

Making Analysis Work For Business

Workshop Overview & Content

A CPD accredited two day soft skills workshop for analysts.

“Data Analysis has no commercial value unless the decision makers receiving it are able to act upon it.”

Steve Hulmes, Workshop Leader

The CPD Standards Office

CPD PROVIDER: 21242
2015 - 2017

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Overview



What is it?

A CPD accredited, unique two-day workshop specifically developed to improve the productivity and commercial impact data analysts have on their customers - whether internal to their own business or external. Combining theory with practical exercises and role play the workshop is highly interactive to optimise the learning experience. The workshop forms an essential part of any data analysis training programme.

What is the objective of the workshop?

The aim of the workshop is to provide the analysts with the key soft skills, techniques and behaviours that good analytical consultants use to ensure they have a positive impact on their customers and their businesses. It is not a technical workshop, although delegates will utilise their analytical thinking to undertake a variety of exercises.

Who is it for?

The workshop primarily benefits those responsible for undertaking technical data manipulation, reporting or analysis in order to provide decision makers (their customers) with information. Former delegates include:

Marketing Analysts - Statistical Modellers - Risk Analysts - Customer Insight Analysts - MI analysts

What's covered?

The main themes of the workshop are Communication, Planning & Presentation Of Data. The workshop establishes what constitutes good analytical service and then how each of the three areas contribute to maximising the impact an analyst can have on their customers.

Where is it?

Privately hosted workshops can be run on-site at your place of work for up to 10 delegates. Alternatively, you can secure a place on one of the scheduled public workshops listed on the website.

Who is the facilitator?

Steve Hulmes, Sophic's director and data analyst with over 25 years experience managing analytical teams and delivering analytical projects. Steve developed the workshop in order to provide the missing link in many organisations' data analysis training programmes.

What are the fees?

The standard rates for securing a place on a public workshop are £845+vat . There are discounts available for block bookings. Alternatively you could save over 40% on fees by hosting a private workshop at or near your place of work for up to 8 delegates for a flat fee.

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"Making Analysis Work for Business is a high quality, well-structured course delivered by a skilled and knowledgeable trainer. It has provided our analysts with the invaluable customer-focussed skills and techniques that have added value to the whole of the marketing process and a new and original dimension to the career development of our analysis teams."

Anthony Boe – Co-operative Financial Services

"The course provided useful exercises and content that enabled my teams to think and reflect on how they were perceived and how they can improve the service they offer their customers. We took from the course a number of actionable learnings that we have put into practice and this has resulted in positive feedback and a happier more-valued team. Recommend the course to new and experienced analysts alike."

Rob Frost, Oxfam

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Workshop Content

Scene Setting This section covers the background to the course and sets out the fundamental principles that underpin the theories presented during the two days. Topics covered:-

- The role of Analysis within Business.
- The Customer and the value of their perceptions.
- Types of Analytical Service (the importance of 'Pro-active' Analysis).
- Measuring Analytical Service.
- Issue brainstorming.

Communication This section highlights the importance of frequent and good quality communication with the customer in order to develop a closer and more proactive relationship. Topics include:-

- Customer Contact points (The importance of maximising customer perception).
- Identifying Customer Needs (Understanding that identifying what is behind the stated 'wants' is the key to adding value).
- Talking Business (Adapting messages for customers and developing commercial awareness).
- Being Responsive (its about communication not necessarily action!)
- Attitude! (Examining the different behaviours typically found within Analytical teams and their impact on customers).
- Positive Communication (Avoiding fire-fighting and re-work).

Planning Delegates will learn how to manage customer expectations through planning – and through exercises gain an understanding of their own natural approach to planning. The two main sections are:-

- Managing Customer Expectations (the key to avoiding over-promising and under-delivering).
- Negotiating
- Transparent Planning (a technique for effectively managing multiple projects and multiple customers).

Presenting Data This section helps to develop the analysts written presentation skills (not verbal delivery skills). They will develop an understanding of how to present their data in a concise and relevant way to their customer and how to customise style and content (especially for non-technical audiences). This section has a very practical bias with a number of progressively more challenging exercises to complete. Main areas covered:-

- Standards (Establishing formats and presentation standards).
- Pre-positioning (How to gain support for your work and how to deliver bad news!)
- Visualisation techniques (Bringing data alive – avoiding data tables).
- Interpretation (The importance of summarising and concluding – the real added value).
- Story Telling (Developing a logical flow to a presentation).

Review & Conclusion Delegates revisit the issues collected within the Scene Setting section at the beginning of day 1 and discuss how the workshop learnings may be able to assist in their resolution.

"Helped to attend with all my team together and discuss issues relevant to our area. Steve was v knowledgeable and his experience at this level was invaluable. Thanks."
David Webster – Abbey

"Workshop was fantastic - very interactive, relevant & useful"
Chloe Rogers – Ceuta Healthcare

"Excellent workshop! I subsequently went into work with a bright and new attitude"
Sinead Toner - MBNA

"I had high expectations and the workshop didn't fail to deliver! Enjoyed the interaction in the exercises and have come away with many ideas on how I can improve my everyday performance and skills".
Philip Hurst – 3M