Storytelling

Insights to Action Workshop

Overview
History’s most inspiring leaders have a common trait: the ability to tell a good story. The reason is simple. People relate to stories at a human level. For too long, companies have relied on offering ideas by supplying data, numbers, statistics, and analytics alone. While this approach makes a logical connection, storytelling makes an emotional connection leading to a deeper level of buy-in.

This workshop will provide tools and practical approaches that will help you transform data into meaningful action oriented stories that will help you become a more compelling influencer in any situation.

Objectives
After this six-hour workshop, participants will be better able to:
• Understand the importance of knowing your audience when crafting the message
• Evaluate data for meaning using a six step process
• Apply a framework to shape a meaningful story arch
• Develop and apply the basic skills to craft a story with data

Who Should Attend
Any Human Resources professional who wants to improve their data storytelling skills in order to better influence the strategy.

Note: Participants will need to have access to the Visier solution and be able to create a slideshow/analysis in order to participate in the session.