

# Influencing with Data

**INSTRUCTOR-LED | 1 DAY | 7 HOURS | ONSITE OR REMOTE**

## OVERVIEW

Data's everywhere, but teams often show charts without providing real business insights. In this blended learning program, your team learns a process for finding and communicating insights in data, emphasizing the importance of using data to improve decision-making.

## OUTCOMES

- **Level 1 Data Skills:** Discuss principles of how data should be wrangled and explored and practice identifying and communicating effective insights
- Apply your skills to a final presentation in class and identify a quick win that we'll discuss 30 days later

## IDEAL FOR

- Analysts who generate too many reports without insights
- Aspiring leaders and managers who need to evaluate reports effectively

## AGENDA

1.5 hrs

### Welcome + Defining a Question for Analysis

Identify and generate effective questions for analytics teams to answer.

1 hr

### Obtaining Data

Walk away with a shared understanding of when and why to look at new data for an analysis and loads of inspiration as to how that can impact an analysis.

2 hrs

### Exploring Data for Analysis

Learn how to effectively evaluate results that are presented to you by identifying visual "tricks" that skew the perceived results of an analysis, and practicing a line of questioning can deepen the insights of an analysis and lead to actionable next steps.

2.5 hrs

### Communicating Insights

Learn a process for communicating insights effectively when revealing your recommendations to your stakeholders.

