

# USING DATA TO TELL A STORY

develop global

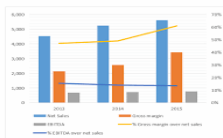
## HIGHLIGHTS:

- ONLINE WORKSHOP
- INCLUDES VIDEOS FOR YOU TO VIEW AFTER THE WORKSHOP
- PROVIDES YOU WITH A TOOLKIT TO HELP YOU PREPARE FOR FUTURE DATA STORIES

## Summary:

Today, data has become one of the most valuable business assets. Where we are able to turn this data into insights and insights into knowledge and understanding through the use of storytelling, we can influence others to take action and drive change.

This workshop is for anyone who wants to inspire change and influence their stakeholders, through the use of data and storytelling. For example, it will be particularly useful for consultants needing to influence customers and stakeholders and other Corporate Service professionals such as Finance, HR and Procurement.



## Workshop Objectives:

This workshop will enable you to:

- Understand why we link data with stories and visuals.
- Recognise how to tailor your story and presentation to your stakeholders.
- Know the different ways you can use data in a story.
- Link data to the story arc to increase buy-in to what you are proposing.
- Create a storyboard for your story.
- Learn tips and techniques to maximise the impact of your data story.

## Workshop details:

The workshop is run online, over two highly interactive half-day sessions on Zoom, with highly qualified and engaging facilitators. We also provide a technical host to ensure the technology runs smoothly.

**PART 1: 19 JUNE 2024, 0930-1300**

**PART 2: 20 JUNE 2024, 0930-1300**

All timings are BST. Participants from all time zones are welcome.

The price of this workshop is £350 plus VAT per person (402 Euros). Discounts are available for multiple bookings.

To book your place, please email [Karen.Morrison@develop-global.com](mailto:Karen.Morrison@develop-global.com) or for further information, please call Shirley Dalziel on +44(0)7740 737739