Advanced Data Storytelling and Presentation Skills Training Course



19 - 23 Oct 2026

Madrid

5900 € (Per Person)

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Course Introduction / Overview:

This course transforms how professionals communicate insights from data. In today's data-driven world, the ability to simply present facts and figures is no longer sufficient. The real value lies in weaving those data points into a compelling narrative that informs, influences, and inspires action. This intensive program moves beyond basic chart creation and into the art and science of data storytelling. Drawing on principles from cognitive psychology, narrative theory, and visual design, participants will learn to turn complex datasets into clear, concise, and persuasive stories. We will explore the influential work of experts like Cole Nussbaumer Knaflic, author of "Storytelling with Data," to understand how to focus an audience's attention and deliver a memorable message. BIG BEN Training Center has designed this curriculum to be intensely practical, ensuring that analysts and professionals can immediately apply these techniques to make their reports, dashboards, and presentations more impactful and drive better data-informed decision-making within their organizations.

Target Audience / This training course is suitable for:

- Data Analysts and Scientists.
- Business Intelligence Professionals.
- Market Research Analysts.
- Financial Analysts and Planners.
- Marketing and Sales Professionals.
- Project Managers and Team Leaders.
- Consultants and Strategists.
- Executives and Managers who present data to stakeholders.
- Anyone responsible for communicating data-driven insights.

Target Sectors and Industries:

- Financial Services and Banking.
- Healthcare and Pharmaceuticals.
- Retail and E-commerce.
- Technology and Software Development.
- Telecommunications.
- Management Consulting.
- Manufacturing and Supply Chain.
- Governmental Agencies and Public Sector Organizations.
- Media and Advertising.

Target Organizations Departments:

- Business Intelligence and Analytics.
- Finance and Accounting.
- Marketing and Sales.
- Operations and Logistics.
- Research and Development (R&D).
- Strategic Planning.
- Human Resources.
- Information Technology (IT).
- Product Management.

Course Offerings:

By the end of this course, the participants will have able to:

- Construct compelling data narratives that guide audiences to a key insight.
- Select the most effective visual displays for different types of data and messages.
- Apply principles of visual perception to design clear and uncluttered charts and graphs.
- Structure a data-driven presentation using a classic storytelling arc.
- Communicate complex analytical results to both technical and non-technical audiences.
- Use annotations and text to highlight key information and guide interpretation.
- Deliver persuasive presentations that influence stakeholder decisions.
- Critically evaluate the effectiveness of data visualizations and stories.
- Build confidence in presenting data and handling audience questions.

Course Methodology:

The training methodology at BIG BEN Training Center is designed for active, hands-on learning to ensure deep comprehension and practical skill acquisition. This course avoids passive lectures, instead immersing participants in an interactive environment. The curriculum is built around a blend of expert instruction, real-world case studies, and practical exercises. Participants will engage in individual and group activities where they will deconstruct existing data visualizations and build their own data stories from sample datasets. A significant portion of the course is dedicated to hands-on workshops, allowing for the immediate application of learned concepts, from choosing the right chart to structuring a compelling narrative. Peer review and constructive feedback are integral components, creating a collaborative learning atmosphere where participants can refine their work. The facilitator will guide discussions, share best practices, and provide personalized coaching to help each participant master the art of data storytelling and confident presentation delivery.

Course Agenda (Course Units):

Unit One: The Foundation of Data Storytelling

- The difference between explaining and storytelling with data.
- Understanding the context: audience, message, and medium.
- The psychology of perception and decision-making.
- Identifying the "so what?" of your data analysis.
- The three-minute story and the big idea.
- Exploring the work of data visualization pioneers.
- Case study analysis of effective data stories.

Unit Two: Visualizing Data for Clarity and Impact

- Choosing the appropriate visual for your data.
- The power of preattentive attributes in guiding audience focus.
- Applying Gestalt Principles for visual organization.
- Decluttering visualizations to reduce cognitive load.
- Strategic use of color, size, and position.
- Avoiding common charting pitfalls and misleading graphs.
- Hands-on lab: Transforming cluttered charts into clear visuals.

Unit Three: Crafting a Compelling Narrative

- The classic story arc: setup, conflict, and resolution.
- Structuring your data story for maximum impact.
- Storyboarding your presentation from start to finish.
- Using text and annotations to explain and highlight.
- Building a narrative that connects emotionally with the audience.
- Techniques for making data memorable and relatable.
- Group exercise: Developing a storyboard for a given dataset.

Unit Four: Designing and Delivering with Confidence

- Principles of effective slide design for data presentations.
- Integrating visuals and narrative seamlessly.
- Public speaking techniques for data presenters.
- Engaging your audience and maintaining their attention.
- Strategies for presenting to executive and senior leadership.
- Preparing for and effectively handling audience questions.
- Practice session: Delivering a short data story with peer feedback.

Unit Five: Capstone Project and Advanced Applications

- Applying all learned concepts to a comprehensive case study.
- Building a complete data story from a raw dataset.
- Presenting the capstone project to the group for feedback.
- Techniques for storytelling in interactive dashboards.
- Ethical considerations in data storytelling and persuasion.
- Best practices for virtual and remote data presentations.
- Developing a personal action plan for continuous improvement.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How can data storytellers maintain ethical integrity and avoid manipulation when shaping a narrative to persuade an audience?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by focusing on the cognitive and narrative principles behind effective data communication, rather than on specific software tools. While many courses teach you how to create a chart in a program, we teach you why one chart works better than another based on how the human brain processes information. The curriculum is deeply rooted in the science of visual perception and the art of narrative structure, ensuring participants learn timeless skills that are tool-agnostic. A key differentiator is the intensely practical, hands-on approach, culminating in a capstone project where each participant builds and presents a complete data story. This provides a safe environment to apply new skills and receive expert and peer feedback. Furthermore, the course places a strong emphasis on building the presenter's confidence, addressing not just the "what" of data storytelling but the "how" of delivering a persuasive, clear, and impactful presentation to any audience, from technical teams to the C-suite.