



Data Storytelling and Communications Workshop

One-Day Workshop to Transform Your Communication Skills

In today's information-saturated world, effective communication goes beyond just delivering facts. It's about creating connections and leaving a lasting impression. This workshop aims to empower attendees to tell compelling data-driven stories that not only inform but resonate deeply with their audience.

"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.

- Maya Angelou



Workshop Goals

Our Data Storytelling and Communications Workshop is designed to equip professionals with the tools they need to deliver their message with impact and clarity. By partnering with clients, we tailor our sessions to meet their unique needs—whether it's fostering storytelling skills, building confidence in presentations, or setting up an online storytelling platform complete with video tutorials. The goal is simple but transformative: to teach participants how to turn data into stories that stick, using storytelling techniques, effective communication strategies, and powerful presentation skills.

Why Storytelling Matters in Data Communication

While numbers and stats can provide valuable insights, stories are what truly engage and inspire people. Research shows that our brains are hardwired for stories - narratives activate multiple areas of our brain and if we relate to the story, they evoke emotional responses that make it memorable. No wonder journalists strive to tell human-centric stories – BBC studies reveal that these narratives yield better engagement and impact.

Workshop Content:

1

Storytelling Principles:

Learn the basics of storytelling and why it matters.

2

Narrative Structure:

Following Aristotle's timeless advice: every good story has a beginning, middle, and end.

3

Key Story Elements:

Dive into popular story archetypes, character development, and techniques for crafting memorable narratives.

4

Digital Storytelling:

Discover how to tailor stories for various platforms, including video, radio, and online.

5

Presenting Like a Pro:

Master the elements of a polished, impactful presentation.

Who Should Attend?

Our workshop caters to a range of professionals, including:

- + Data trainees and apprentices (from beginner to advanced)
- + Executive and leadership teams looking for media coaching, reputation-building, and interview preparation.
- + Corporate clients and customers seeking to enhance their storytelling and communication and presentation skills.
- + Communications and press/media teams wanting to refine their storytelling approach and sharpen writing skills.

Workshop Duration Options:

Storytelling and Communications Workshop

Half-day or 1-day sessions.
1-day sessions include additional hands-on practice.

Storytelling, Communications & Public Speaking Workshop

1-day or 2-day sessions.
2-day sessions offer extended practice in public speaking, interview techniques, and multimedia content creation.

49% feel their organisations lack storytelling skills, regardless of employees' data literacy.

(Exasol)

92% agree data storytelling is effective for data and analytics communication.

(Exasol)

Contact us for cost and further details

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