



# Certified Data Visualization Professional



3 editions in 2016



2 cities in 2016

Learn how to increase reporting efficiency with the best visual representation of your data

**A comprehensive and intense training course on how to increase the organizational performance reporting, allowing you to turn complex, abstract data into structured, measurable information through:**

- ▶ Effective visual representation methods and techniques;
- ▶ Referenced resources (books, articles and performance reports);
- ▶ KPI Dashboards, balanced scorecards, graphs in practice and infographics;
- ▶ Our master trainers' experience in training delivery, resulting in outstanding results of your organization's data visualization.



## 3 Key Business Benefits

- ▶ Successfully work with challenging data sets by using visual representations to analyze your data in an accessible manner;
- ▶ Have a clear overall image of your company by creating specific data visualization tools tailored to your organization's needs and reality;
- ▶ Gain a competitive edge by identifying and acting faster on emerging trends due to balanced data based-decisions.

*"I contacted The KPI Institute for an in-house training with my team. We found both the material and the way of explaining concepts by doing examples invaluable. I would also say that this is a great value for money if you want to build the competency within your organization."*

**Fahad A. AlFaadel, Saudi Food and Drug Authority, Saudi Arabia**

## Course Overview



Visual communication is effective only when it is aligned with the way people see and think. The course provides insights on the importance of data visualization, fundamental principles, as well as means to increase non-verbal communication skills through effective visualizations.

This course will help you improve communication within your company, through visual displays of quantitative data. You will learn, through practical applications, how to communicate visually in an effective way and how to increase reporting efficiency, leading to a better understanding of the presented data, and thus, to smarter and quicker strategic decisions.

Some of the main aspects addressed by the “Certified Data Visualization Professional” course are the need for a more rigorous approach to creating visual representations of vast information, techniques of standardization and tailored data visualization tools.



### Participants profile

#### ► Professionals interested in data visualization

Professionals from different fields, such as finance, human resources, production, logistics, information technology and design, interested in visual communication methods, will improve their efficiency in reporting information in a visual manner.

#### ► Top/middle/lower management professionals

Individuals such as executives or operational managers, regardless of their field of expertise, will gain the ability and knowledge to either create or better understand visual representations of information. The tools and resources offered as part of the Certified Data Visualization Professional Training Course enable managers to immediately apply the concepts learned within their organizations, after the course.

#### ► Data visualization experts

For experts in creating visual representations and communicating information in a visual manner, such as Data Analysts, Graphic Designers, Marketing Specialists or any specialist in performance reporting, it is important to obtain a certification that demonstrates their knowledge and skills in this field of expertise.

These professionals already use certain practices and have already implemented certain data visualization standards, processes and tools, but there remains the need to identify improvement opportunities. Experts also need examples of good practices in the field, and the course is a great opportunity to learn from the trainer and the other participants with a great interest in visualizing information.

### Benefits

- Receive relevant guidance for developing visual representations in order to discover, understand and communicate information;
- Create better and more relevant reports by understanding the fundamental concepts in data visualization;
- Offer intelligible data sets to decision-making parties through creating excellent graphical representations;
- Improve your performance in presenting data and enhance viewer experience by acknowledging the importance of communication through visual representation;

### Learning objectives

- Understand the fundamentals of creating and designing a visual representation for your intended users;
- Select the right communication channel in accordance with the target audience;
- Learn how to collect and design standardized data inputs and outputs;
- Apply the design techniques required to create an effective visual representation;
- Discover key steps in improving your organizational and departmental visual communication.

## ☰ Agenda

### Day 1 - Introduction into the World of Data Visualization

9:00 - 17:00

#### Data Visualization Parameters

- ▶ Presentation of the data visualization concept;
- ▶ The importance of data visualization;
- ▶ Precognitive attributes;
- ▶ Data visualization governance;
- ▶ Reporting and monitoring processes;
- ▶ Fundamental visualization principles;
- ▶ *Activity: Answering the "W" questions.*

#### Content Standardization

- ▶ Data collection methods;
- ▶ Content administration;
- ▶ Data classification and coding;
- ▶ Standardized input/output reports;
- ▶ Content design;
- ▶ Designing tables;
- ▶ *Activity: Set the basis for a standardized table.*

#### Channel Selection

- ▶ Maps;
- ▶ Interactive graphics;
- ▶ Infographics;
- ▶ PowerPoint;
- ▶ Prezi;
- ▶ Video doodle;
- ▶ Excel sheets;
- ▶ Comic strips;
- ▶ Animations;
- ▶ *Activity: Select the relevant channel for your target audience.*
- ▶ *Activity: Set the basis for a dashboard and an infographic.*

### Day 2 - The SFERA Model – Part I

9:00 - 17:00

#### Structure

- ▶ Effective layouts;
- ▶ General principles;
- ▶ The use of space;
- ▶ Case studies: Excel, Word, PowerPoint, Website;
- ▶ *Activity: Avoid layout concepts without meaning.*

#### Format

- ▶ Text and shapes in visual representations;
- ▶ Visual sufficiency;
- ▶ Best practices in designing graphs;
- ▶ *Activity: Avoid format concepts without meaning.*

#### Express

- ▶ Font and size;
- ▶ The importance of colors;
- ▶ Background and shades;
- ▶ *Activity: Avoid aesthetics concepts without meaning.*

#### Report

- ▶ Reporting guidelines;
- ▶ Taxonomy of reports:
  - ▶ Scorecards;
  - ▶ Dashboards;
  - ▶ Animations;
  - ▶ Infographics;
- ▶ Performance reporting in focus.
- ▶ *Activity: Simplicity, clarity, efficiency for dashboards and infographics*

### Day 3 - The SFERA Model – Part II

9:00 - 16:45

#### Reporting Numbers

- ▶ Excel, add-ons and widgets;
- ▶ SAS Visual Analytics;
- ▶ Tableau;
- ▶ *Activity: Creating interactive charts in Excel*

#### Reporting Text

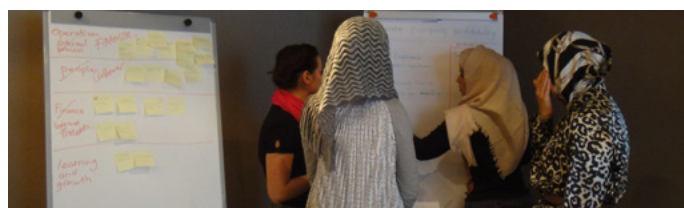
- ▶ Word;
- ▶ PowerPoint;
- ▶ Prezi.

#### Assess

- ▶ Competency assessment;
- ▶ *Activity: Self-evaluation;*
- ▶ Capability assessment:
  - ▶ Data governance;
  - ▶ Template structured based on guidelines;
  - ▶ Style management;
  - ▶ Corporate colors;
- ▶ *Activity: Peer evaluation;*
- ▶ Data Visualization best practices;
- ▶ *Activity: Creating a checklist for self- and peer-evaluation.*

#### Review and Certification Exam

- ▶ Course review;
- ▶ Certification Exam.



### 🗣️ Testimonials

"We see the ability to understand and monitor the vital numbers behind the strategies and capabilities of our investments as vital to our competitive edge. I am confident that the course will help us to both sharpen our internal tools and to provide further value in our strategic sparring with company management."

Angus Steel, Delta Lloyd Asset Management, Netherlands

"Very interested and pleased with the course. I would recommend to senior colleagues."

Will Barr, GLL, UK



## Learning experience

### Pre-course

This part of the learning experience is meant to ensure a smooth transition to the face to face training. Participants are required to take the following steps:

- ▶ **Needs assessment** - complete a questionnaire to determine a tailored and relevant learning experience;
- ▶ **Pre-course evaluation quiz** – take a short quiz to establish the current level of knowledge;
- ▶ **Guidance and schedule** – analyze a document presenting guidelines on how to maximize your learning experience;
- ▶ **Forum introduction** – share an introduction message to present yourself to the other course participants;
- ▶ **Expectations** - share your expectations regarding the training course;
- ▶ **Color test** - access an online color test to determine your color perception;
- ▶ **Pre-requisite reading** - go through a series of documents to better understand the core-course content.

### Core Course

During the three days of face-to-face training, the course is designed to facilitate experiential learning and ensure a high level of interactivity. Activities used to enhance the development of competencies range from the simple application of theoretical concepts to the analysis of enriched visuals and tailored representations. The learning experience consists of:

- ▶ Applying concepts in practical exercises;
- ▶ Analyzing case studies and identifying solutions;
- ▶ Using templates to develop performance measurement tools;
- ▶ Sharing experiences and best practices;
- ▶ Constantly evaluating knowledge, through short quizzes to support the certification exam.

### After-course

The learning process is not finalized when the core-course ends. Participants are required to take the following steps:

- ▶ **Forum discussions** - initiate a discussion and contribute in a discussion opened by another participant;
- ▶ **Action plan** - create a plan for the actions and initiatives you intend to implement after the training course;
- ▶ **In-house presentation** - create and submit a short PowerPoint presentation to present your colleagues the knowledge you have accessed during the training course;
- ▶ **Additional reading** - go through a series of resources to expand your content related knowledge;
- ▶ **“Data visualization” webinar** – watch a webinar to gain insights on the importance of data visualization, fundamental principles and how to increase non-verbal communication skills through effective visualizations;
- ▶ **“Reporting and decision making” webinar** – watch a webinar on best practices in terms of reporting on KPIs results, which highlights the importance of making decisions based on feedback provided by the performance measurement system;
- ▶ **Learning journal**: reflect upon your 3 stages learning experience and complete a journal.



## Educational Resources

### The KPI Infographic

**Catalogues:** Dashboards, Scorecards, Graphs in Practice, Infographics in practice;

**Fact sheets** Best tools for data visualization, History of infographics, Chronological innovation milestones in data visualization;

**Video doodle:** “What is a KPI, a KRI and Metrics”, “What is a Dashboard”, “What is a Scorecard”, “Understanding the KPI Documentation Form”;

**Articles:** Data visualization articles published on PERFORMANCE Magazine, The KPI Institute’s online magazine dedicated to strategy and performance;

**Other Resources:** videos, whitepapers or case studies relevant for KPIs visual reporting.



## Evaluation

The certification process is finalized only when you complete all of the 3 stages of the learning experience. Nonetheless, you will receive a:

- ▶ **Certificate of Attendance:** after participating at the 3 days of on-site training course;
- ▶ **Certified Data Visualization Professional diploma:** after you have successfully completed all of the 3 stages of the learning experience.

We strongly recommend that you obtain the Certified Data Visualization Professional title, as this endorses your skills and knowledge related to this field.



## Inclusions

### Course materials that consist in:

- ▶ Course slides;
- ▶ Course notes.

### Performance Management Toolkit, containing the following templates:

- ▶ Desired State of Evolution;
- ▶ Strategy Map;
- ▶ Performance Scorecard;
- ▶ Performance Dashboard;
- ▶ Performance Healthogram;
- ▶ Performance Maturity Model;
- ▶ KPI Documentation Form;
- ▶ Initiatives Portfolio;
- ▶ Initiatives Documentation Form;
- ▶ Performance Management System Architecture;
- ▶ Monthly Performance Management Process;
- ▶ Employee Scorecard.

### Furthermore, the templates are accompanied by two manuals and two publications:

- ▶ Performance Dashboard Guide for Administrator;
- ▶ Performance Scorecard Guide for Administrator;
- ▶ KPIs for Call Center Dashboard;
- ▶ KPIs for Call Center Scorecard;

**Premium Subscription on smartKPIs.com available for 6 months, providing access to 500 fully documented KPIs and over 20.000 KPIs enlisted;**

**One research report from the Top 25 KPIs series;**

**Free access to all webinars from 2014 to 2015 Performance Management series.**

## ➔ In-house Training Course

### Organize this training course in-house

If you have a group of five or more to train you can save time and money by running this training course in-house. Use the contact details provided below to request a customized offer from one of our training solution specialists.

#### ► Embedded learning

Our aim is to do more than just deliver the course – we want to ensure that your people gain long-term benefits from their training and perform better in their jobs so that you see the return in your investment of your people.

#### ► Increased relevance

You can enhance the effectiveness of your training program by incorporating a real live audit with the assistance of the facilitator – making the course more relevant to you and your business.

#### ► Exclusivity

Each in-house training session is exclusive to your organization – you can introduce company sensitive or market competitive information into sessions, without commercial compromise.

#### ► Cost savings

There are clear cost savings to be made – you save on travel, accommodation expenses and employee's time.

#### ► Flexibility

The KPI Institute in-house training is flexible, adaptable and effective, ensuring that you get the best possible learning experience.

### 🗣️ Testimonials

*“Particularly adept at building and sharing knowledge... creativity, research and exemplary stakeholder management skills were essential to success.”*

Gavin Haberfield, Department of Treasury and Finance, Australia

*“This is one of the best programs regarding performance management, I have ever attended. I highly recommend this training for any manager who wants to manage his/her business in the right way.”*

Perviz Aslani, EMBAWOOD, Azerbaijan

*“A powerful insight into your hidden potential that can drive you to a high level of excellence.”*

Alassane B. Ndiaye, Qalinca, Belgium

*“I would rate the training 10 out of 10 and highly recommend it to others. The facilitator managed to get excellent group interaction right from the beginning, the course was interesting, informative and very well presented.”*

Mohamed Salah El-Dein, Salehiya Medical, Saudi Arabia

## 📁 Training Courses Catalogue 2016

The KPI Institute offers a broad set of training courses customized to specific functional areas, industries or topics related to performance management.

Each of these courses is developed based on The KPI Institute's research and aims to provide practical solutions for improving business performance.



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## Registration

### 3 ways to register:



Online



Direct contact

Call us and we will assist you through the registration process.

#### European office

Alexandru Muntean  
alex.muntean@kpiinstitute.com  
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#### Middle East office

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#### Australian Headquarters

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Registration form

Use one of the following options:

- ▶ Complete this form and fax it to your nearest office:

**European office:**  
+40 2 6441 4360

**Middle East office:**  
+971 4 332 8810

**Southeast Asia office:**  
+61 3 8395 6544

**Australian Headquarters:**  
+61 3 8395 6544

- ▶ Email us with your registration details

### Expression of Interest

\*Please fill out all the fields below

Title

First name

Last name

Telephone

Email

Training course

Date of training course

Job title

Department

Organization

Organization size

Industry

Address

City

State / Province

Country

Postal Code

How did you hear about us?

#### Registration cancellation procedure

Any withdrawals have to be announced at least two weeks before the beginning of the course, through fax or e-mail. In this situation, the attendance fee will be refunded, less \$400 retained for administrative expenditure.

The attendance fee will not be refunded if the withdrawal from the course takes place less than 2 weeks before its start date. If you find yourself in the impossibility to attend the course after the registration process is already completed you may delegate another person to attend the course in your place without any further fees charged. If you have confirmed and made the attendance fee payment but you didn't attend the course, the course attendance fee will not be refunded.

If you attend the course only partially (one day or a limited number of sessions), you will not benefit from any attendance fee reduction or refund.