Datastat Research
Building Capacity in Training and Research

DATASTAT TRAINING IN

OFFICIAL COURSE PROSPECTUS

Center for Advanced Research & Professional Development

Nairobi Training Center • Global Virtual Academy • Corporate On-Site

BUSINESS INTELLIGENCE

Data Communication Skills Training Course

Comprehensive Course Syllabus, Practical Modules & Upcoming Schedules

PROGRAM SPECIFICATIONS & HIGHLIGHTS

- **DURATION**
  5 Days Practical Hands-on
- **DELIVERY MODES**
  In-Person Class & Live Virtual
- **CERTIFICATION**
  Accredited Certificate of Completion
- **INTAKES / DATES**
  Multiple Cohort Schedules Included

PREPARED FOR:

Valued Participant

Email: training@datastatresearch.org | Issued: November 21, 2026

Academic & Professional Training Year: 2026

DATASTAT TRAINING INSTITUTE

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Data Communication Skills Training Course

Business Intelligence • 5 Days Intensive • Accredited Certification

Course Overview

Data Communication Skills Training Course focuses on enhancing participants' ability to interpret, present, and discuss data with confidence, using modern communication strategies and cutting-edge tools.

Key Skills & Software Tools Covered

MS Word • Wireshark • Cisco Packet Tracer • and Putty

Upcoming Training Schedules

Confirmed cohort intakes and venues. Both physical in-person classroom and live virtual online seats are available.

TRAINING DATES	LOCATION / VENUE	FORMAT / DURATION	INVESTMENT (FEE)
6 Apr 2026 – 10 Apr 2026	Nairobi	Classroom / 5d	**$1,500 USD / KES 110,000**
6 Apr 2026 – 10 Apr 2026	Kigali	Classroom / 5d	**$3,000 USD / KES 110,000**
6 Apr 2026 – 10 Apr 2026	Dubai	Classroom / 5d	**$5,000 USD / KES 110,000**
6 Apr 2026 – 10 Apr 2026	Cape Town	Classroom / 5d	**$4,500 USD / KES 110,000**
6 Apr 2026 – 10 Apr 2026	Addis Ababa	Classroom / 5d	**$3,000 USD / KES 110,000**
6 Apr 2026 – 10 Apr 2026	Singapore	Classroom / 5d	**$5,000 USD / KES 110,000**
6 Apr 2026 – 10 Apr 2026	Istanbul	Classroom / 5d	**$5,000 USD / KES 110,000**
6 Apr 2026 – 10 Apr 2026	Bangkok	Classroom / 5d	**$5,000 USD / KES 110,000**
6 Apr 2026 – 10 Apr 2026	Accra	Classroom / 5d	**$4,000 USD / KES 110,000**
13 Apr 2026 – 17 Apr 2026	Nairobi	Classroom / 5d	**$1,500 USD / KES 110,000**
13 Apr 2026 – 17 Apr 2026	Kigali	Classroom / 5d	**$3,000 USD / KES 110,000**
13 Apr 2026 – 17 Apr 2026	Dubai	Classroom / 5d	**$5,000 USD / KES 110,000**

* Corporate discounts and customized cohort scheduling are available for teams of 3 or more participants.

Course Curriculum & Modules

Data Communication Skills Training Course

Introduction

In today's fast-paced business environment, effective communication is the backbone of organizational success. Data communication skills empower professionals to convey complex information clearly, accurately, and persuasively, ensuring seamless collaboration across teams and departments. Data Communication Skills Training Course focuses on enhancing participants' ability to interpret, present, and discuss data with confidence, using modern communication strategies and cutting-edge tools. Participants will gain practical skills in structuring messages, utilizing visual data representations, and leveraging digital communication platforms to influence decisions effectively.

Strong communication not only improves individual performance but also drives business outcomes by fostering transparency, clarity, and engagement. Through a combination of interactive sessions, case studies, and hands-on exercises, participants will develop essential skills such as active listening, persuasive presentation, and data storytelling. This course is designed to address real-world challenges, equipping learners with practical techniques to communicate insights, foster collaboration, and drive measurable results in any organizational setting.

Course Objectives

- Master data-driven communication techniques for business impact
- Develop persuasive presentation skills using visual data tools

- Enhance active listening and effective feedback strategies
- Understand the principles of data storytelling and narrative building
- Apply communication strategies for cross-functional collaboration
- Improve clarity in written and verbal communication of complex data
- Utilize digital communication platforms for remote teams
- Increase confidence in delivering presentations to stakeholders
- Apply emotional intelligence to data communication scenarios
- Develop strategies for influencing decision-making with data insights
- Enhance interpersonal communication for leadership effectiveness
- Manage communication challenges in multicultural and virtual teams
- Optimize communication for reporting, dashboards, and analytics insights

Organizational Benefits

- Enhanced clarity in internal and external communication
- Improved decision-making through accurate data interpretation
- Increased employee engagement and collaboration
- Reduction in miscommunication errors
- Strengthened stakeholder relationships
- Greater efficiency in meetings and presentations
- Better alignment between data insights and business strategy
- Development of future leaders with strong communication skills
- Streamlined reporting processes and data sharing
- Enhanced organizational reputation for professionalism and competence

Target Audiences

- Business Analysts
- Data Analysts
- Project Managers
- Team Leads and Supervisors
- Marketing Professionals
- Sales Executives
- Customer Support Managers
- HR and Training Professionals

Course Duration: 5 days

Course Modules

Module 1: Fundamentals of Data Communication

- Overview of data communication principles
- Types of data communication: verbal, written, visual
- Importance of clarity and accuracy in data sharing
- Common barriers in data communication
- Strategies for simplifying complex information
- Case study: Data misinterpretation in project reporting

Module 2: Data Storytelling Techniques

- Introduction to data storytelling concepts
- Structuring narratives around key insights
- Using charts, graphs, and infographics effectively
- Connecting data insights to business objectives
- Persuasive techniques in storytelling
- Case study: Successful data storytelling in marketing campaigns

Module 3: Active Listening and Feedback

- Understanding active listening and its importance
- Techniques for empathetic listening
- Providing constructive feedback
- Role of non-verbal cues in communication
- Overcoming communication gaps in teams
- Case study: Improving team collaboration through active listening

Module 4: Presentation Skills for Data Communication

- Designing impactful slides and visuals
- Tailoring presentations to diverse audiences
- Effective use of body language and voice modulation
- Managing Q&A sessions confidently
- Handling challenging questions and objections
- Case study: Pitching data insights to executive management

Module 5: Digital Communication Strategies

- Using email, chat, and video conferencing effectively
- Best practices for remote communication
- Collaborative tools for data sharing
- Ensuring clarity in digital messaging
- Avoiding miscommunication in virtual environments
- Case study: Virtual team project communication success

Module 6: Communication in Cross-Functional Teams

- Understanding team dynamics and roles
- Strategies for aligning diverse teams
- Conflict resolution techniques
- Fostering collaborative decision-making
- Managing cross-department communication
- Case study: Successful cross-functional project execution

Module 7: Influence and Persuasion with Data

- Principles of influence and persuasion
- Linking data insights to business priorities
- Building credibility and trust with stakeholders
- Storyboarding persuasive presentations
- Overcoming resistance to data-driven recommendations
- Case study: Driving business decisions through persuasive communication

Module 8: Emotional Intelligence in Data Communication

- Understanding emotional intelligence (EI) in the workplace
- Recognizing emotional cues in communication
- Applying EI to improve team interactions
- Managing stress during high-stakes communication
- Enhancing rapport and trust with stakeholders
- Case study: Leveraging EI to resolve project conflicts

Training Methodology

- Interactive lectures and group discussions
- Hands-on exercises with real-life data sets
- Role-playing sessions for effective communication
- Case study analysis and problem-solving exercises
- Video-based learning and simulations
- Feedback sessions and personalized coaching

Register as a group from 3 participants for a Discount

Send us an email: info@datastatresearch.org or call +254724527104

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to DATASTAT CONSULTANCY LTD account, as indicated in the invoice so as to enable us prepare better for you.

Certification & Learning Methodology

- Hands-on practical delivery with real-world datasets, case studies, and lab exercises.
- Post-training mentorship, access to class resources, and customized follow-up support.
- Participants who successfully complete the course receive an accredited Datastat Certificate of Completion.

How to Enroll & Reserve Your Seat

1. Online Registration: Visit https://datastatresearch.org/courses/data-communication-skills-training-course to register online.
2. Email Booking: Send participant details to training@datastatresearch.org for official invoice & reservation.
3. Support & Assistance: Inquire via phone +254 724 527 104 | +254 734 969 612.