



Centre for Continuing Education

# **Data Visualization and Storytelling** **(Business & Research)**

Tool to Engage & Influence  
through Effective Presentations



## Adani University - Centre for Continuing Education (AU-CCE)

Adani University is a research-intensive educational institution set-up with the objective to empower by focusing on real-world problems and contribute to global sustainability. With its futuristic & inspirational thought leadership from Adani Group, we aim at interdisciplinary excellence.

Adani University Centre for Continuing Education (AU-CCE) is poised to enable, empower, and enhance your learning by up-skilling and re-skilling you, appropriate to your profession. AU-CCE brings to you the gamut of global experiences, current knowledge trends through its various programs as below:

- Standard programs
- Packaged programs
- Customized programs
- Specific interventions at junior, mid- and senior management

Our value proposition is to help you value-your-time and value-your-money.

We believe in empowering individuals by upgrading and skilling them to make them competitive by understanding best practices of industry and current trends and updates. We are aimed at developing careers for the individuals by offering value-added training programs.

## About the program

Great communication is imperative in today's new world of work. A good narrative can make or break the agenda. It is important to not just have ideas, thoughts and data to communicate but have the support of strong narratives that can evoke decisions and create impact. Adani University brings to you a specially designed unique Certificate program on Data Visualization and Storytelling (Business & Research) which would develop participants' presentation and story skills to overcome problems of data presentation and analysis.

Storytelling is a prerequisite for great leadership today. Effective leaders all have one trait in common – the ability to drive their teams into actions that deliver impactful outcomes

Stories are engaging and when we tell them informally people listen, they 'get' what is being said, and they remember it. Yet few people in business systematically harness the natural power of stories in the workplace.

Storytelling skill is a knack and leaders today can train themselves to build this knack.

This program shows the uses of three key areas of 'story' - Listening Triggering and Telling

### Story Listening

The art of getting someone to tell a story and a great skill to have when you are dealing with data.

### Story Triggering

Involves doing something remarkable enough that people in the organization will then recount what happened. It creates data moments.

### Story Telling

Completing the story-work that plays the role in business by the purposeful recounting of something that impacts a business.

This program won't delve into myths, legends, or the hero's journey but focus on real-life examples. It will show how simple story techniques are mostly invisible to the audience yet helps them feel what one wants to express and truly understand what one means.

The program will help you in knowing some tricks to storify your charts and build an ability to create an effective chart.

## About Business Storytelling

Storytelling is information sharing through a contextual narrative. It allows you to take a set of facts and ideas and communicate them to your audience in an engaging way. If your story resonates, educates, and informs, you'll likely build deeper connections. We can persuade others to see things from a different viewpoint and ultimately influence or change behavior.

- How do you bring your data to life so that it interests and even inspires your audience?
- How do you help your audience understand the meaning of the data you are sharing?

Some of the problems generally Business Leaders come across are:

Trouble communicating their insights in right way | Data dumping | Over-description of functionality and features | Conflict between Data and Facts

Effective data visualization & storytelling helps every data-driven person in your business.

### IMAGINE

Data teams presenting their latest insights and putting them into context to make perfect sense.

Audience asking insightful questions and resonating with the presentation.

Collective agreement to act and knowing the decision-makers are on the same page.

We all need better ways to influence, build engagement and inspire people to act. From Leaders to Project Managers, salespeople to consultants, trainers to data and tech professionals, we all need to get our ideas to stick.

## Program Modules

The program will cover following innovative modules

<b>Foundation Session</b>	<ul style="list-style-type: none"><li>• Welcome</li><li>• History &amp; Science of Storytelling</li><li>• Story, Story Elements, Story Arc</li><li>• Who is a Storyteller</li></ul>
<b>Visualization &amp; Data</b>	<ul style="list-style-type: none"><li>• Visual and Visual Brain</li><li>• Human Mind &amp; Memory</li><li>• Design, Colour, Engagement and Effectivity</li><li>• Data and Non-data</li><li>• Dashboarding</li></ul>
<b>Stories in Business</b>	<ul style="list-style-type: none"><li>• Business, Role of Decision Making</li><li>• Stories at work, Data at work, Storytelling at work</li><li>• Stories matter – How &amp; Why</li><li>• Power of Stories</li><li>• Story spotting</li></ul>
<b>Data stories in Business</b>	<ul style="list-style-type: none"><li>• Data, Logic, Data Stories</li><li>• What is Data Storytelling?</li><li>• Role of Audience and Knowing the Audience</li></ul>

## **Data Storytelling**

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- Data Storytelling – 3X3X3
- Data Story Patterns

## **Data Storytelling & Visualization**

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- Data Story Patterns
- Data Storytelling & Data Dashboarding
- Data Moment

## **Bringing it Together**

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- Building your Story Repository
- Story Bank
- Tips

## **Visualization Tools**

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- Power BI-Front End
- Tableau & Other Tools-An Overview

## **Assessment**

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- Final Assignment
- Assessment



## Key Learning Outcomes

- Moving from describing results to sharing explanations / story supported with data & visualization
- What is a story, why a story is vital to explain data backed insights?
- Understand your data, audience, craft & share a data story best suited to the results that you are explaining
- Determine best visual model & better connect with decision makers & use stories for better decision making
- Creatively conjure explanations / visualization supported with data
- Respond with data visualization, story & information design

### Who Should Attend?

- Middle-level Functional managers
- Data scientists and analysts
- Marketing & Sales professionals
- Finance Professionals & Management
- HR Professionals & Managers
- Strategic Business Heads
- Researchers & Doctoral scholars

### Engagement Model

- Case Studies
- Expert Talks by Industry professionals
- Virtual Instructor Led Training
- Audio/Video aids to connect between the sessions
- Assignments
- Each participant will have to provide one story audio/ video (via WhatsApp) and will be coached on the same.

## Program Facilitators

The faculty members for this program are renowned industry practitioners, researchers and recognized academicians who bring unparalleled knowledge and insight to the classroom.



### Mr. Anshul Punhani

Anshul is the Co-founder & Chief Story Facilitator of StoryKnack. He has been a global business leader & marketer for the last 24 years with top-tier global brands such as Microsoft Inc., Samsung SW Asia, Monster APAC & Middle East, and Sony. Currently based out of Lisbon, Portugal he is an internationally accredited communication coach, working with CXOs across corporates, start-ups, one-to-one corporate individuals, and universities across the globe. He is also an appointed consultant with Stanford SEED for India and Africa. He is also a board advisor & mentor to various foundations. A strong proponent of Diversity & Inclusion, he has been mentoring Women Professionals, & Entrepreneurs for the last 10 years. He also has been an international mentor mentoring young adults in the US around the knack of storytelling.



### **Ms. Sonia Bareja Punhani**

Sonia is the Co-founder & Chief Story Facilitator of StoryKnack. Currently based out of Lisbon, Portugal, she is an International Accredited Communication Coach & Facilitator. In addition, she is an experienced & certified Business English Coach, Trainer & Facilitator. She is an inclusive professional with 21 years of varied experience in top-tier brands such as Wrigley, Samsung, Xerox, and Tupperware. Sonia as the Chief Story Facilitator has been involved in Counselling, Educating, Training & Creative Development for Corporates, Management Professionals, Students & Young adults and Children. Sonia trains Management Professionals and Management / Business Students in Business English. She also mentors young adults in the US around Storytelling & Creativity.

### When & Where?

- Date – December 1 to 23, 2022 (4 weeks)
  - Duration – 20 Hours (8 days – 16 sessions)
  - Mode – Live Online Program (MS Teams)
  - Timings – Every Thursday & Friday - 2.30 p.m. to 5.15 p.m.
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### Investment

Rs.25,000/- plus 18% GST.

Fee includes program fees, digital reading material, and certificate of completion. 20% Early bird discount available. Special concession for bulk nominations from same organization/institution. Zero Interest Installment Facility available for remitting fee before commencement of programme.

**Last Date to Register: 8 p.m. on Monday, November 21, 2022**

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Note: Minimum 80% Attendance is mandatory to get a certificate.





For more details

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