



# Data Storytelling with Critical Thinking Skills for Professional Success

## Course Overview

The Data Storytelling with Critical Thinking course is a two-day program designed to enhance participants' ability to effectively communicate data-driven insights through compelling narratives.

This course combines the principles of data analysis and critical thinking with the art of storytelling to create impactful presentations that resonate with stakeholders.

Participants will learn techniques to identify key messages, structure narratives, and visualize data to engage and persuade audiences. Through interactive exercises and real-world examples, participants will develop the skills needed to present data in a meaningful and persuasive manner.

## Learning Objectives

- Understand the importance of data storytelling and its impact on decision-making.
- Apply critical thinking skills to analyze and interpret data effectively.
- Identify key messages and insights from complex data sets.
- Structure data narratives that engage and persuade audiences.
- Utilize storytelling techniques to create compelling data presentations.
- Visualize data in a way that enhances understanding and impact.
- Incorporate data-driven storytelling into various communication formats (e.g., presentations, reports).
- Apply principles of persuasion and influence to data storytelling.
- Adapt data narratives to different audience needs and levels of expertise.
- Evaluate the effectiveness of data storytelling and make improvements.
- Enhance critical thinking skills for evaluating data sources and avoiding biases.
- Collaborate effectively with stakeholders to gather insights and craft impactful data stories



## Who Should Attend

This course is designed for New Hires, Executives, Managers and identified individuals in the organisation, integral to the business objectives and targets.

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## Course Methodology

Immerse yourself in dynamic learning through group activities, demonstrations, hands-on projects, and practical work. Experience a comprehensive educational journey that combines problem-solving, interactive sessions, storytelling, and assessments to enrich your learning experience. The course can be delivered Face to Face or Virtually with Instructor Led power points

## Course Outline

DAY 1	COURSE MODULES
0900 - 1030	<b>1. Pre-Course Assessment</b> <b>2. Course Overview</b> <b>3. Ice Breaker Activities</b> <b>Module 1: Introduction to Data Storytelling</b> Importance of data storytelling in decision-making Impact of effective data communication on stakeholder engagement  <b>Activities</b> <ul style="list-style-type: none"><li>• <i>Study of the Greatest Visualisation of all Time</i></li></ul>
1030 - 1045	<b>Coffee Break</b>
1045 - 1300	<b>Module 2: Critical Thinking and Data Analysis</b> <i>Principles of critical thinking in data analysis</i> <i>Techniques for evaluating and interpreting data</i>  <b>Module 3: Identifying Key Messages and Insights</b> <i>Extracting key messages from complex data sets</i> <i>Uncovering insights to drive the narrative</i>
1300 - 1400	<b>Lunch Break</b>
1400 - 1530	<b>Module 4: Structuring Data Narratives</b> <i>Storytelling frameworks for data presentations</i> <i>Creating a cohesive narrative flow, Case Study on various powerful data visuals</i> <b>Module 5: Visualizing Data for Impact</b> <i>Principles of effective data visualization</i> <i>Selecting appropriate visualizations for different data types</i>  <b>Activities</b> <ul style="list-style-type: none"><li>• <i>Case Study and Discussion</i></li></ul>
1530 - 1545	<b>Tea Break</b>
1545 - 1700	<b>8. Module 6: Crafting Compelling Data Presentations</b> <i>Techniques for engaging storytelling</i> <i>Incorporating storytelling elements into data presentations</i> <i>Study of various Data Presentation techniques</i>  <b>Activities</b> <ul style="list-style-type: none"><li>• <i>Case Study ,Discussion and Presentation</i></li></ul>

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DAY 2	COURSE MODULES
0900 – 1030	<p><b>Module 7: Introduction to various public Data Sources for the Case Study</b> <i>Learning about Kaggle, data.gov.uk and various other sources for large datasets</i></p> <p><b>Module 8: Adapting Data Narratives to Different Audiences</b> <i>Tailoring data stories to various stakeholders</i> <i>Addressing diverse levels of data literacy and expertise</i></p> <p><b>Activities</b></p> <ul style="list-style-type: none"><li>• <b>Case Study and Discussions on Public data, Data Integrity</b></li></ul>
1030 – 1045	<b>Coffee Break</b>
1045 – 1300	<p><b>Module 9: Evaluating and Refining Data Stories</b> <i>Assessing the effectiveness of data narratives</i> <i>Incorporating feedback for continuous improvement</i></p> <p><b>Module 10: Collaboration and Insights Gathering</b> <i>Effective collaboration with stakeholders for data insights</i> <i>Incorporating external perspectives into data stories</i></p>
1300 – 1400	<b>Lunch Break</b>
1400 – 1530	<p><b>Module 11: Putting it All Together</b> <i>Synthesizing the course learnings into a comprehensive data storytelling approach</i> <i>Practical exercises and final presentations</i></p> <p><b>Module 12: Effective Data Presentation and Delivery</b> <i>Creating impactful data presentations</i> <i>Delivering persuasive narratives with confidence</i> <i>Engaging the audience through effective communication techniques</i></p>
1530 – 1545	<b>Tea Break</b>
1545 – 1700	<p><b>Module 13: Final Project: Data Storytelling Showcase</b> <i>Participants present their final data stories to the group</i> <i>Q&amp;A and feedback from the instructor and peers</i></p> <p><b>Summary and Closing</b></p> <p><b>Wrap-up and Conclusion</b></p>