EXECUTIVE EDUCATION

red & yellow
CREATIVE SCHOOL OF BUSINESS

PRESENTING DATA PERSUASIVELY

27 & 28 SEPTEMBER

Struggle to **visualise data** and turn it into a **compelling story**? Or turn rows and columns into **persuasive insights**?

Professionals today are under enormous pressure to be data experts. The evolving technological capabilities to collect and analyse data in real time have created buzz words like 'data-driven decision-making' and 'real-time analytics'.

While smart data management and creative analytics hold many opportunities for organisations in the long term, in the short term, most organisations are grappling with the day-to-day challenge of simplifying the numbers so that they can make smarter decisions.

It requires domain knowledge as well as statistics, key software skills, and the ability to translate into an accurate and compelling story.

This course covers the importance of data in today's business world, how to understand data better, an approach to analysing a data set, and how to tell a captivating story that influences business decisions. It offers a practical guide to finding the hidden meaning between rows and columns of data and communicating it effectively.

OUTCOMES

- Understand the entire data cycle, from collection of data to implementation of insights.
- Adopt an experimental design approach when asking questions of a data set.
- Know when to use a bar chart, and when to use a pie chart (NEVER!) and other data visualisation techniques.

OUR PRESENTERS:

Don Packett is the CEO of Missing Link. Since 1997, they've been building presentation strategy and training speakers across the world, from global TED stages to large organisations. Founded by international speaker, Richard Mulholland, Missing Link is driven by "Saving the world, one bored audience at a time…"

Amy Carmichael started as a geneticist - a deep dive into the challenges of taking big and complex data sets into simple and meaningful insights. Then she moved into journalism, developing her abilities to communicate with various audiences. In 2013, she combined her love for data wrangling and story-telling to become a data analyst. She is currently an independent consultant for clients who are hungry for data-driven insights.

WHO IS THIS WORKSHOP FOR?

For anyone who has access to a data set but is struggling to be heard.

Big companies are investing in teams of analysts who take responsibility for different steps of the data cycle. However, smaller organisations can't afford multiple analytic skills, and these tasks and skills are often owned by one person.

ABOUT THE SERIES

EXECUTIVE
EDUCATION

Recognising that the world is rapidly being changed by intelligent technology, Red & Yellow introduces a series of 2-day intensive workshops to help senior executives and progressive leaders stay ahead of the curve.

We've partnered with best-in-class industry practitioners across a variety of topics that focus on 'human skills' and creative business thinking.

DAY 1: 27 SEPTEMBER

- "Data is the new oil" and other 'blah blah blah'.
- The data cycle: How raw data becomes information.
- Your data is only as good as the questions you ask.
- Visualisation techniques.

DAY 2: 28 SEPTEMBER

- The presentation - "give & tell"
- Designing and delivering a presentation.
- Interactive teamwork.

CAPE TOWN ZAR 9 750

Including lunch, drinks & dinner with the presenters.

OTHER METROS
An additional **ZAR 4 950**

- Return flights
- Accommodation for 1 night and airport transfers

20 places only, so don't delay.

BOOK NOW

+27 21 462 1946

info@redandyellow.co.za

www.redandyellow.co.za