Transform your analysts into the consultants your business needs

Online Workshops – Content

2020

Online workshops

Overview

Sophic's workshops are aimed at improving the impact and productivity of data analysts. The workshops are interactive with exercises and discussion to maximise the learning and facilitation experience. The new online workshops described in this document have been adapted from Sophic's established programme of workshops previously delivered offline and on-site.

Workshop facilitator - Steve Hulmes

Steve Hulmes facilitates Sophic's online workshops. Steve, a former analyst and manager of analytical teams, has been helping train and coach client analytical teams for over 14 years and regularly speaks at conferences and meet-ups. His unique workshops, specifically designed for data analysts, have been attended by over 1,000 analysts since 2006 and have been endorsed by some of the UK's most experienced analytical leaders.

Current Online Workshop Portfolio

- Working Consultatively
- Managing Workloads and Stakeholder Expectations
- Impactful Reporting
- Data Visualisation
- Influencing

Each of these modules are described in the following pages.

Online workshop modules

Working Consultatively

Objective
This foundation module, focussing on mindset and communication, provides practical steps to help analysts transition to a more pro-active, consultative way of working that will improve their impact on their stakeholders and enable them to become more productive in their day-to-day work.

Who is it for?
Relevant for any data analysts, regardless of discipline (e.g. data Science, Credit Risk, Marketing etc.). Benefits both those either just recently started in analytics or more experienced analysts who want to improve their stakeholder engagement and elevate their credibility, value and respect.

What do participants learn?
- Why technical skills alone will not make them a great analyst
- The importance of perceptions and attitude
- Why working consultatively rather than passively delivers better results.
- The practical steps that can be taken to move naturally to consultative model of working.
- The communication practices that can help overcome common challenges and frustrations.

Content – The Consultative Mindset
- Common challenges & frustrations
- The true role of an analyst (Perspective)
- The Pro-active, consultative service model
- Building trust and credibility (Perceptions)
- Elements of good analytical service

Content - Communication
- Contact points and perceptions
- Understanding the 'real' briefing process
- Identifying the needs
- Clarity of communication
- Avoiding the email trap
- Attitude

Managing Workloads & Stakeholder Expectations

Objective
Managing workloads and expectations can be difficult especially in busy teams. This workshop provides participants with some key steps and techniques to help them avoid over-promising and under-delivering, which not only represents one of the key sources of stakeholder frustration but also is a major cause of analyst discontent and morale erosion.

Who is it for?
Relevant for any data analysts, regardless of discipline (e.g. data Science, Credit Risk, Marketing etc.). For those either just starting out or more experienced analysts who need guidance on how they can better manage workloads and expectations.

What do participants learn?
- Why being 'people pleasers' can have a negative impact on both stakeholder and analyst
- Why underestimating timescales is common and how to avoid it
- Why understanding your own capacity is key to effective planning and how to
- What steps individuals can take to address over-commitment
- How to use assertiveness to avoid over-commitment in pressure situations
- Using transparent planning to manage expectations

Content
- The causes and impacts of over committing
- The planning process & understanding your capacity
- Negotiating behaviours
- Being Assertive
- Transparent planning

Online workshop modules

Impactful Reporting

Objective
To provide a design framework for developing coherent and impactful reports with pertinent commentary and interpretation. Practical exercises reinforce the learnings and provide the opportunity to apply the concepts.

Who is it for?
Relevant for anyone tasked with providing the organisation with reports from data.

What do participants learn?
- How to ensure reports are designed intuitively using natural data hierarchies
- How to add insightful commentary to add value to report
- The importance of keeping messages simple and concise

Content
- The importance of work presentation
- Hierarchical report design
- Adding Interpretation and Commentary

Data Visualisation

Objective
To give participants the necessary know-how to develop effective visualisations to support in the delivery of reports or analyses.

Who is it for?
Relevant for anyone tasked with providing the organisation with reports or analyses.

What do participants learn?
- Why good visualisation is important
- Which charts work best
- Visualisation design concepts
- How to adapt charts and data to optimise the clarity of message and impact

Content
- Neural Linguistic Programming
- Exploratory V Explanatory Charts
- Chart design principals
- Bad/Good Chart Examples
- Chart Improvement techniques

Influencing

Objective
Being able to influence stakeholders is a key challenge for analytical teams. In this workshop Dr Cialdini's six principles of influencing are presented and their practical application discussed in the context of analytics teams.

Who is it for?
For both analysts and non-analysts who wish to exert greater influence over others.

What do participants learn?
- How they can re-frame statements to deliver better outcomes
- How to use each of the six influencing principles in their day to day work

Content
- Ethics of influencing
- The Six Influencing Principles
- Anchoring & Framing

Module Summary

Module	Duration	Max No People	Public/Packaged Workshops	
			Delivering Consultative Analytics	Presenting Data for Impact
Working Consultatively*	**4 hrs**	**8**	✓	
Managing Workloads & Stakeholder Expectations	**4 hrs**	**8**	✓	
Impactful Reporting*	**4 hrs**	**8**		✓
Data Visualisation*	**4 hrs**	**8**		✓
Influencing	**4 hrs**	**8**		

Participant Requirements

Participants will need to join the workshops via Zoom and have their cameras and audio switched on to take part. Also, they will need to be able to access and use Powerpoint and Excel for some workshops (denoted with *).

Fees

Public Workshops

The public workshops which are open to all organisations are charged at £195+vat for half day (4 hrs) with discounts for multiple bookings. The latest schedule of public online workshops can be found on our website www.sophic.co.uk

Private Workshops

A tailored programme can be developed exclusively for your own staff at discounted rates, whether just one module or several scheduled over a period of time. Rates vary depending on the length of commitment, please call or email for further information.