis but not many have equipped their workforce with the ability to communicate the insight they generate effectively to decision-makers. They need to do better, but so do those listening. Effective Data Storytelling unlocks the true potential of data insights.

Examples of Poor Storytelling
The first step to improving skills is to recognize errors. Students will see poor examples of storytelling in the wild and discussion how these came to be. Together students and the instructor will brainstorm ideas and concepts for improved effectiveness.

Expecting more from your team
No more wasting time decoding or waiting for information to get to the point. Executives should expect that their analysts do their work and have a tailored insight and action for you. Any graphics they present should be.

Visual and Data Danger Points
Misleading visuals and potential sources of error are everywhere. Protect your company from misinformation (or from spreading it) by learning about common errors and their outcomes.

The BIG Picture Process - Question What Matters
Those in a position to make decisions need to be aware of what they are being asked to do? Does it align? Or not? What are the key metrics? Etc. Get prepared to ask insightful questions to get the most from a presentation.

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