

# MindSpeaking: Bridge the Gap

Training program: Communication skills for Data professionals

---

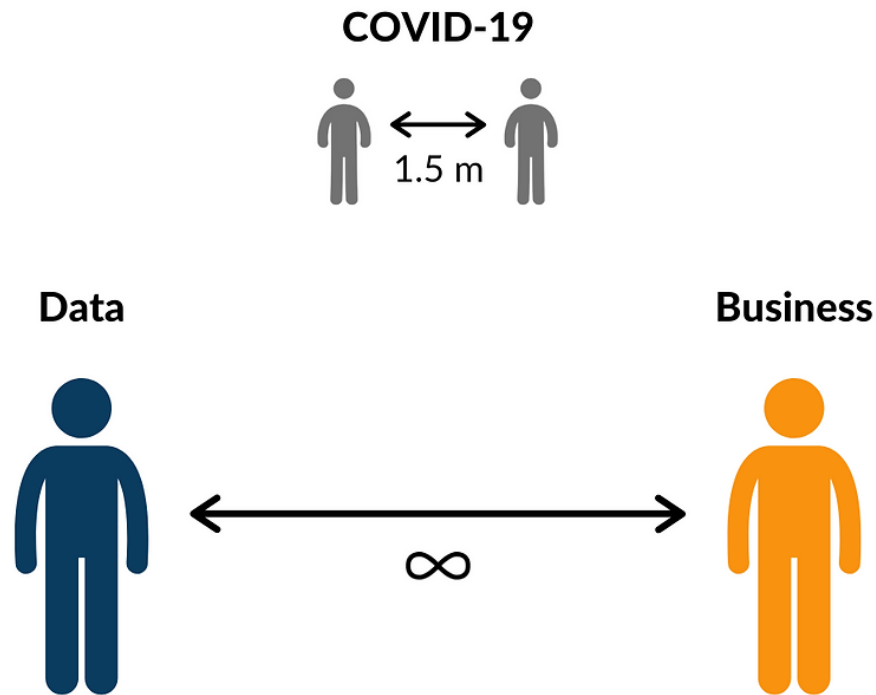
16 November 2022



MINDSPEAKING

# The challenge: the gap between Data and Business

## Bridge the gap



**Data Analysts and Scientists in your team might be experts in Python, R, or Excel.**

But without good communication skills, their business impact is limited.

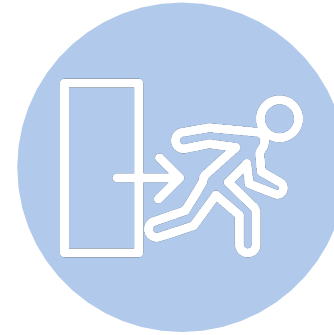
# The impact: do you recognize this in your organization?



Limited use of  
insights, models,  
and dashboards



Business  
decisions not  
data driven



Data talent  
leaving the  
company

# Training program: Bridge the Gap

## Results:

- More business impact with data.
- More self-reliant team. Manager no longer a bottleneck.
- Data Analysts and Scientists make more impact, feel appreciated, and don't move to another company.

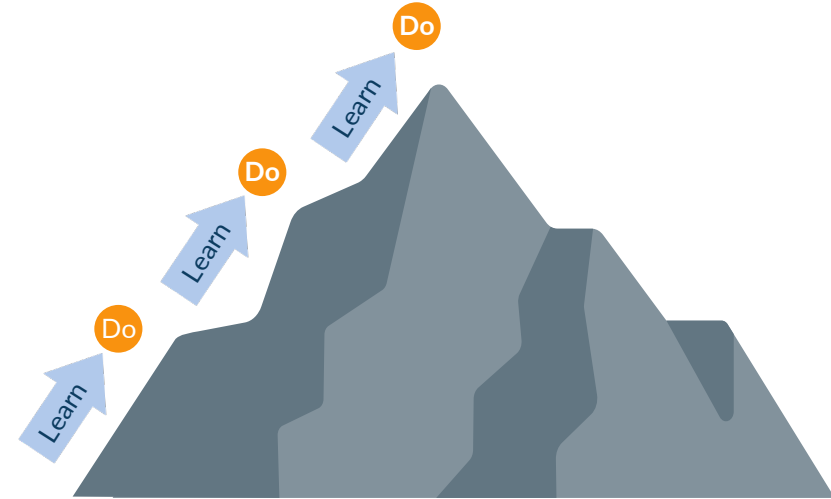


# The MindSpeaking learning **approach**



## Shortcuts do not reach the top

- A single sprint, falling back into old patterns
- One-off training results in limited impact



## Gradual process with lasting impact

- Habit building, step by step
- Multiple sessions, with time in between to put the lessons into practice



# Training program: 3 interactive workshops



## Workshop 1:

### Business Understanding

- Uncover the business need: 14 power questions
- How to challenge the business: being assertive without offending others
- How to deal with different personalities



## Workshop 2:

### Buy-in & Persuasion

- Get buy-in and build trust with stakeholders
- How to persuade anyone with data: marketing, sales, or HR
- Applying insights from neuroscience



## Workshop 3:

### Data Storytelling

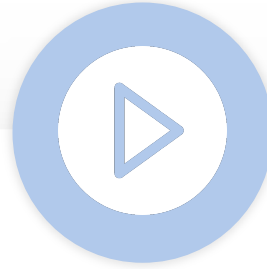
- The story framework that will make people act on your insights
- How to deal with resistance
- Translating technical findings to a non-technical audience

# Interactive workshops + self-paced learning = high growth



## Peer-to-peer learning

In the interactive workshops, people share challenges. This stimulates personal growth and employee engagement.



## Micro-learning

In between workshops, participants receive bite-sized content to facilitate habit building.



## Challenges & Gamification

Participants get access to the MindSpeaking Academy, with challenges to put the theory into practice.

# 3-month blended learning program, focused on business **impact**



## Interactive workshops

#1  
Business  
Understanding

#2  
Buy-in &  
Persuasion

#3  
Data  
Storytelling





# 3-month blended learning program, focused on business **impact**



## Interactive workshops

#1  
Business  
Understanding

#2  
Buy-in &  
Persuasion

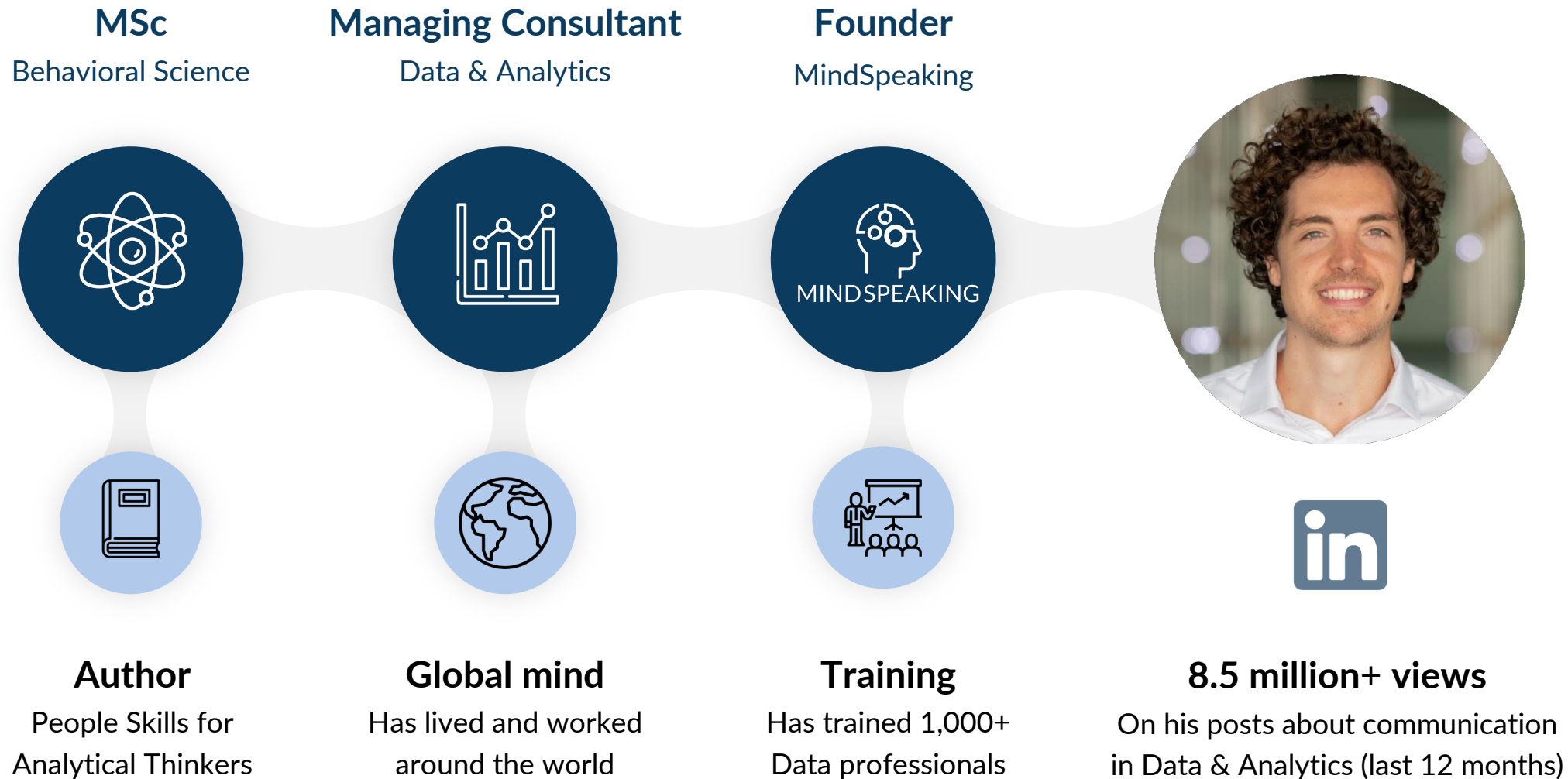
#3  
Data  
Storytelling



## Self-paced learning



# The **creator** of the program: Gilbert Eijkelenboom



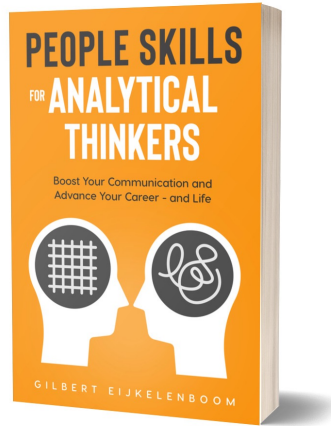
# This isn't a standard communication skills training



**Created by a Data professional,  
for Data professionals**

All content is created by Gilbert, focused on the key challenges within Data & Analytics.

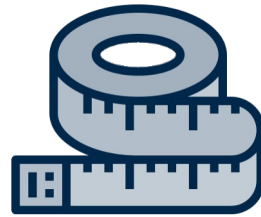
# Success guaranteed



## Proven methodology

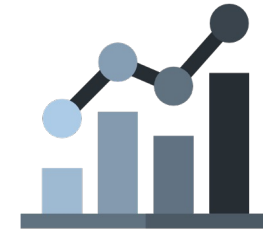
Based on my #1 Amazon best-selling book: People Skills for Analytical Thinkers.

Read reviews on [Amazon](#)



## Specific & tailored

All content is specific to Data professionals, tailored to the challenges of your organization.



## Measurable training impact

Learning analytics: skills and impact evaluation before and after the program.\*

\* Training participants score themselves and receive feedback from their manager and peers. More info: [MindSpeaking.com/maturity-model](https://MindSpeaking.com/maturity-model)

## Featured by:



AI TIME JOURNAL

... and on 40+ podcasts 

## Example clients:



See [LinkedIn profile](#) for 50+ client reviews



Let's increase the  
**business impact**  
of your data team.

**Contact:**

Gilbert Eijkelenboom

[gilbert@mindspeaking.com](mailto:gilbert@mindspeaking.com)

