



# Business Interaction for Analysts

The course that helps your analytics team improve interactions with business stakeholders.

Gain and improve your team's communication, interaction, persuasion and influencing skills with this course tailored to your organisation.

**Institute of Analytics Professionals of Australia**

With the critical role of analytics in business today, analysts are interacting with a wider group of stakeholders, right up to board and CEO level.

To maximise these interactions analysts need strong communication and influencing skills to translate technical knowledge into business-friendly insights. The skills which set analysts apart include:-

- Asking smart questions to understand the business need before doing any analytics;
- Tailoring communication style to different types of people, of varying seniority, in different departments and varying communication preferences;
- Simplifying the analysis and insights, and creating a strong narrative or story

## Outcomes

This course will enable analysts to better interpret the information requirements of their stakeholders, and report back the results of their analysis in a way stakeholders will understand and find useful. This helps you improve the value your team provides to the management decision-making process. Specific outcomes include:

- a) Tailoring their communication style: Analysts will understand the need to tailor their communication style to different stakeholder types, and to both sides of the brain (left brain for logic and right brain for emotions)
- b) Getting a great brief: They learn strategic questioning techniques to help get the information needed to help solve business issues through analytics and data science.
- c) Simplifying their communications: They learn how to simplify their communications (written and presentations) through the use of narrative structures & storytelling.

## Presented in your office

The Business Interactions course is held exclusively for your internal team. This allows the workshops to specifically address your industry, your organisation's structure and your stakeholders in a closed and private environment. Each workshop is held in your office over a half day, reducing time away from business as usual for your analytics team.

**STEP 1**

### Learning needs analysis

Two to four weeks before the program begins, we will conduct a half day (4 hours) learning needs analysis through the use of (1) stakeholder interviews and (2) participant surveys. In addition, we will ask for examples of the participants written communications (reports, presentations) so we can assess the current communications style and development priorities. This enables us to tailor program content to the industry, business and individual style of participants and your organisation. The tailoring process can take up to two weeks.

**STEP 3**

### Data-storytelling workshop

Once the analysis is done, there is still some highly skilled work to communicate your findings back to stakeholders effectively. For example:-

- Tailoring your findings to different stakeholders with their various pre-conceptions of what constitutes "the facts" and different communication styles & preferences
- The "agony of simplification": maintaining the integrity and nuance of your findings whilst simplifying them for a non-technical audience
- Helping turn data into insights into tactics into plans

In this workshop, we will first explore how data turns into insights. We'll discuss the difference between facts and insights, and the techniques you can use to communicate your data as insights for the various stakeholders.

Second we'll look at classic narrative structures which can help analysts turn insights into a story. These will help set up the recommendation, tactics and plans. Our framework allows you to frame your story into a six-step narrative which will simplify your findings & engage and persuade your stakeholders.

Outcomes

1. Develop a shared understanding of what makes an insight powerful
  - a. Framing your insight against what your stakeholders currently think
  - b. Ensuring that insights are actionable
  - c. Using presentation and persuasion techniques to support your insights
2. Develop the ability to turn data into a compelling and simple story for stakeholders
  - a. Using narrative structures to quickly develop recommendations and presentations
  - b. The benefits of storytelling for simplicity, audience engagement and persuasion

**STEP 2**

### Stakeholder analysis workshop

To do great work, you need two key inputs: (1) a well-defined business problem; and (2) an understanding of the various stakeholders and their needs. In this workshop we look at two highly effective frameworks to help analysts with these inputs.

First, we look at stakeholder mapping which asks you to define your set of stakeholders, their needs, and their communication styles – and develop a plan to tailor your communication to them.

Second, we look at four specific types of questions which can most effectively uncover the key business issue(s).

Outcomes:-

1. Develop a plan to tailor communications to your different stakeholders
  - a. Their business focus
  - b. Their personal style of thinking
  - c. Their language
2. Develop your questioning skills
  - a. Use questions to clarify the problem & ensure you understand the underlying business need
  - b. Use questions to align expectations: scope of work and criteria for success

**STEP 4**

### Follow up

Following the completion of the two workshops, we will run a short (1hr) follow up session to work through any successes or challenges in implementing the actions from the course. This is a chance to make sure the course turns into real world behaviour change and delivers results for the individual and organisation.

## STEP 1 Learning needs analysis

1

Two weeks  
Data gathering to tailor the workshops  
Week 1

## STEP 2 Stakeholder analysis workshop

2

Part 1 - 9am to 1pm  
Maximum of 12 participants  
Week 4

## STEP 3 Data-storytelling workshop

3

Part 2 - 9am to 1pm  
Maximum of 12 participants  
Week 8

## STEP 4 Follow up

4

One hour  
Maximum of 12 participants  
Week 12

## The course presenter



### Rob Pyne, Principal at Realizer

Rob Pyne is the founder of Realizer, a training company that helps people gain powerful insights and realise their potential. Realizer specializes in training and coaching organisations in Productivity, Decision-Making, Negotiations and Management.

Realizer's approach is to take the latest scientific research into productivity, negotiations, management and decision-making and turn it into practical tools for people to use in their jobs.

Realizer has worked with some of Australia's most famous and progressive organisations such as AFL, ABC, BBC, Newscorp, Hoyts, Fairfax, OMD, MEC, FutureBrand, redkite, Barnardos and CanToo.

## Next steps

To book your team for this inhouse course, please email IAPA on [inhouse@iapa.org.au](mailto:inhouse@iapa.org.au) or call Krystina on 02 9277 5452