

How to bridge the Data — Business gap

Training program: Communication skills for Data professionals

6 January 2022



MINDSPEAKING

85% of Analytics projects fail to deliver business outcomes*



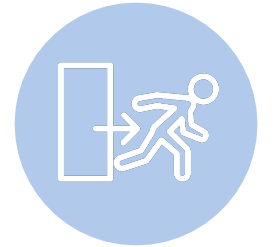
Even if you don't recognize this number,
you've probably seen:



Limited use of
data insights



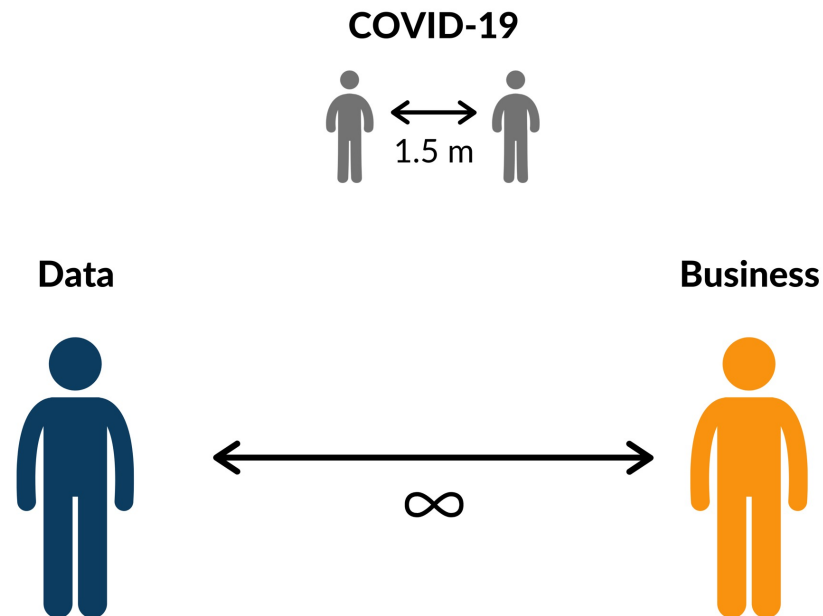
Business decisions
not data-driven



Data talent leaving
your company

The challenge: the gap between Data and Business

Social distancing



Often, the main challenge is not **data** or **technology**.

It's **psychology**.

Your Data employees...

... may have the best insights, the most accurate predictions, or the fanciest algorithm.

But all that matters is business impact.

Therefore, Data employees need the skills to **communicate** their analytical work.





Bridge the Data – Business gap

The training program that helps Data professionals communicate with clarity, confidence, and conviction.

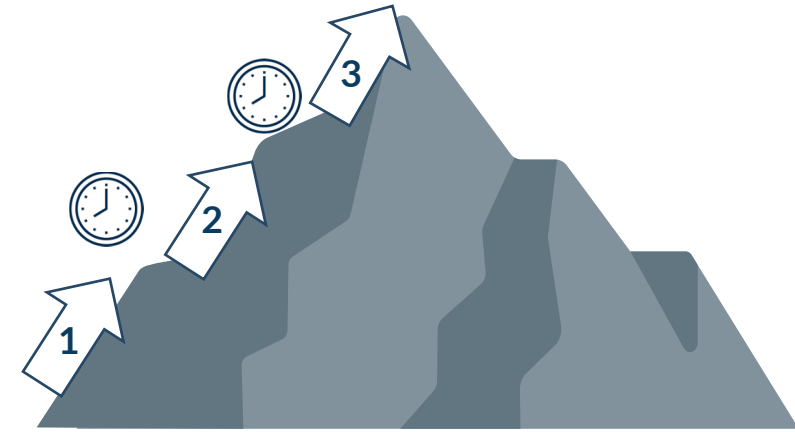
As a result, Data professionals get the best out of the data and the best out of themselves.

The MindSpeaking learning **approach**



Shortcuts do not reach the top

- A single sprint results in falling back into old patterns
- One-off trainings result in limited impact



Gradual process with lasting impact

- Pauses to reflect and put the lessons into practice
- Habit building, step by step

Training program: 3 interactive workshops



Workshop 1: **Business Understanding**

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



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**

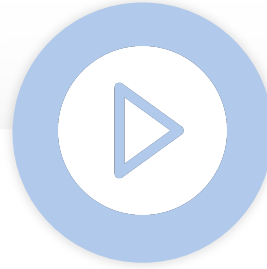
- The story framework that will make people act on your insights
- How to deal with resistance
- Translating technical findings to a non-technical audience

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

In each step of the learning journey, participants receive challenges to put the lessons into practice.

Structured program, focused on business **impact**

Interactive workshops

#1
Business
Understanding

#2
Buy-in &
Persuasion

#3
Data
Storytelling



2 weeks



4 weeks



4 weeks



4 weeks



Structured program, focused on business **impact**

Interactive workshops

#1
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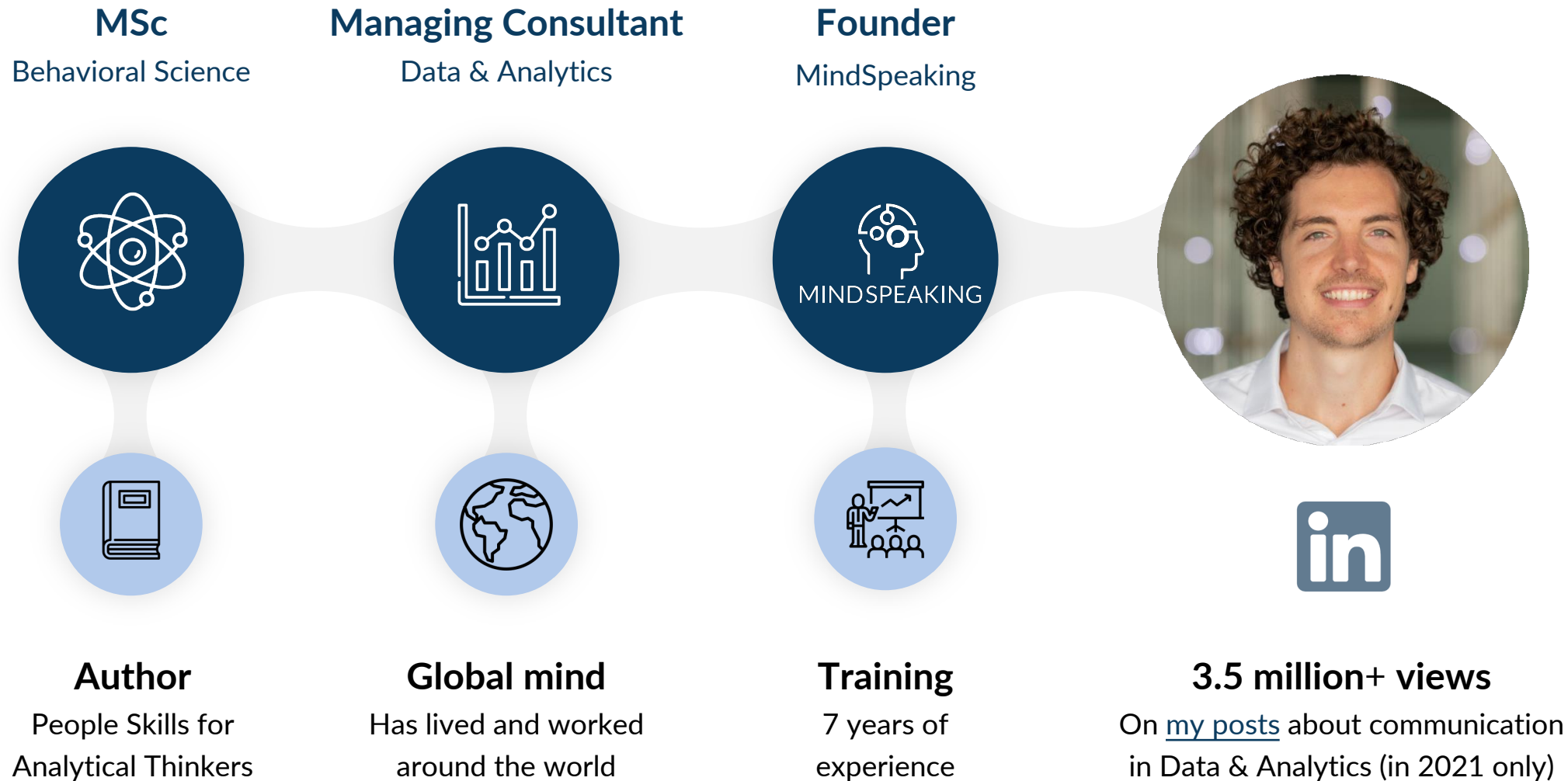
Self-paced learning



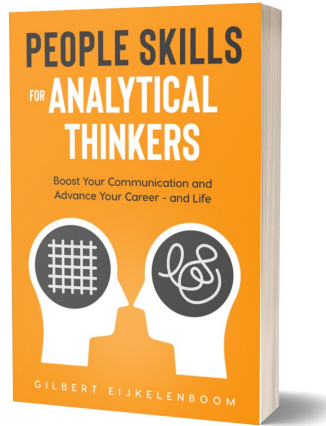
Includes the book:
People Skills for
Analytical Thinkers



Your **trainer**: Gilbert Eijkelenboom



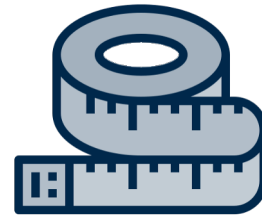
Success guaranteed



Proven methodology

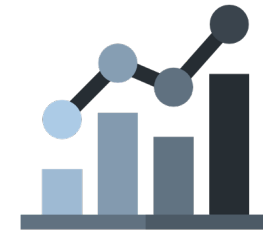
Based on my #1 Amazon best-selling book: People Skills for Analytical Thinkers.

Read reviews [here](#)



Specific & tailored

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



Learning analytics

Measurable training impact with skills evaluation before and after the program.*

* Training participants score themselves and receive feedback from their manager and peers. We do this based on a questionnaire and the MindSpeaking Maturity Model ([click here](#) for more info)

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Let's **bridge the gap** between Data and Business:



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