



Executive Data Visualization and Storytelling Training Course

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برشلونة

5900 € (للشخص الواحد)

Ref: #DM1385_90674



:Course Introduction / Overview

In today's data-saturated business environment, the ability to translate complex data into clear, compelling narratives is no longer a specialized skill but a fundamental leadership competency. This course is meticulously designed to empower executives and senior leaders to move beyond static charts and spreadsheets, transforming them into influential storytellers who drive action and strategic decision-making. Drawing upon the pioneering principles of visual communication articulated by experts like Edward Tufte, this program delves into the art and science of data storytelling. Participants will explore concepts from seminal works such as "Storytelling with Data" by Cole Nussbaumer Knaflic, learning how to craft narratives that resonate with stakeholders, from board members to frontline teams. At BIG BEN Training Center, we have developed a curriculum that focuses on the strategic application of data visualization, emphasizing clarity, impact, and persuasion. This training is not about mastering complex software. It is about mastering the communication of insights, enabling leaders to build a data-informed culture and gain a significant competitive advantage through effective data-driven leadership.

:Target Audience / This training course is suitable for

- .Chief Executive Officers (CEOs) and Board Members
- .Vice Presidents (VPs) and Senior Directors
- .Heads of Departments and Business Unit Leaders
- .Senior Managers and Team Leaders
- .Strategy and Corporate Planning Professionals
- .Project and Program Managers
- .Business Analysts and Consultants aiming for leadership roles

:Target Sectors and Industries

- .Financial Services and Banking
- .Healthcare and Pharmaceuticals
- .Retail and E-commerce
- .Technology and Telecommunications
- .Manufacturing and Supply Chain
- .Consulting and Professional Services
- .Governmental Bodies and Public Sector Organizations
- .Energy and Utilities

:Target Organizations Departments

- .Executive Management and C-Suite



- Marketing and Sales
- Operations and Logistics
- Human Resources
- Strategy and Business Development
- Information Technology and Business Intelligence
- Research and Development

:Course Offerings

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

- .Translate complex datasets into clear and concise visual stories
- .Apply fundamental principles of visual design to create impactful charts and graphs
- .Develop compelling data narratives that influence key business decisions
- .Select the appropriate visualization type for different data and audiences
- .Design and critique executive-level dashboards for strategic oversight
- .Present data with confidence and authority to stakeholders at all levels
- .Foster a culture of data-driven decision-making within their teams and organizations
- .Identify and avoid common pitfalls in data presentation and interpretation

:Course Methodology

The training methodology at BIG BEN Training Center is designed to be immersive, interactive, and directly applicable to the challenges faced by modern executives. We believe that adult learning is most effective when it is centered on practical application rather than passive listening. Therefore, this course employs a blended approach that includes expert-led instruction, real-world case study analysis, and hands-on workshops. Participants will engage in collaborative group exercises to deconstruct and rebuild data presentations, fostering peer-to-peer learning and diverse perspectives. Interactive sessions will challenge attendees to solve business problems using data storytelling techniques. A significant portion of the course is dedicated to practical application, where participants will work on their own data or realistic scenarios to build a data-driven narrative from scratch. Constructive feedback from both the instructor and peers is a cornerstone of our approach, ensuring that every participant leaves with a refined skill set and the confidence to apply their new abilities immediately in their professional roles.

:(Course Agenda (Course Units

Unit One: The Strategic Imperative of Data Storytelling

- .The Role of Data in Executive Decision-Making
- .Moving from Data Reporting to Data Storytelling
- .Understanding the Psychology of Visual Perception
- .Core Principles of Effective Data Visualization
- .The Three Pillars: Data, Narrative, and Visuals
- .Common Mistakes in Data Presentation and How to Avoid Them
- .Case Study Analysis of Impactful Data Stories in Business

Unit Two: Crafting the Narrative



- .Identifying the Core Message in Your Data •
- .Understanding Your Audience and Tailoring the Narrative •
- .Structuring Your Data Story: The Classic Narrative Arc •
- .Techniques for Creating Context and Establishing a Hook •
- .Using Annotations and Text to Guide Your Audience •
- .The Ethics of Data Storytelling and Avoiding Misrepresentation •
- .Workshop: Building a Story Outline from a Raw Dataset •

Unit Three: Mastering the Visuals

- .Choosing the Right Chart for Your Message •
- .Decluttering Visualizations for Maximum Clarity and Impact •
- .Strategic Use of Color, Space, and Layout •
- .Designing for Accessibility and Audience Comprehension •
- .From Individual Charts to a Cohesive Visual Presentation •
- .Principles of Effective Infographic and Dashboard Design •
- .Practical Exercise: Redesigning Ineffective Visualizations •

Unit Four: Advanced Techniques for Executive Impact

- .Designing and Implementing Strategic Executive Dashboards •
- .Techniques for Visualizing KPIs and Performance Metrics •
- .Integrating Qualitative Data into Your Narrative •
- .Interactive Data Visualization Concepts for Deeper Engagement •
- .Presenting Data to Skeptical or Hostile Audiences •
- .Leveraging Data Stories to Manage Change and Drive Innovation •
- .Workshop: Creating a Mock Executive Dashboard •

Unit Five: Leading with Data

- .Delivering a Compelling and Persuasive Data Presentation •
- .Facilitating Data-Driven Discussions and Debates •
- .Fostering Data Literacy and a Data-Informed Culture •
- .The Role of the Leader in Championing Data Storytelling •
- .Developing a Personal Action Plan for Implementation •
- .Final Project: Presenting a Complete Data Story to the Group •
- .Course Review, Q&A, and Key Takeaways •

: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 lasting between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about

In an era of data saturation, how can leaders ethically balance persuasive storytelling with objective data representation to avoid manipulation

What unique qualities does this course offer compared to other courses

This course distinguishes itself by focusing squarely on the strategic needs of executives and leaders, rather than providing a generic, tool-focused overview of data visualization. While other programs may concentrate on the technical skills of creating charts in specific software, our curriculum prioritizes the cognitive and strategic skills of narrative construction and persuasive communication. We delve into the 'why' behind the data—how to unearth the critical business story and frame it to influence C-suite decisions, inspire teams, and drive organizational change. The methodology is built around executive-level case studies and decision-making scenarios, ensuring the content is immediately relevant and applicable to the high-stakes environment leaders operate in. Furthermore, the course emphasizes the psychology of perception and communication, equipping participants not just with design principles, but with a deep understanding of how their audience will interpret and act upon the information presented. It is an advanced course in leadership communication, using data as its language, designed to elevate a leader's ability to influence and direct their organization effectively.