

# COURSE OVERVIEW

**Course Name:**  
Storytelling and  
Presenting with Data



**COURSE DURATION: 2 Days**

## Gauteng

3rd Floor, 34 Whiteley Road,  
Melrose Arch  
Johannesburg  
2196

## Gauteng

192 on Bram  
192 Bram Fischer Drive  
Ferndale, Randburg  
Johannesburg

## Cape Town

1st floor, TBE, 3 Bridgeway,  
Bridgeway Precinct,  
Century City, 7  
41

## Durban

9 Mountview Close  
Broadlands  
Mount Edgecombe  
Durban  
4302



087 941 5764



[sales@impactful.co.za](mailto:sales@impactful.co.za)



[impactful.co.za](http://impactful.co.za)

## COURSE OVERVIEW

This workshop aims to empower participants to effectively communicate data insights through compelling visual narratives, enhancing decision-making and business outcomes.

## COURSE OBJECTIVES

**By the end of this course, you will be able to:**

1. Understand the principles of data storytelling and its impact on business.
2. Learn how to select and design visualizations that convey data insights clearly.
3. Develop skills in using tools like Microsoft Excel and Power BI for data visualization.
4. Enhance the ability to present data-driven stories to various audiences.

## DELIVERY METHOD

**Our courses have flexible delivery options:**

- In-person classroom training at the Impactful training facilities in Johannesburg, Durban and Cape Town
- Virtual instructor-led training
- Nationally on-site at the client



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## COURSE OUTLINE

### Module 1: Introduction to Data Storytelling

- Importance of storytelling in data communication
- Elements of a compelling data story
- Examples of high-influence data stories

### Module 2: Principles of Effective Data Visualisation

- The importance of context and audience
- Choosing the right chart types
- Recognise and eliminate clutter
- Design elements

### Module 3: Tools and Techniques

- Overview of Microsoft Excel for data visualisation
- How to maximise Excel visualisation features
  - Detailed analysis of chart types
  - Emphasis and colour
- Introduction to Power BI and its capabilities
  - How to create a dashboard
  - Power BI design elements and best practices
  - Practical examples

### Module 4: Craft Your Data Story

- Structure your narrative
- Tailor your message to the audience
- Test for impact

### Module 5: PowerPoint design principles

- Integrating Excel and Power BI with PowerPoint
- Design your presentation
- PowerPoint tips and tricks
- Engaging your audience through visuals

### Module 6: Present your data story

- Presentation skills
- How to deliver via Zoom or Teams

### Module 7: Practical Application and Demonstration

- Hands-on exercises with Excel and Power BI
- Case studies and real-world examples