



Data Management & Analytics Community

# Data Analysis for Compelling Storytelling

TRAINING

## Unlocking The Power of Data to Drive Innovation Within The Public Sector



Facilitated by  
**DR. BILL BRANTLEY**  
President and Chief Learning Officer  
Brantley Advanced Social Science  
Applications (BAS2A)

Online  
Day 1: April 19, 2023 | Day 2: April 26, 2023



Communicating and persuading effectively with data is an increasingly invaluable skill for driving change in the public sector. **Converting Data into Actionable Insights** will unveil key strategies for using data analysis to create compelling communication to inform and influence decision-makers. This training course will teach you how to connect the dots between data analysis and persuasive storytelling to drive innovation in the public sector.

Over the course of three modules – **Foundations of Storytelling, Creating Compelling Data Presentations, and How to Persuade with Data** – participants will gain cutting-edge communication skills and techniques to build compelling data presentations. An impactful data presentation combines authoritative analysis with a story that drives home the impact of your data analysis. Learn how to integrate visual design with storytelling to make your data come alive!

Whether you are a hands-on data analyst or only occasionally work with data, this practical, highly interactive workshop has something for you. Through an informative combination of presentations, interactive exercises, and a supportive learning environment, **Converting Data into Actionable Insights** will provide a toolkit to help you improve your communication of data-driven insights. Become a trusted adviser to decision-makers with refined abilities to inform and persuade with data!

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## Key Learning Objectives

- Learn how to select, analyze, and present data for maximum effectiveness
- Get to grips with how to use analogies and metaphors to explain complex data analysis to enhance understanding
- Create stories that feature data and data analysis for the most persuasive impact

## Who Should Attend

**CIOS, CDOs, COOs, CSOs and Directors/Heads of:**

Data; Data Analytics; Data Storytelling; Data Insights; Business Intelligence; Design and Delivery; Business Transformation and Continuous Improvement; Change, Culture and Transformation

## Meet Your Facilitator



### DR. BILL BRANTLEY

President and Chief Learning Officer  
**Brantley Advanced Social Science  
Applications (BAS2A)**

**Dr. Bill Brantley** is the President and Chief Learning Officer of Brantley Advanced Social Science Applications (BAS2A). He has been a program manager for the Emerging Leader Program, the Supervisor Certificate Program, and the Executive Coaching and Career Coaching Programs at the U.S. Patent and Trademark Office. Dr. Brantley was awarded the 2019 Emerging Training Leader by Training Magazine and is an IPMA-HR SCP, a Certified Professional in Talent Development, an ROI-certified professional, a certified data scientist, and a Certified Professional in Training Management.

In addition, he is a certified Project Management Professional, a certified agile project manager, an accredited professional in business analysis, and is certified in Disciplined Agile. He has completed over 200 hours of coaching training from the Neuroleadership Institute, the American Confidence Institute, emotional intelligence coaching, and the Global Team Coaching Institute.

Dr. Brantley is an adjunct faculty member for the University of Louisville (20+ years) and the University of Maryland (8+ years). He is the author of *The Persuasive Project Manager* (2019), *Four Scenarios for the Future of the Federal Government* (2019), and *Strategic Career Reinvention* (2022). Dr. Brantley has also created nine award-winning Massive Open Online Courses (MOOC) on project management communication and digital transformation for the University of Maryland's Project Management Center for Excellence. His courses have nearly ten thousand students worldwide.

## Preparation

**This training session is highly interactive with group activities about and discussions throughout. Come prepared with some current challenges you are facing in your organization.**

To participate you'll need:

- Computer with a camera and microphone
- Strong internet connection
- Quiet, well-lit space
- An open mind and readiness to engage both internally and in groups



## Explore the Agenda

DAY 1 | Wednesday, April 19, 2023, 10:00am - 12:00pm ET

10:00am ET Welcome from Public Sector

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10:05am ET Training Overview, Objectives and Outcomes

### Module One – Foundations of Storytelling

10:20am ET **Compelling Storytelling with the CCARI Framework**

- The narrative continuum
  - The Context-Challenge-Action(s)-Results-Impact (CCARI) Story Framework
  - Creating a story from data
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10:35am ET **Workshop Activity**

Participants will build data stories using CCARI and then present the stories for peer-to-peer comments and feedback.

### Module Two – Creating Compelling Data Presentations

11:00am ET **Brain-Friendly Presentation Design**

- The rules of good presentations
  - Creating compelling data visualizations
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11:15am ET **Workshop Activity**

Participants will refine their data stories to include brain-friendly principles and present these stories for comments and feedback.

11:45am ET **Debrief and Reflections from the Participants**

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11:55am ET **Preview of Day 2**

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12:00pm ET **End of Day 1**

DAY 2 | Wednesday, April 26, 2023, 10:00am - 12:00pm ET

10:00am ET Welcome from Public Sector

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10:05am ET Training Overview and Review of Day 1

### Module Two – Creating Compelling Data Presentations (continued)

10:15am ET **Brain-Friendly Presentation Design**

- Beyond bullet points, presentation planning and delivery
  - Creating compelling online presentations
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10:35am ET **Workshop Activity**

Participants will create a 'beyond bullet points' data presentation and engage in a debrief activity.

10:55am ET **Break**

### Module Three – How to Persuade with Data

11:00am ET **What Persuades People?**

- Presence, logic, and emotions in persuasion
  - Thinking in data stories
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11:15am ET **Workshop Activity**

Participants will continue to work on the 'Beyond Bullet-Points' data presentation.

11:35am ET **What Persuades People?**

- Helping the decision-maker persuade themselves
  - The 'Perfect Pitch Tool' for high-impact persuasion
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11:50am ET **Debrief and Reflections from the Participants**

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12:00pm ET **End of Day 2**