

# Transforming Data into Impactful Stories

## CaribData Training Course – Beta XP

Dr. Chris Hillier



# Welcome & Thanks

## Purpose:

- To assess buy-in to our approach to Data Storytelling Training Course
- To demo the platform and structure - not content!
- To gather honest feedback

**Duration:** 90 – 120 mins

## Focus:

- How will upcoming training course look and feel
- Structure and experience [XP]
- Virtual Learning Environment [VLE] - Moodle

**We'll use your feedback to refine everything before  
the Pilot in about 16 weeks**



## **Session Overview**

**1. Context & Goals (20 mins)**

**2. VLE [Moodle] & Step-by-Step Experience (30 mins)**

**3. Q&A / Discussion (20 mins)**

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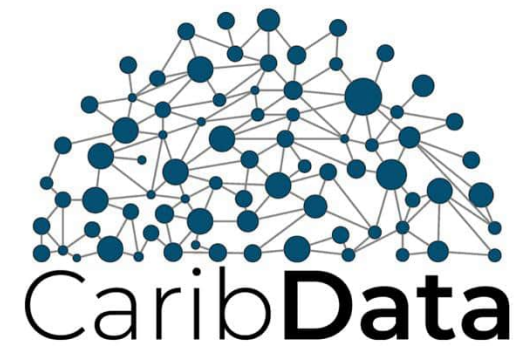
## Housekeeping & Audio/Video Check

- We're **recording** this session for later reference
- Please **mute** your mic unless you're speaking
- Make sure your **audio/video** is working and let us know if any issues

Feel free to interrupt to ask immediate questions during the session or alternatively pose questions on Zoom Chat. We will have a dedicated Q&A section later so you can also note any questions until then.

# Advancing Data Storytelling

Empower your data. Tell impactful stories. Drive meaningful change.



**Duration:** 6 weeks

**Format:** 100% online

## Mode of Learning

Engaging mix of self-paced exercises, case studies, and interactive assessments

## What You'll Learn

- data-driven storytelling techniques to engage audiences and inform decision-making
- problem-solving skills through real-world case studies
- hands-on experience with data visualization tools

## Opportunity

Apply your knowledge in a **Storython**, where you'll craft and present a compelling data story

## Course Structure - 6 Modules [all with same structure]

- **Introduction:** objectives, learning outcomes, key concepts
- **Theory:** core principles through texts, videos, illustrations
- **Self-guided Exercises:** practical applications
- **Assessment:** auto-graded quizzes and assignments

## Key Features

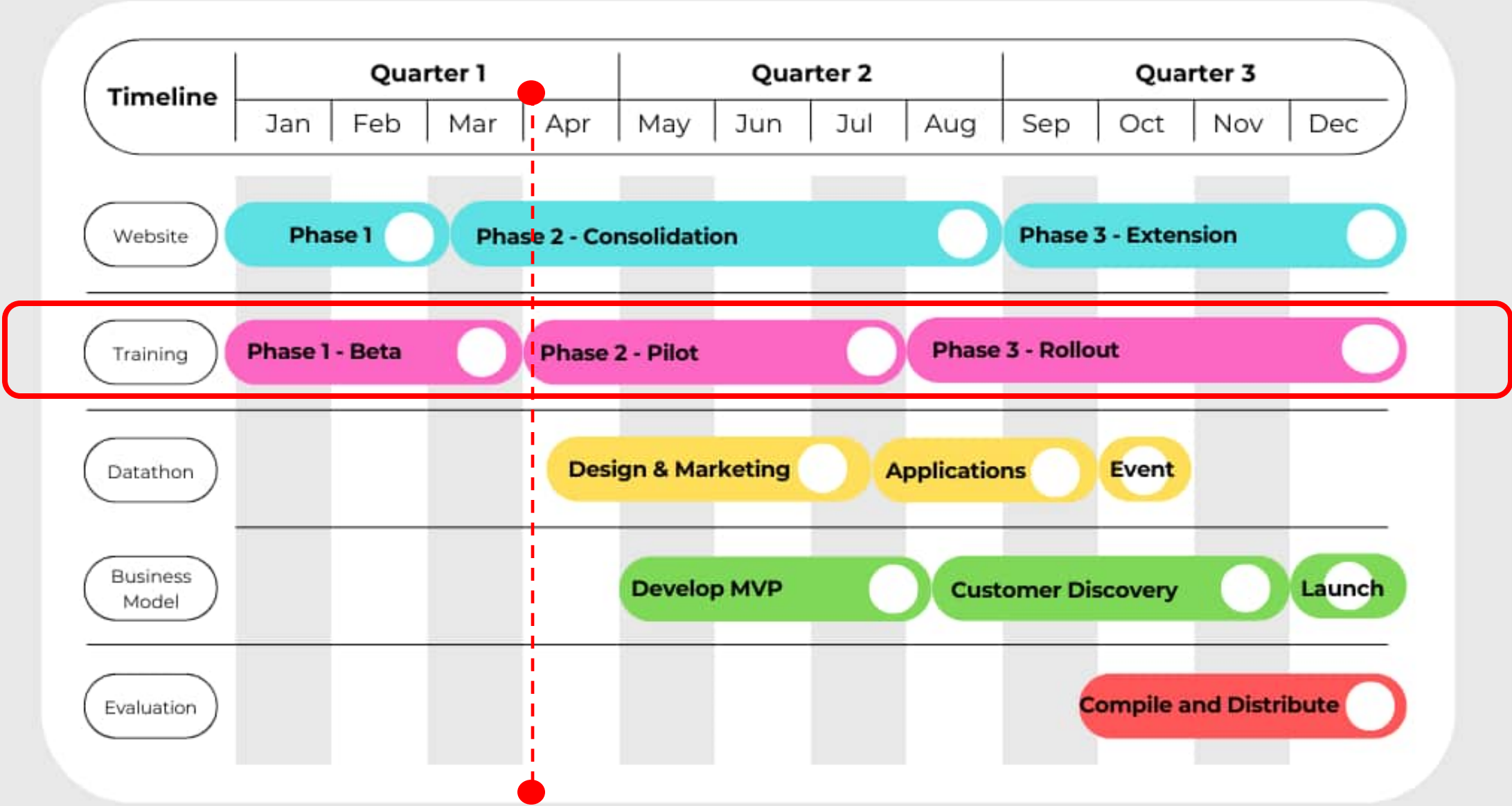
Single case study throughout course for deeper learning; flexible learning to suit busy professionals

\* **Future:** sponsored Capstone Project opportunities post-course for real-world application.

Angry Health

# Communication Framework

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**2025**



# Development Schedule



**Beta [test]** Identify administrative, technical-related issues in small controlled group

- **Expect** - platform glitches, software conflicts, module pacing issues, poor engagement
- **Response:** Pinpoint & fix major tech & admin issues, assess initial participant reactions, adjust platform, activities, materials

**Pilot [rehearsal]** fully structured trial to ensure all course elements incl. content work as intended.

- **Expect** - minor refinements especially to content, but no major overhauls after this stage

**Launch [roll-out]**

- **Expect** – smooth, engaging, effective training experience

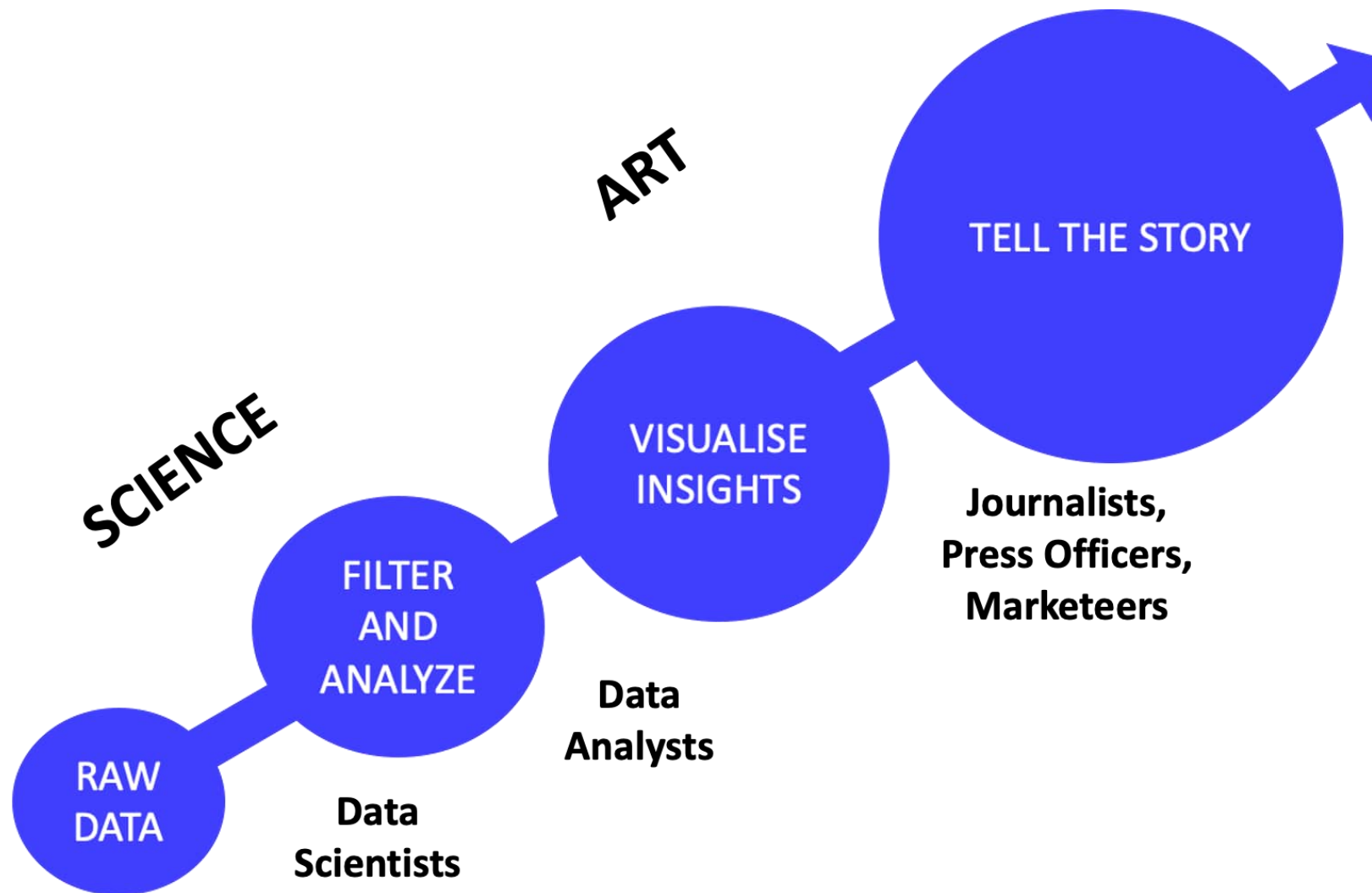
# Training Schedules

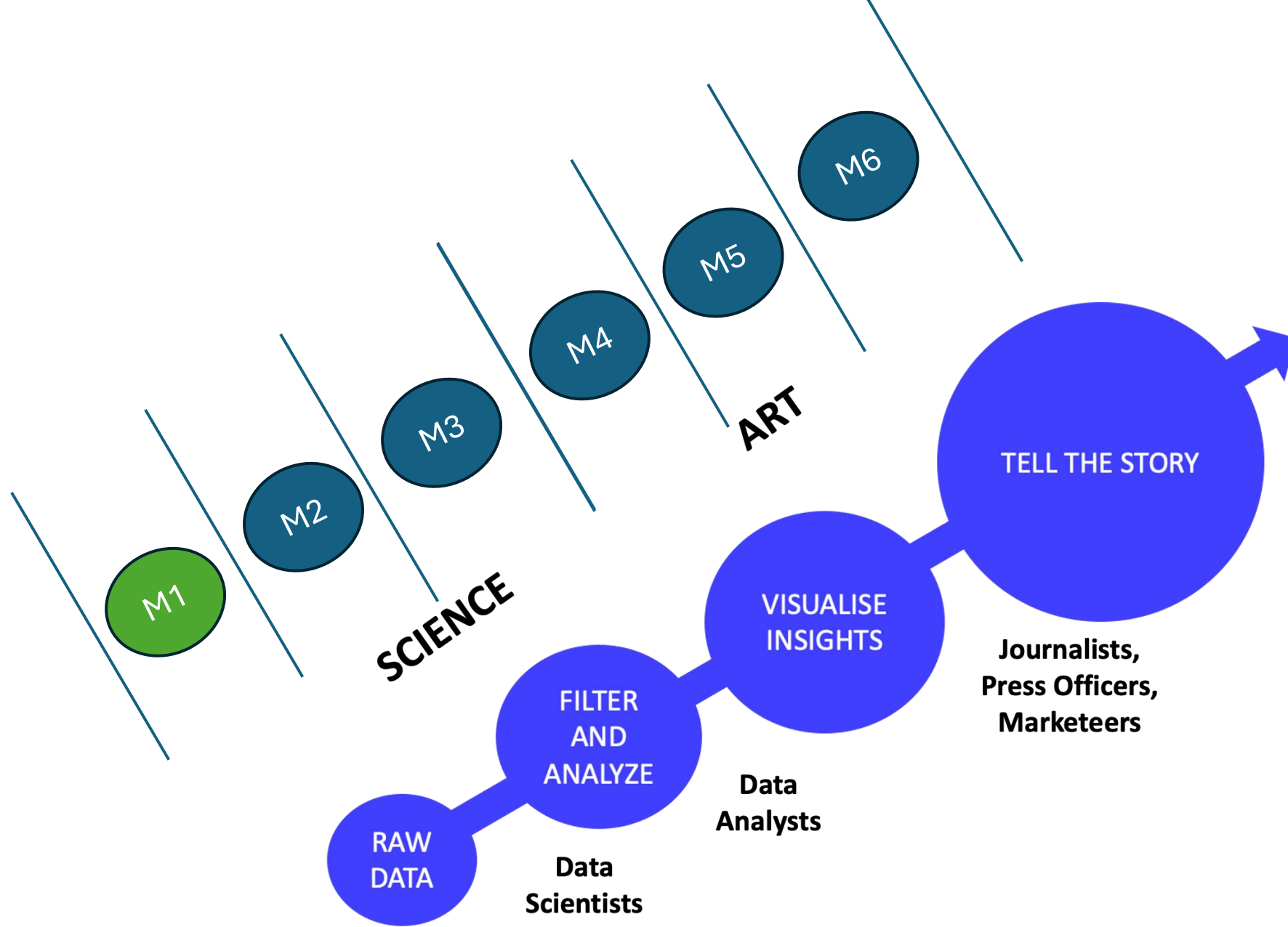


## Key Goals for Beta

- ✓ Find technical issues – Do key basic platforms, tools, and interactive features work?
- ✓ Assess effectiveness – Does the structure flow well?
- ✓ Gather feedback – What works? What's confusing? What needs improvement?
- ✓ Test logistics – Registration, clarity, simplicity, navigation, engagement, workflows, etc







## **Module 1:** Data exploration and integrity

Data reliability and ethical considerations; integrity as foundational to effective storytelling; bias, accuracy, ethics

**Outcome:** Evaluate data integrity, ensuring story is credible and ethical.

## **Module 2:** Defining your narrative and audience

Craft stories with clear purpose and impact; develop strong narrative framework; understand audience expectations and communication styles

**Outcome:** Structure story to ensure clarity and audience engagement.

## **Module 3:** Data visualization and communication

Enhance clarity and engagement via appropriate visualization; avoid visual clutter and misinterpretation

**Outcome:** Create and interpret data visualizations to illuminate key insights

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## **Module 4:** Data modelling and narrative alignment

Data models that support storytelling and ensure relevance; align data insights with narrative objectives; connect data points to real-world

**Outcome:** Align data model with compelling narrative, in-depth storytelling

## **Module 5:** Story awareness; narrative development

Recognize multiple potential stories in same dataset, alternative narratives, interpretation; flexible, creative approach to narrative construction

**Outcome:** Selecting most impactful, cohesive, audience-centred stories

## **Module 6:** Identifying & Refining a Good Story

Craft story to engage and persuade

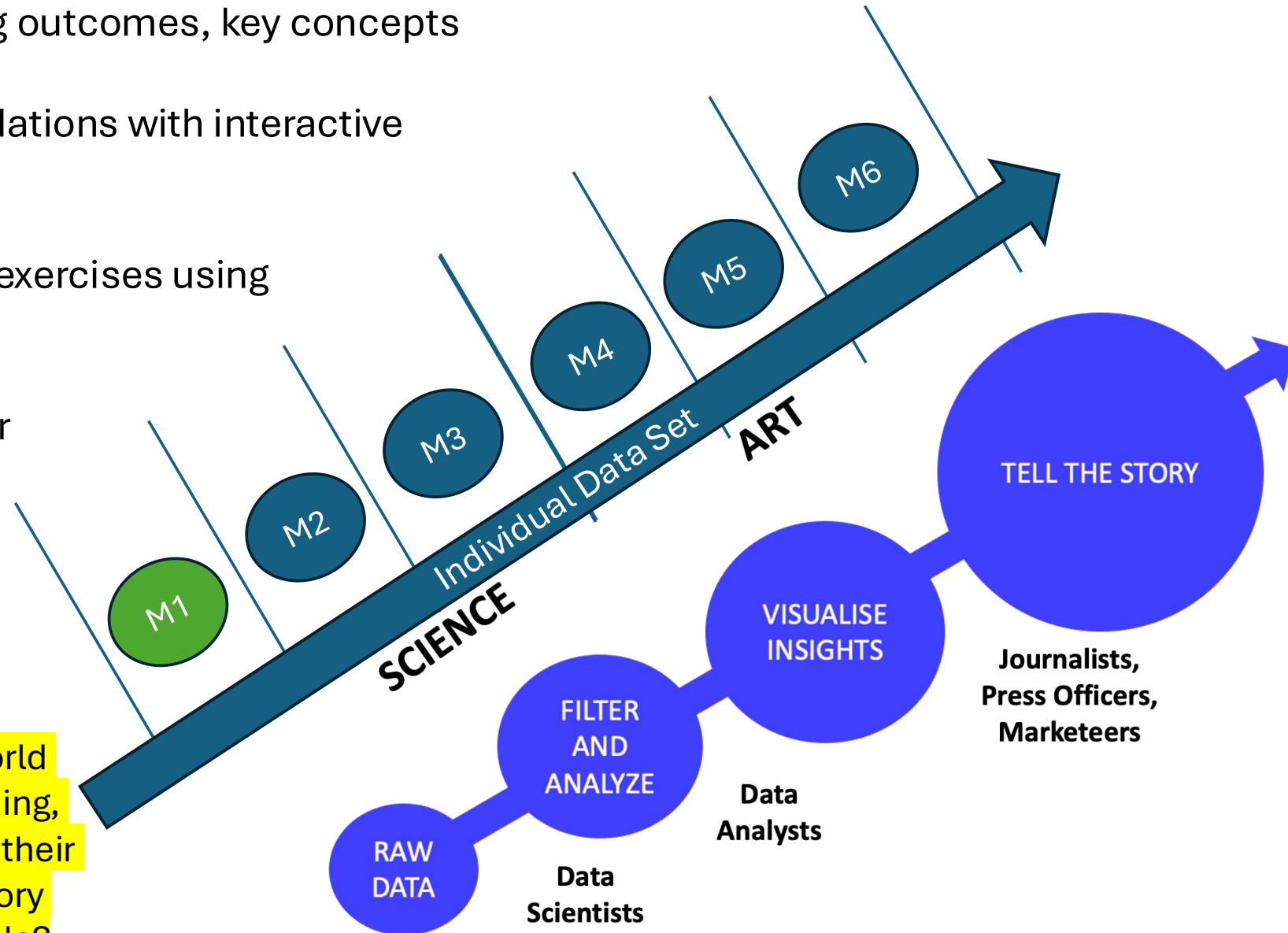
Five-Paragraph Structure for Storytelling:

**Outcome:** Refine storytelling technique to engage, inform, and inspire.

## Each module follows a structured format:

1. **Introduction** – Objectives, learning outcomes, key concepts
2. **Core concepts** – Theoretical foundations with interactive discussions
3. **Practical application** – Hands-on exercises using the case study dataset\*
4. **Reflection and assessment** – Peer discussions, quizzes, and feedback

\* Work with real-world dataset from beginning, gradually developing their own data-driven story through each module?





## Module 1 - Data Exploration and Integrity

- **Part 1: Introduction & Learning Objectives**
- **Part 2: Understanding Data Integrity**
- **Part 3: Self-Guided Exercises**
- **Part 4: Reflection & Knowledge Check**



## Module 1 - Data Exploration and Integrity

Standard tools  
to enhance  
engagement,  
learning, and  
training.

- **Part 1: Learning Objectives [Introduction]**
  - 1. Overview [Text]
  - 2. Integrity in Storytelling [Video]
  - 3. Misleading Statistics [Video]
  - 4. Self-Reflection: [Assignment]
- **Part 2: Understanding Data Integrity [Core Concepts]**
  - 5. Data Integrity [Case Study]
  - 6. Outbreak Management and Data Integrity Quiz [Multiple Choice Quiz]
  - 7. Core Concepts in Assessing Data Quality, Bias, and Misinterpretation [Document]
- **Part 3: Self-Guided Exercises [Practical Application]**
  - 8. Checklist for Identifying Data Quality Issues [Document]
  - 9. Data Quality Exercise: Flawed Dataset Analysis [Datasets: Clean, Flawed]
  - 10. Ethical Considerations [Quiz]
- **Part 4: Knowledge Check [Reflection & Assessment]**
  - How Charts Lie [Video]
  - Explore Your World [Assignment]

# Enhancing Learning & Engagement with Innovative Technologies

## **Multi-Modal Learning:**

- Combine audio, video, and interactive conversation to cater to diverse learning styles.

## **Immersive Experiences:**

- Digital human newsreaders and interactive tools like Denzel create engaging, lifelike scenarios that capture learners' attention.

## **Real-Time Interaction & Feedback:**

- Interactive avatars enable learners to ask questions and receive personalized, immediate feedback, enhancing comprehension and retention.

## **Modernized Training:**

- Incorporating cutting-edge tools (Google NotebookLM podcast, digital avatars) resonate with today's digital-native audience.

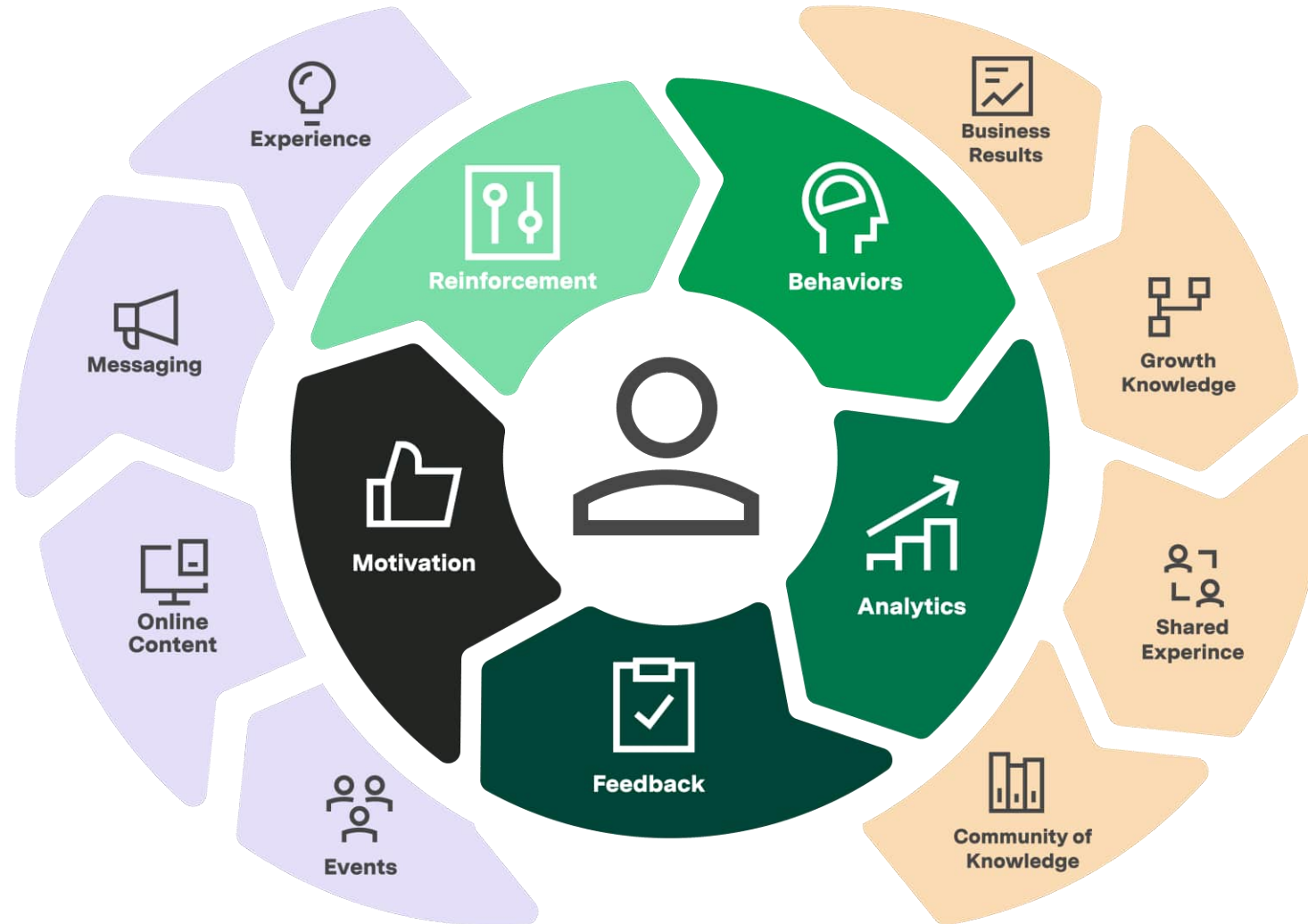
## **Accessible & Flexible:**

- Multiple content formats offer greater accessibility for remote or asynchronous learning.

## **Future-Proof Skills:**

- Exposes learners to innovative technologies that are becoming standard in training, preparing them for evolving digital environments.

# VISION: Personalized Adaptive Training [PAT]





# Personalized Adaptive Training [PAT]

## **Personalized**

every element, from onboarding to final reflection, customized to your background, interests, real-time performance

## **Multi-Sensory Engagement**

blends text, audio, visualizations, interactive dialogues with avatars, catering to your learning style

## **Real-Time Problem Solving**

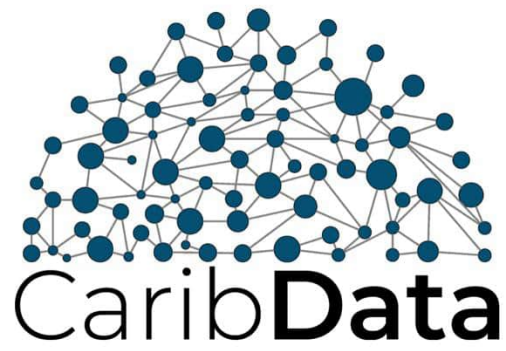
immediate question/feedback loop creates engaging, dynamic conversation

## **Enhanced Critical Thinking**

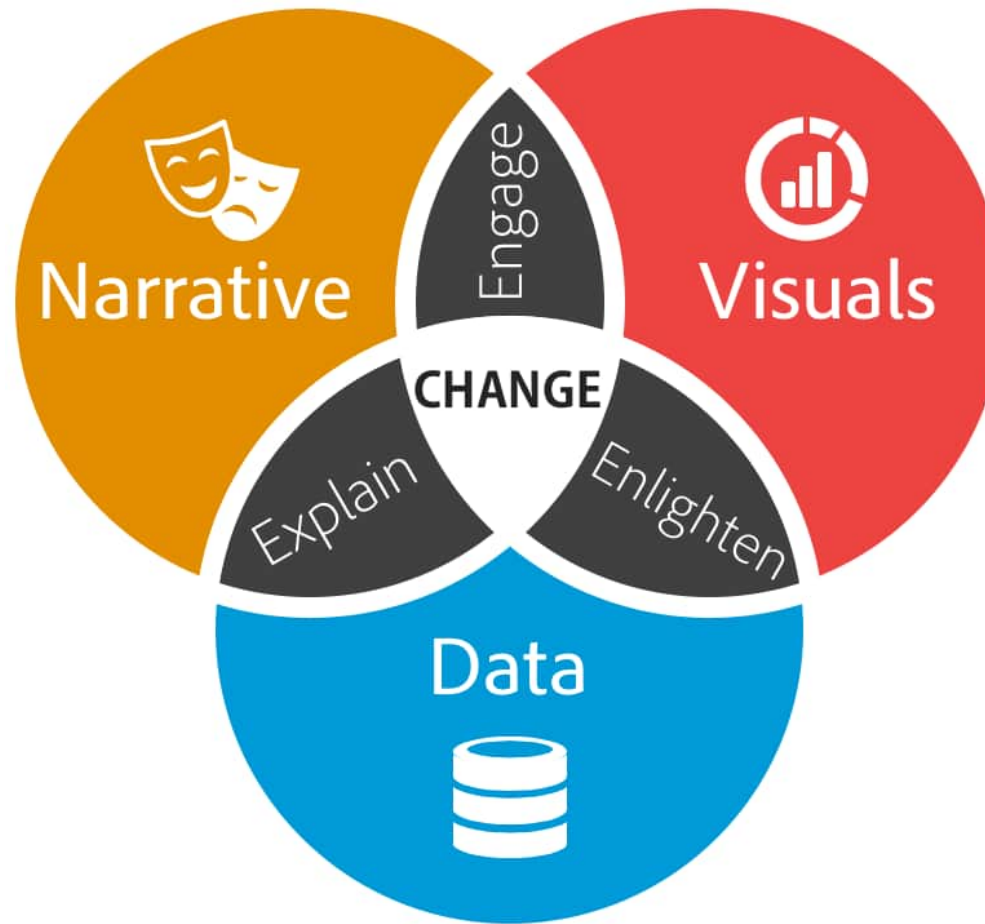
encourages you to engage in independent thinking to prepare you for real-world challenges

## **Continuous Improvement**

constantly adapts to your interactions, learning which content is most effective, ensuring each future module is more refined and impactful.



## **CaribData Data Storytelling Course**



# Personalized Adaptive Training [PAT]

## CaribData Training Course

- Profile created at login via LLM-powered mini-assessment
- Personal Dashboard created to personalize pathways within each Module
- Denzel and/or Evangeline welcomes you and stays as your consistent mentor throughout
- Use highly immersive content and AI-Enhanced learning tools adapted to suit you [e.g. AI-generated podcasts and videos that adapt in real-time to your responses [e.g. adds new info]
- Interactive Exercise Zones with instant AI feedback to allow conversational learning and collaboration with AI avatars

## Module 1 - Data Exploration and Integrity



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PAT: Podcast

- **Part 1: Introduction & Learning Objectives**

- 1. Overview [**Text**]
- 2. Integrity in Storytelling [**Video**]
- 3. Misleading Statistics [**Video**]
- 4. Self-Reflection: [**Assignment**]



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PAT: Evangeline

- **Part 2: Understanding Data Integrity**

- 5. Data Integrity [**Case Study**]
- 6. Outbreak Management and Data Integrity Quiz [**Multiple Choice Quiz**]
- 7. Core Concepts in Assessing Data Quality, Bias, and Misinterpretation [**Document**]

- **Part 3: Self-Guided Exercises**

- 8. Checklist for Identifying Data Quality Issues [**Document**]
- 9. Data Quality Exercise: Flawed Dataset Analysis [**Datasets: Clean, Flawed**]
- 10. Ethical Considerations [**Quiz**]



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PAT: Denzel

- **Part 4: Reflection & Knowledge Check**

- How Charts Lie [**Video**]
- Explore Your World [**Assignment**]



# Beta Test Instructions

\*Take notes for the Q&A at the end or email later or use the Chat as we move through the process.

## Demo-Only Content:

- Please note that all course materials shown today are demonstration content—this is not the final version.

## Your Role:

- Evaluate the technology, course flow, and engagement characteristics.
- Consider how the experience would fit into a personal learning environment at home.

## Focus Areas:

- Assess the navigation, usability, and value of the digital tools (e.g., avatars, interactive podcasts).
- Reflect on how engaging and clear the course structure and content are.
- Imagine managing your own time and participating constructively in a self-paced learning environment – would this work for you?

## Feedback is Essential\*:

- Your observations and suggestions are invaluable in refining the final course delivery.
- Please be honest and detailed—let us know what worked and what could be improved.

## Thank You for Your Participation:

- Your input is key to shaping a better, more effective training course.



# HELLO moodle!



**Customizable:** open-source, let's us tailor content, user roles, interface design.

**Interactive:** built-in tools for quizzes, assignments, multimedia.

**Accessible:** user-/mobile-friendly, allowing access anytime, anywhere.

**Proven and Reliable:** strong security and support so used worldwide.

**Experience:** clear navigation, can track progress, performance, engagement.

*“powerful training platform that is trusted by leading educational institutions to provide a secure, reliable, and constantly improving learning environment.”*