

# MindSpeaking: From Data to Business

Training program: Communication skills for Data professionals

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11 May 2022



MINDSPEAKING

# 85% of Analytics projects fail to deliver business outcomes\*



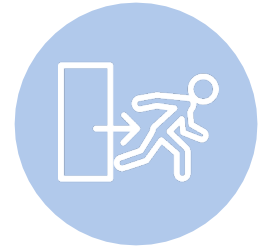
Even if you don't recognize this number,  
you've probably seen:



Limited use of  
data insights



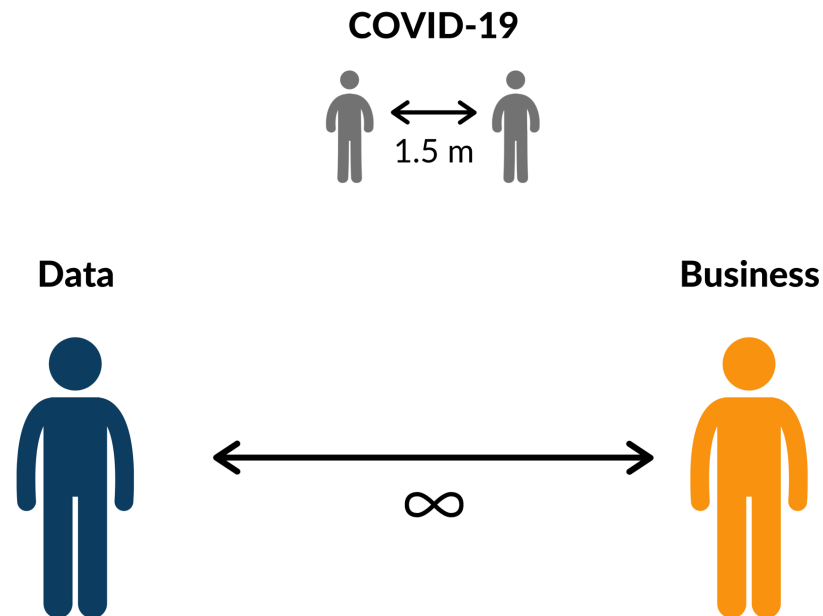
Business decisions  
not data-driven



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**.



# Data Scientists & Analysts...

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... 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.







# Training program: From Data to Business

## Results:

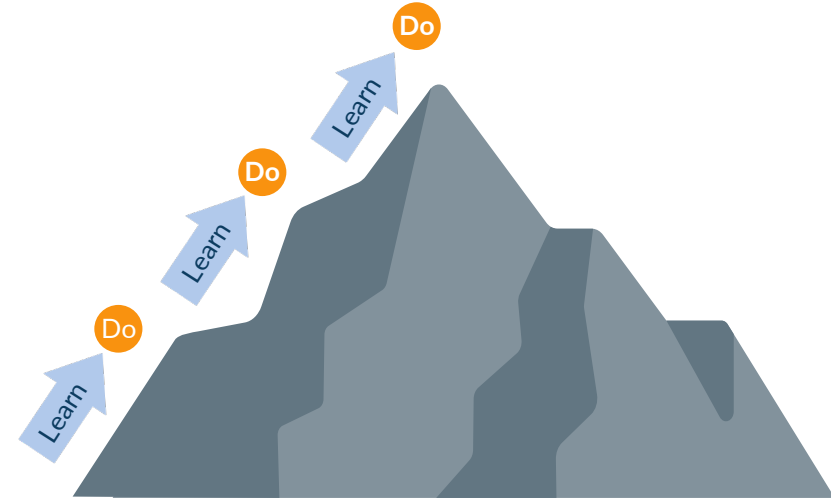
- Stakeholders using your data insights
- More data-driven business decisions
- Data Scientists & Analysts feel appreciated, motivated, and don't move to another company

# The MindSpeaking learning **approach**



## Shortcuts do not reach the top

- A single sprint, falling back into old patterns
- One-off training result 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 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**

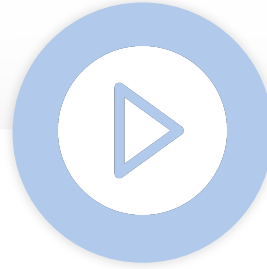
- The story framework that will make people act on your insights
- How to deal with resistance
- Translating technical findings to a non-technical audience

# Interactive workshops + self-paced learning = high growth



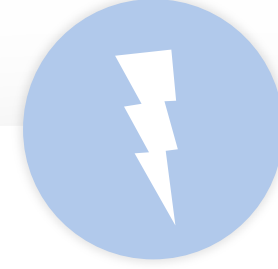
## Peer-to-peer learning

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

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  
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#3  
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Storytelling



2 weeks



4 weeks



4 weeks



4 weeks

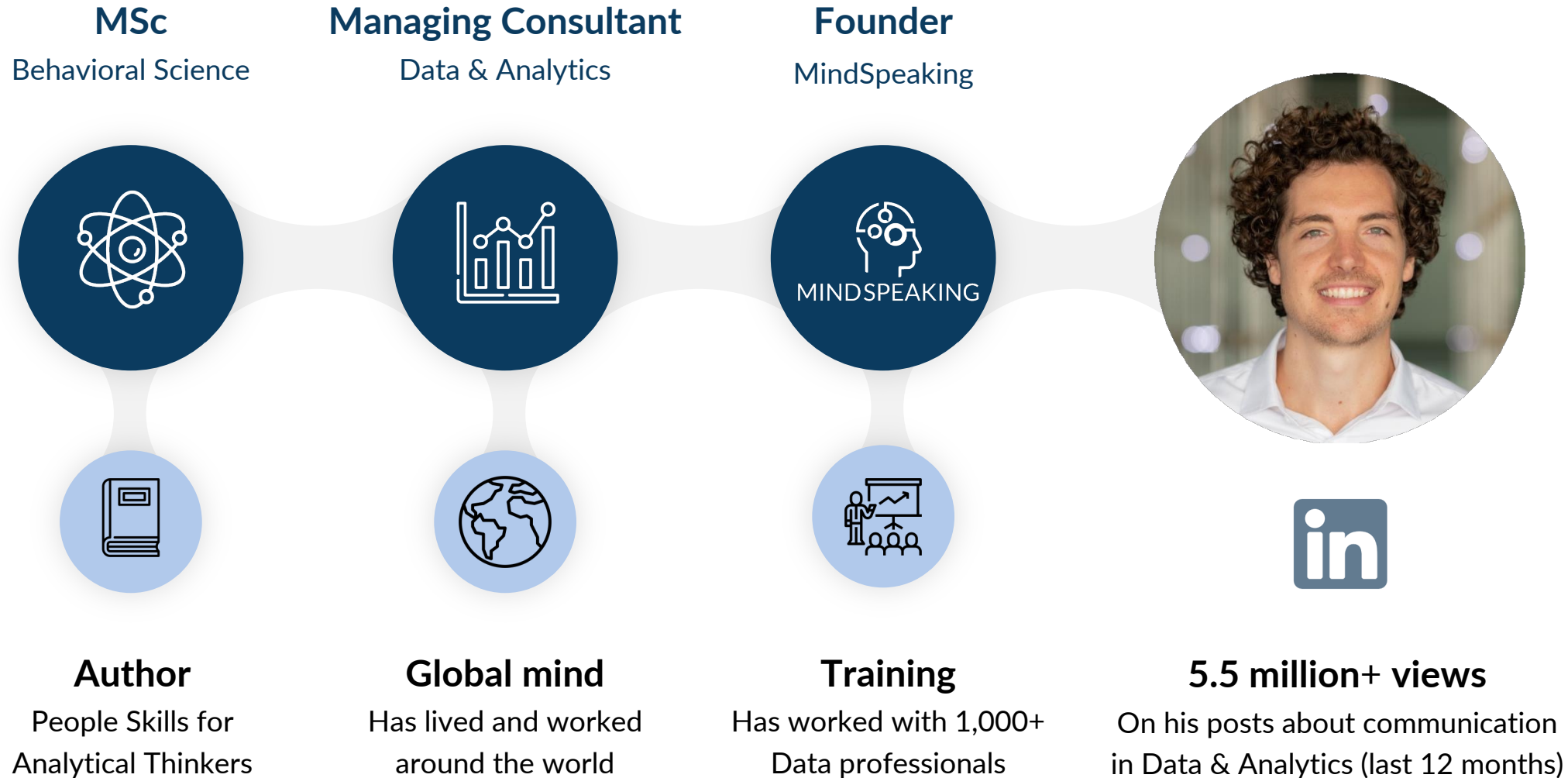


## Self-paced learning





# 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.



## Experienced all challenges first-hand

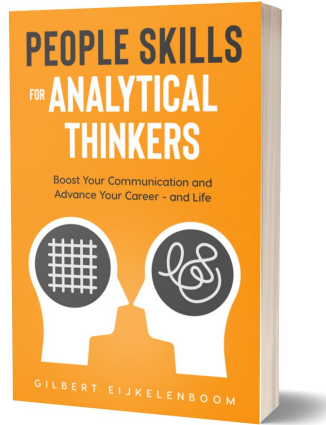
- Gilbert knows exactly how Data Scientists & Analysts feel.

## The trainer is “one of us”

- For many Data Scientists & Analysts, communication is out of their comfort zone. That's why they need a relatable trainer who they can trust.



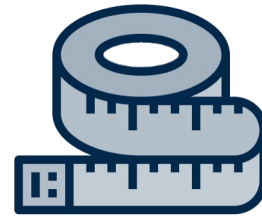
# Success guaranteed



## Proven methodology

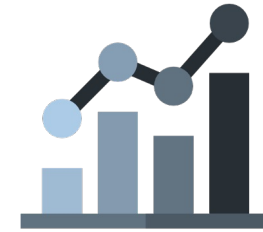
Based on my #1 Amazon best-selling book: People Skills for Analytical Thinkers.

Read reviews on [Amazon](#)



## Specific & tailored

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



## 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. More info: [MindSpeaking.com/maturity-model](https://MindSpeaking.com/maturity-model)

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



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