

***Develop and improve the productivity and commercial impact of your analytical team***

## **Making Analysis Work For Business**

***A Two Day interactive Soft Skills Workshop For  
Data Analysts***

### **What previous attendees have said about the workshop...**

***“An informative, productive workshop that gave me a new perspective on my role as an analyst”***

Scott McPhail, Co-operative Financial Services

***“The workshop arms the analyst with the skills required to successfully influence decision makers”***

Nick Lawrance, GE Capital

***“The workshop was very enjoyable and I have already begun to put some of the ideas into practice”***

Adam Binns, Grattan

***“A refreshing and thought provoking course that bridges the gap between the technical knowledge and customer interaction vital for effective analysts”***

Jeanette Rycroft, The Co-operative Bank

***“Content has helped me to understand the bigger role an analyst has than just number crunching.”***

***“Instructor knows what he's talking about because has been an analyst himself - understands the needs/difficulties/issues of an analyst's job.”***

***“Solidifies and focuses you on issues which without the course you may ignore/forget - very useful for me when I return to work. Good course. Already have colleagues queuing up for the next course.”***

# 'Making Analysis Work For Business' Workshop

## What is it?

A unique two-day workshop specifically developed to improve the productivity and commercial impact analysts have on their customers – whether internal to their own business or external.

The workshop is led by Steve Hulmes, an analyst with over 18 years experience managing analytical teams and projects. Combining theory with practical exercises and role play the workshop is highly interactive to optimise the learning experience. Workshop places are limited to just 6 to ensure high level of tutor/delegate interaction.

Steve developed the workshop after years of frustration in not being able to find an appropriate 'soft skills' courses for the development of his own analysts. The main three themes addressed are Planning, Communication and Presenting Data skills.

## Who is it for?

Primarily anyone who is responsible for undertaking technical data manipulation, reporting or analysis in order to provide decision makers (their customers) with information. Former attendees include marketing analysts, statistical modellers, risk analysts and financial analysts.

## When is it?

There is a schedule of public workshops on the Sophic Solutions website – [www.sophicsolutions.co.uk](http://www.sophicsolutions.co.uk). However, companies such as Royal Bank of Scotland and Co-operative Financial Services have benefited from hosting in-house workshops held near their place of work for their whole team– thus reducing travel and accommodation expenses as well as benefiting from discounted rates.

## How much is it?

A place on the public schedule of workshops costs £795 + Vat for the two days which includes refreshments and all course materials. Discounted rates are available for block bookings. For the public workshops fees must be paid in full prior to commencement.

If you wish to host an in-house workshop a private workshop can be held at or near your companies offices for a fixed fee of £3,600+ vat plus expenses for up to 6 delegates.

## How do I find out more?

Visit the web-site ([www.sophicsolutions.co.uk](http://www.sophicsolutions.co.uk)) or give Sophic a call on 0161 976 3826 or email [info@sophicsolutions.co.uk](mailto:info@sophicsolutions.co.uk). There is more detail on workshop content over the next page.

# Workshop Content Overview

## **SCENE SETTING (Day 1 - Morning)**

This section covers the background to the course and sets out the fundamental principals that underpin the theories presented during the two days. Topics covered:-

- The role of Analysis within Business.
- The Customer.
- Types of Analytical Service (the importance of 'Pro-active Analysis').
- Measuring Analytical Service.
- The importance of non-technical skills.

## **COMMUNICATION (Day 1 – Morning & Afternoon)**

This section highlights the importance of frequent and good quality communication with the customer. Topics include:-

- Customer Contact points (The importance of maximising customer perception).
- Identifying Customer Needs (Understanding that identifying what is behind the stated 'wants' is the key to adding value).
- Talking Business (Adapting messages for customers and developing commercial awareness).
- Being Responsive.
- Attitude! (Examining the different behaviours typically found within Analytical teams and their impact on customers).
- Positive Communication (Avoiding fire-fighting and re-work).

## **PLANNING (Day 1/Day2)**

Delegates will learn how to manage customer expectations through planning – and through exercises gain an understanding of their own natural approach to planning. The two main sections are:-

- Managing Customer Expectations (the key to avoiding over-promising and under-delivering).
- Negotiating
- Transparent Planning (a technique for effectively managing multiple projects and multiple customers).

## **PRESENTING DATA (Day 2 – Morning and Afternoon)**

This section helps to develop the analysts written presentation skills (not verbal delivery skills). They will develop an understanding of how to present their data in a concise and relevant way to their customer and how to customise style and content (especially for non-technical audiences). This section has a very practical bias with a number of exercises to complete. Main areas covered:-

- Standards (Establishing formats and presentation standards).
- Visualisation techniques (Bringing data alive – avoiding data tables).
- Interpretation (The importance of summarising and concluding – the real added value).
- Story Telling (Developing a logical flow to a presentation).