



# Communicating your Data Science Expertise to Non-Experts

TRAINING

Hone your Negotiation, Persuasion and Story-telling to Progress your Initiatives and Career



Facilitated by  
**ROCHELLE FITTLER**  
Co-founder and Director  
The Expert Leader

Online → Thursday, 25 May 2023



PUBLIC  
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NETWORK



## Event Overview

**As a Data Science Leader in Government, modelling, developing and improving applications and analytics are a core part of your role. Most of your time is spent collaborating with teams, explaining complex concepts to non-technical stakeholders (and leaders), sorting out data hygiene challenges, negotiating budgets and sponsorship and trying to communicate your vision.**

**It will come as no surprise to you that according to a recent survey,** relationship building, influencing, communication and building an engaged team were identified as key areas that influence Data and Analytics Leaders' effectiveness.

As a data scientist, you are called upon to communicate your findings and recommendations to non-technical colleagues. This may include senior management, other departments within your company, or even customers. It is, therefore, essential that you develop strong communication skills. **The challenge for you is to simplify complex technical concepts. Relating your expertise in a business context and tailoring this message across multi-disciplinary teams.**

The Communicating your Data Science Expertise to Non-Experts workshop will help you to tap into and hone your communication, negotiation, persuasion and listening skills on your journey to becoming a better leader.

Through an innovative mix of presentations, interactive group discussions and structured expert feedback, you will leave this course with a practical, hands-on tool kit to communicate your technical expertise, understand your non-technical audience and navigate high-pressure and difficult situations.

## Who Should Attend

This course has been developed for Data Science and Advanced Analytics experts from local government, State and Federal who are moving into leadership, project management and change-maker roles. This course is also beneficial to subject matter experts who have to work closely with business leaders including:

- Heads of, Managers, Leads, Specialists of **Data Science, Data Scientists, Data Analysis, Data Analysts, Artificial Intelligence and Machine Learning, Data Modelling and Advanced Analytics**

- **Data Architects and Data Engineers**

## Learning Outcomes

- **Translate your technical expertise for a non-technical audience**
- **Practice and hone listening skills** to develop a keen understanding of your stakeholders
- **Connect the dots and convey the linkages** between data science and AI initiatives and organisational outcomes
- **Practical strategies to mastering negotiation and persuasion**
- **Sharpen your story-telling and selling skills** to gain buy-in to your ideas and vision

## Why Attend

- **Put yourself in your non-technical stakeholders' shoes and tailor powerful, resonant messages**
- **Sharpen your story-telling skills to improve engagement with multi-disciplinary stakeholders**
- **Adapt and simplify your message to appeal to varying competency and knowledge levels**
- **Build relationships and connections to better influence decisions**
- **Accelerate your leadership journey by building credibility and trust across the organisation**

## Meet Your **Facilitator**



**ROCHELLE FITTLER**  
Co-founder and Director  
**The Expert Leader**

Rochelle is a former CIO, Operations Manager, and Senior International Liaison Officer, with the skills to handle each of these highly challenging and very different roles. After more than 20 years in the Defence and Intelligence Sector, Rochelle is pursuing her passion for building leadership potential in others. Rochelle's background in science and analysis means she loves exploring the latest rigorous research on leadership and considering how this applies to practical technical and operational challenges. Rochelle has previously led foundational technology review programs, established new technical intelligence and operational capabilities, and negotiated international cooperation agreements.

Rochelle's superpower is in her collaborative approach. She believes that people rarely achieve anything that is worth achieving alone, and brings a strong relationship focus to her coaching.

## Preparation

**This workshop is highly interactive with group activities and discussions throughout. Come prepared with some current challenges you are facing in your organisation.**

To participate you'll need:

- A computer with camera and microphone
- Strong internet connection
- Quiet, well-lit space
- Your specific communications challenges you have that you'd like to solve

## Register Early & Save

Extra Early Bird	Early Bird	Standard Price
Register by 31 <sup>st</sup> Mar	Register by 28 <sup>th</sup> Apr	Register by 24 <sup>th</sup> May
\$795 + GST	\$995 + GST	\$1,195 + GST
Save \$400	Save \$200	-

**CLICK HERE TO REGISTER**

\*Group Discounts Available - Contact Registration at

[registrations@publicsectornetwork.co](mailto:registrations@publicsectornetwork.co) or Call on **(02) 9057 9070**

## Explore the Agenda

Thursday, 25 May 2023, 9:00am - 4:30pm AEST

### Module One – The Fundamentals of Communicating Expertise

#### 9:00am PSN Welcome and Introductions

- Training Overview, Objectives and Outcomes
- Ice-breaker and Meet and Greet

#### 9:15am Introduction to the Elements of Communicating Expertise

- Translating your technical expertise for a non-technical audience
- Aligning technology insight into the larger strategic business framework
- Focusing on the Why; why does your insight matter; and how does it effect your audience?

#### 9:45am Effective Listening in Practice

- The foundation of becoming an effective listener
- Understanding the importance of listening and its role in promoting organisational relationships, encouraging product delivery and innovation and navigating periods of change
- Practical guidelines to improve your listening skills

#### 10:15am Communicating to Connect

- Understanding your audience: Uncovering the aspects of your expertise that resonate with them
- Learning to ask the right questions
- Communicating to engage and connect: Finding a balance between clarity and detail

#### 10:45am Break

### Module Two – The Art of Negotiation and Persuasion

#### 11:00am Communicating Authoritatively

- Creating an aura of expertise through demonstration
- Communicating with credibility and trust in practice
- Imbibing consistency in your messaging: Constant, repeatable and regular

#### 11:30am Negotiating and Persuasion to Drive your Data Science agenda

- The difference between negotiation and persuasion and identifying the best situations for each approach
- Creating your message for negotiation vs. persuasion
- Forming a link between your message and how it affects your audience and the organisation at large

#### 12:00pm Group Activity: Communicating for Influence in Action

In this session you will evaluate press conferences which involve specialists or experts. Additionally you might want to take a look at some historical state COVID updates from the past couple of years, or state Premiers briefing on the response to the recent flooding events in NSW and Qld. We'll be talking about the different approaches that these experts and specialists use to get their message across.

#### 12:30pm Lunch Break

## Explore the Agenda

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### Module Three – Mastering Difficult Situations

<b>1:00pm</b>	<b>Thinking on Your Feet: How to Find Your Voice and Communicating Effectively Under Pressure</b> <ul style="list-style-type: none"><li>• Thinking calmly and gathering information</li><li>• How to practice decisiveness in stressful scenarios: Tip and tactics</li><li>• Silver linings: Building trust and forging relationships in conflict</li></ul>
<b>1:45pm</b>	<b>Giving and Receiving Feedback in a Constructive and Empathetic Way</b> <ul style="list-style-type: none"><li>• The importance of empathy in giving feedback</li><li>• Constructive feedback in action</li><li>• On the receiving end: How to take onboard feedback in a meaningful way</li></ul>
<b>2:30pm</b>	<b>Communicating a Big Idea to Change the World:</b> <p>In this session you will work on the “Big Idea to change the world” that you have been asked to come to the event with. By “world” we simply mean something that matters to you. It could be an idea to change something for your team, your organisation, your family or community, but it needs to be something that will require you to convince other people that your idea is a good one, and then to take some kind of action on it. You don’t need to have it fully-formed, or perfectly polished. Now apply the tools and techniques learned today to build a communication strategy to convince your key stakeholders, including non-technical stakeholders that this is a good idea.</p>
<b>3:15pm</b>	<b>Break</b>

### Module Four – Delivering your Pitch

<b>4:00pm</b>	<b>Break-out Group Activity: Deliver the Pitch</b> <ul style="list-style-type: none"><li>• Pitch your big idea to the group, as you would the key stakeholder both inside and outside the organisation.</li><li>• Draw on course frameworks, tools, and techniques to justify your pitch</li><li>• Benchmark against your peers</li></ul>
<b>4:45pm</b>	<b>Wrap-up and Evaluation</b> <ul style="list-style-type: none"><li>• Receive professional feedback from facilitator</li><li>• Draw on peer observations</li><li>• Be referred to further resources for building best practices and top tips</li></ul>
<b>5:00pm</b>	<b>Closing Remarks from Trainer and End of Training</b>



## Get In Contact

CONNECTING GOVERNMENT

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