

# MindSpeaking: Bridge the Gap

Training program: Communication skills for Data professionals

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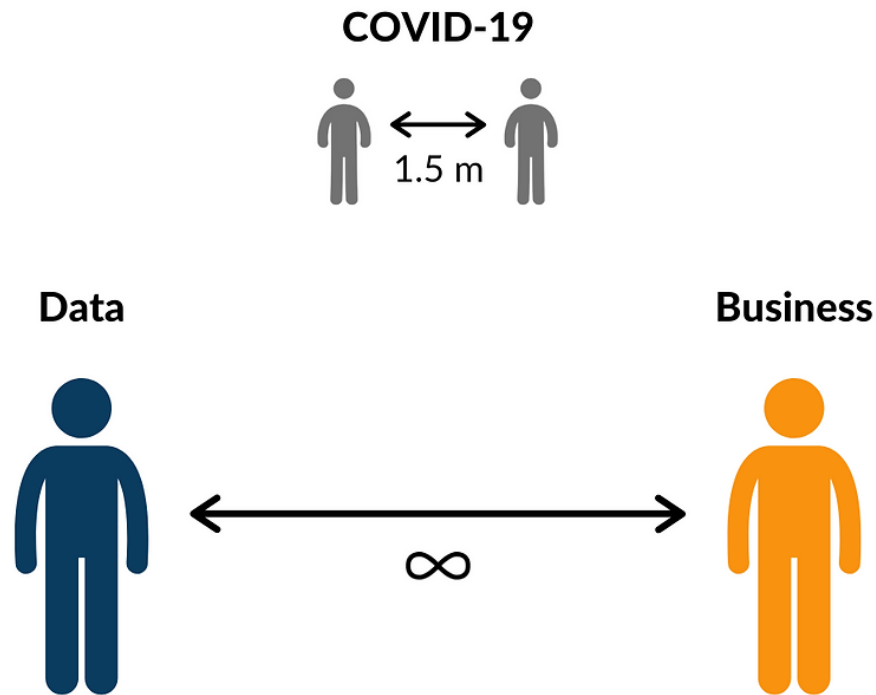
9 December 2022



MINDSPEAKING

# The challenge: the gap between Data and Business

## Bridge the gap



**Data Analysts and Scientists in your team might be experts in Python, R, or Excel.**

But without good communication skills, their business impact is limited.

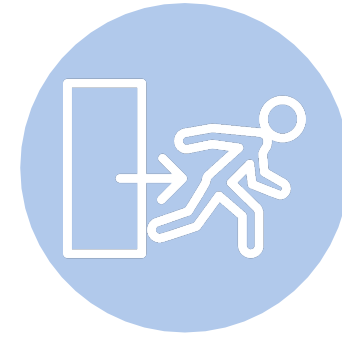
# The impact: do you recognize this in your organization?



Limited use of  
insights, models,  
and dashboards



Business  
decisions not  
data driven



Data talent  
leaving the  
company



# Training program: Bridge the Gap

## Results:

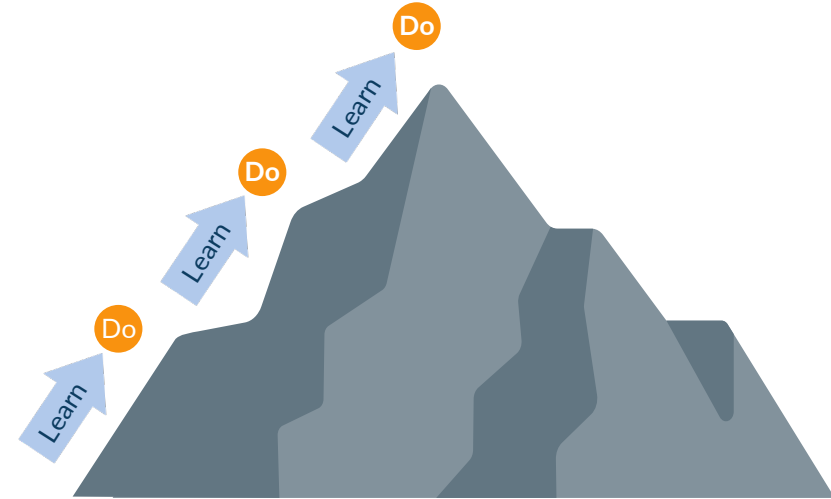
1. More business impact with data.
2. Higher adoption of dashboards and insights.
3. More self-reliant team. Manager no longer a bottleneck.
4. Data Analysts and Scientists make more impact, feel appreciated, and don't move to another company.

# MindSpeaking: training that **sticks**



## Shortcuts do not reach the top

- A single sprint, falling back into old patterns
- One-off training results in limited impact



## Gradual process with lasting impact

- Habit building, step by step
- Multiple sessions, with exercises in between to put the lessons into practice



# Three **workshops** focused on key challenges of Data professionals



## Workshop 1: **Business Understanding**

- Uncover the business need: 14 power questions for intake meetings
- How to challenge the business: being assertive without offending others
- How to focus less on the technical solution, and more on business impact



## Workshop 2: **Buy-in & Persuasion**

- How to get buy-in and build trust with stakeholders
- How to deal with different personalities
- How to persuade anyone with data: marketing, sales, or HR — by applying neuroscience in practice



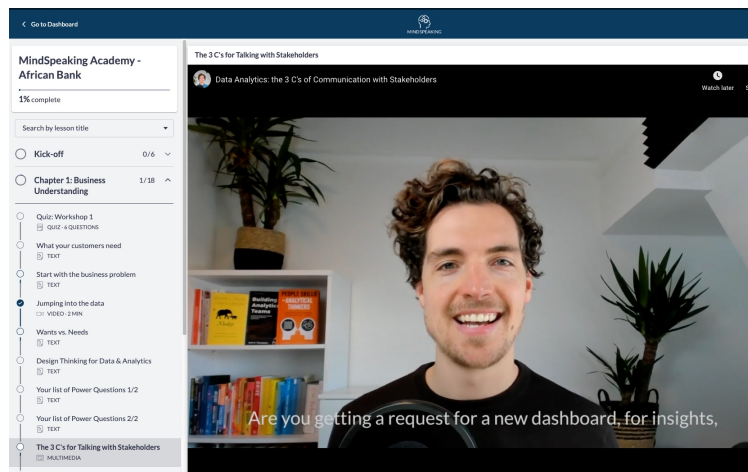
## Workshop 3: **Data Storytelling**

- The proven data story framework that will make people act on your insights
- How to present technical findings to a non-technical audience
- How to avoid overwhelming your audience with too much detail

# 3-month blended learning program, with interactive **workshops**



# In between workshops: **self-paced learning** with MindSpeaking Academy



## Training that sticks

1-minute videos and practical exercises help participants to implement the lessons in their daily work.



# The **creator** of the program: Gilbert Eijkelenboom



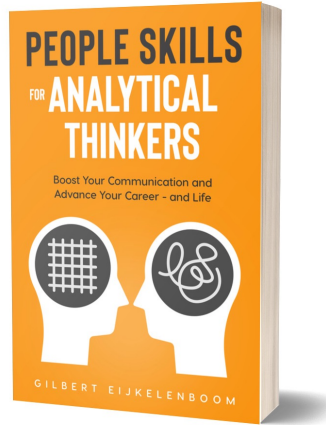
# This isn't a standard communication skills training



**Created by a Data professional,  
for Data professionals**

All content is created by Gilbert, focused on the key challenges within Data & Analytics.

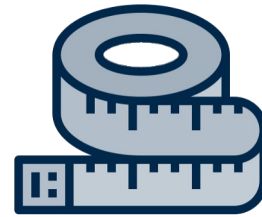
# Success guaranteed



## Proven methodology

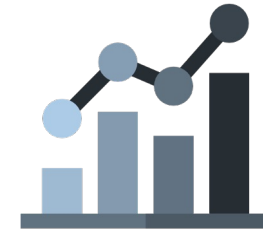
Based on my #1 Amazon best-selling book: People Skills for Analytical Thinkers.

Read reviews on [Amazon](#)



## Specific & tailored

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



## Measurable training impact

Learning analytics: skills and impact 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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