Corinium
Training

Using and Understanding Data

Duration: 1 day

Whose is this for?

Aimed at those who deal with large amounts of data and would like to be more impactful and effective in how they present it to others; as well as for those who are on the receiving end of data heavy communications.

Content:

- How can data be organised? Pyramid thinking and structuring of data for clarity and to create a story or flow so people can follow and remember it.
- Critical thinking: What is the point of the data to you? Why are you using it? Is your source aligned with these aims? Why / how did they create the data?
- Preparing to deal with data: what do you know, what are you looking for and what are you expecting (assumptions), is there a way you prefer to see data organised (your method)?
- Pulling conclusions from the data: Using 'your method' to summarise what you have learned after looking at data – can you answer the questions? Is anything missing? What is new/ unexpected?
- What now: do you need to restructure the data to communicate on (key line only perhaps) or can you make decisions citing this source?

Delivery:

We can deliver this course either on a 1:1 or Group basis with a choice of virtual or face to face delivery (we can even tailor the content to suit your culture, values, branding etc)