Effective Information Synthesis & Data Storytelling Training

Duration: **2 Day**

BİLGİNÇ IT Academy
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Overview

In a world where access to information is effortless, the ability to**find**, **evaluate**, and **communicate data** effectively is a key differentiator for professionals. This training equips participants with the necessary skills to conduct efficient research, manage information, visualize data clearly, and turn technical content into **compelling narratives** using data storytelling techniques.

Training Methodology

- Interactive presentations
- Hands-on workshops with real data
- Group storytelling and visualization challenges
- Scenario-based simulations and feedback

Who Should Attend

- Mid and senior-level managers
- Professionals involved in reporting, analysis, and strategy
- Teams preparing presentations and communicating insights
- Anyone looking to develop persuasive and analytical communication skills

What You Will Learn

✔ Master sourcing and evaluating reliable information
✔ Design targeted research questions and search strategies
✔ Translate data into engaging and meaningful stories
✔ Visualize complex data through compelling graphics
✔ Communicate insights clearly to various audiences
✔ Enhance decision-making processes with visual storytelling

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Outline

Module 1: Accessing and Evaluating Information

- Exploring reliable sources (books, journals, databases)
- Using platforms like Google Scholar, PubMed
- Crafting precise research questions
- Boolean operators and keyword strategies
- Assessing source credibility and bias

Module 2: Information Management

- Note-taking, mind-mapping, and content structuring
- Referencing and citation techniques
- Organizing and storing information effectively

Module 3: Data Visualization Essentials

- Using graphs, tables, infographics, interactive visuals
- Choosing the right tool for the right message
- Importance of visual hierarchy in storytelling

Module 4: The Art of Data Storytelling

- Building narratives with data
- Adapting storytelling to the target audience
- KISS principle (Keep It Short & Simple)
- Presentation delivery, confidence, and clarity
- Engaging the audience with persuasive communication