Data Analysis and Visualization Seminar for Leadership
Instructor-Led Course
Virtual or On-site

Course Overview

This private group two-hour or half-day seminar will raise senior leadership, directors, and managers' awareness about the processes and skills required to successfully establish, grow, and manage data analysis, reporting, and visualization teams. Because here's the not-so-secret truth -- meaningful data analysis and the creation of health and healthcare data displays that people love to use and inspire them to act do not spring from software or one person or a cloistered team alone. Nor do they happen by attempting to drive blindly to a solution. Creating a thriving data-driven culture requires leaders to establish and support a process grounded in research-driven, human-centered techniques and data visualization, design, and usability best practices. It requires a strong commitment from leaders to establish, grow and support multidisciplinary teams working collaboratively.

During this seminar, we will discuss the most important process steps and techniques, like gathering requirements effectively and critical foundational knowledge about data analysis and the research that informs data visualization, dashboard design, and usability best practices. We will also outline an approach and action steps leaders can take when setting up a process and developing teams to conduct this work.

Learning Objectives

After taking this course, learners will be able to:

- Explain the importance of establishing a process for analyzing, designing, and developing data visualizations

- Identify the different skills and subject matter expertise required to build a successful team

- Describe 2-3 traits of a successful team

- Describe 3-4 steps in a human-centered, design thinking process

- Demonstrate 1-2 examples of why some graphs don't work and what ones work better

- Explain 1-2 examples of accessible design

- Describe effective requirement-gathering techniques

- Explain why usability testing is critical for the success of a data visualization project

- Discuss the importance of leadership demonstrated commitment to establishing and supporting a straightforward process grounded in design thinking and research

Course Details

Technology Needed: Virtual learners need to have a computer or laptop with access to the internet and will access the course via a link to a cloud-based learning platform. Learners can access audio via phone or computer. A headset and webcam are recommended.

Course Resources: Learners will receive:

- Our [Visualizing Health and Healthcare Data](#) book

Course Instructor(s): Our instructors are data visualization and Tableau experts with experience in public health and healthcare.

	Open to Just Your Team	
How is it delivered?	Virtual	Onsite
How many can enroll?	Standard size Up to 15 learners	Standard size Up to 15 learners
How is it scheduled?	Two hours or one half-day scheduled	Two hours or one half-day scheduled
How is it priced?	Flat fee	Flat fee plus travel costs

Course Content by Day

ONSITE COURSE DAY 1
VIRTUAL COURSE DAY 1

- Characteristics of a successful data-driven organization
- The importance of leadership's vision to establish and support a framework and process that includes:
  - Research and empathy
  - Ideation
  - Sketching and prototyping
  - Development
  - Usability Testing
  - Dissemination
- Critical steps to establishing this design thinking, human-centered process for data analysis and data visualization teams and projects
- The importance of engagement with a cross-section of subject matter experts
- The research that informs data visualization and dashboard design best practices
- The critical importance of identifying and providing ongoing support and training to teams

Have questions about this course or need pricing information? Contact us at info@healthdataviz.com.