

MindSpeaking: Bridge the Gap

Training program: Communication skills for Data professionals

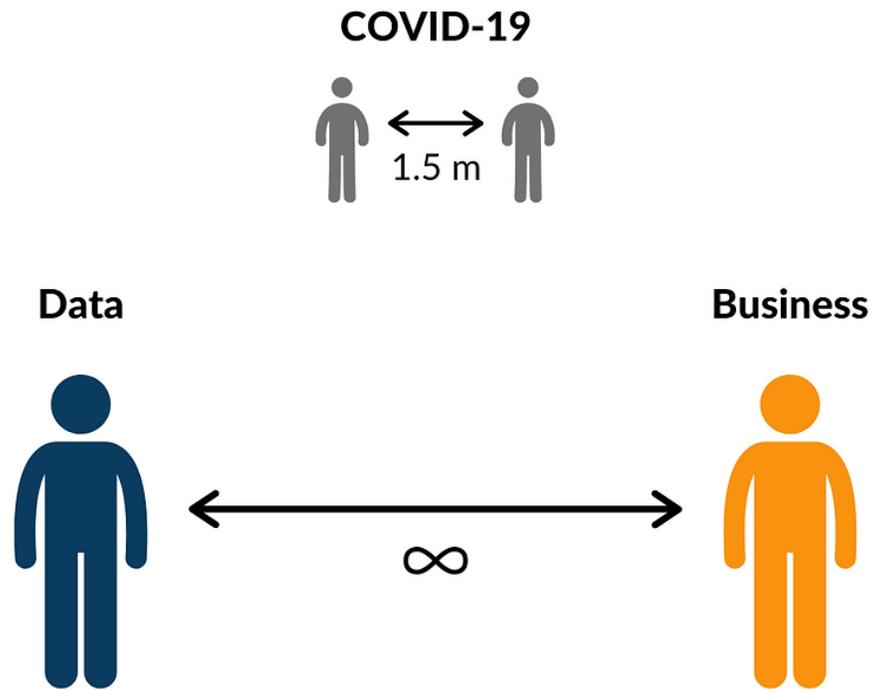
9 December 2022



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.

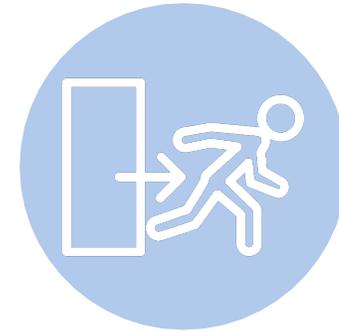
The impact: do you recognize this in your organization?



Limited use of
insights, models,
and dashboards



Business
decisions not
data driven



Data talent
leaving the
company



Training program: Bridge the Gap

Results:

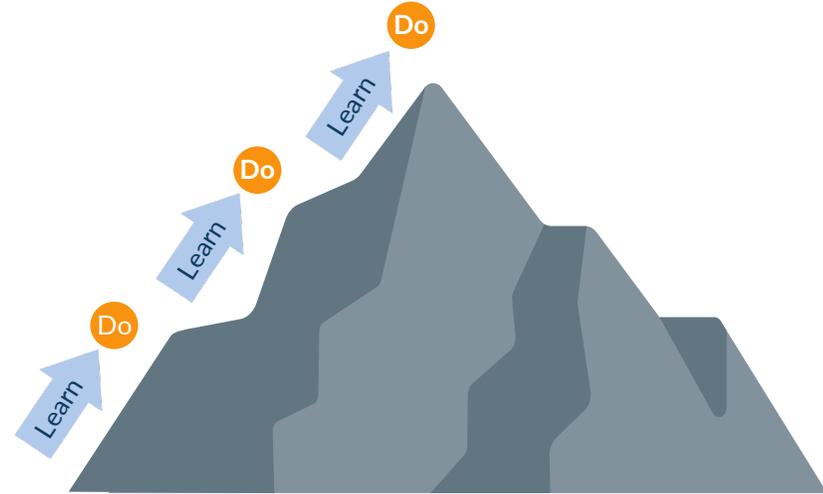
1. More business impact with data.
2. Higher adoption of dashboards and insights.
3. More self-reliant team. Manager no longer a bottleneck.
4. Data Analysts and Scientists make more impact, feel appreciated, and don't move to another company.

MindSpeaking: training that sticks



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 exercises in between to put the lessons into practice

Three **workshops** focused on key challenges of Data professionals



Workshop 1:

Business Understanding

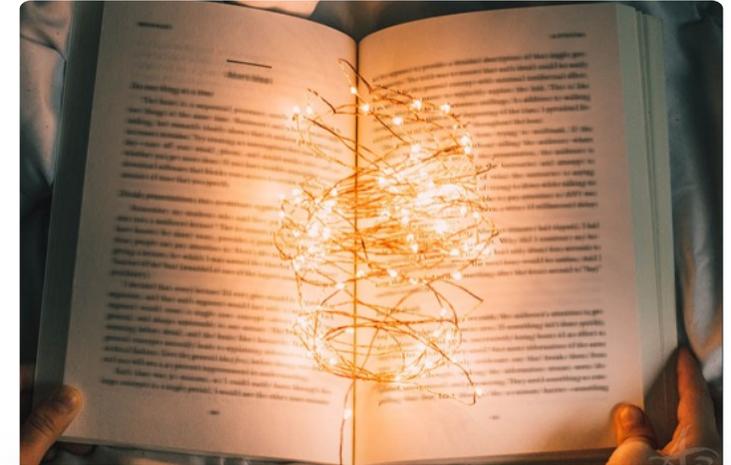
- Uncover the business need: 14 power questions for intake meetings
- How to challenge the business: being assertive without offending others
- How to focus less on the technical solution, and more on business impact



Workshop 2:

Buy-in & Persuasion

- How to get buy-in and build trust with stakeholders
- How to deal with different personalities
- How to persuade anyone with data: marketing, sales, or HR – by applying neuroscience in practice



Workshop 3:

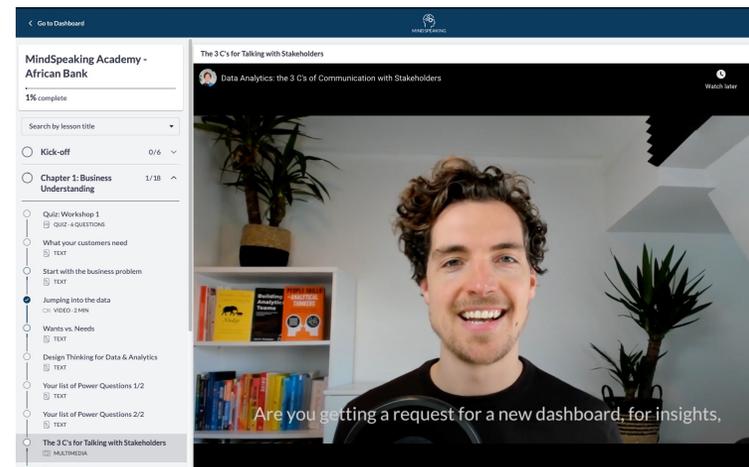
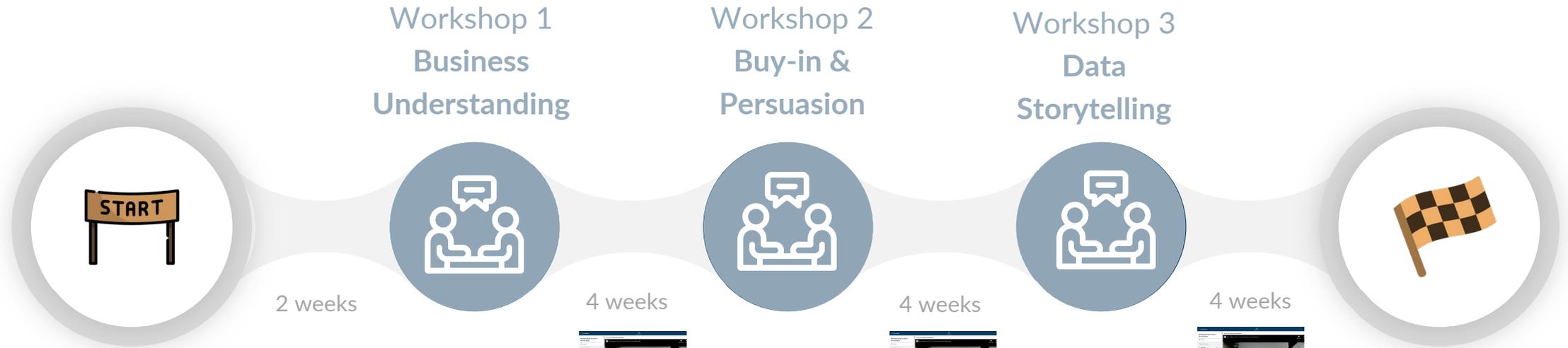
Data Storytelling

- The proven data story framework that will make people act on your insights
- How to present technical findings to a non-technical audience
- How to avoid overwhelming your audience with too much detail

3-month blended learning program, with interactive **workshops**



In between workshops: **self-paced learning** with MindSpeaking Academy



Training that sticks
1-minute videos and practical exercises help participants to implement the lessons in their daily work.

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



MSc
Behavioral Science

Managing Consultant
Data & Analytics

Founder
MindSpeaking



Author
People Skills for
Analytical Thinkers

Global mind
Has lived and worked
around the world

Training
Has trained 1,000+
Data professionals

44k followers / 10M+ views
Reached millions of people with posts
and videos on Data Storytelling in 2022

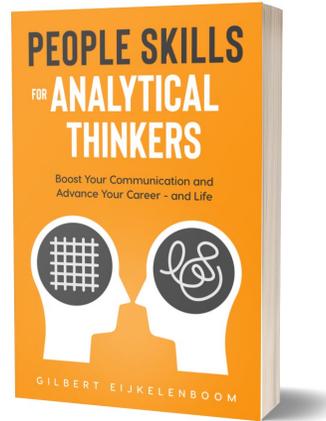
This isn't a standard communication skills training



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

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

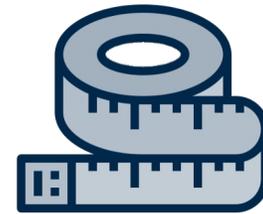
Success guaranteed



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

Trusted by clients all over the world

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

