ICML
INSTITUTE FOR COMMUNICATION MANAGEMENT AND LEADERSHIP



COMMUNICATION AND INTERPERSONAL SKILLS

Storytelling with Data

Turn data, metrics and analysis into clear, compelling stories that inform and influence decisions.

WHO IT'S FOR

Finance, analytics, research and operations staff who present data.

DURATION

1 day, or tailored to your needs

FORMAT

On-site: we come to you, virtual or hybrid.

PARTICIPANTS WILL DEVELOP THE SKILLS TO

- Find the insight that matters in your data
- Shape findings into a clear story with a recommendation
- Choose the right chart for the message
- Simplify and declutter visuals so the point stands out
- Tailor data stories to executives and non-specialists
- Present insights that lead to decisions and action

ABOUT THIS PROGRAM

A report runs to forty pages and the key finding sits on page thirty. A dashboard has every metric except the one that matters. An executive asks 'so what?' and the presenter scrambles. Our data storytelling training helps people who work with numbers get their insights heard. Participants learn to find the insight in their data, shape it into a clear story with a recommendation, choose and simplify the right charts, and tailor the message to executives and non-specialists. They work with their own data, so they leave with a better report or presentation ready to use.

Tailored to your organisation

We build in your reports, dashboards, templates and tools, so participants practise on the data they present every month.

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Justine was absolutely lovely! The training was fun and informative and I feel like I learnt a lot!

Royal Victorian Eye and Ear Hospital – Victoria

Talk to us about this program

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Enquire online