Radiant INSTITUTE

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AI INFUSED

DATA STORYTELLING

MASTERY

A 2-Day Persuasive Presentations Workshop to
Transform Boring & Confusing Information into Compelling & Actionable Insights

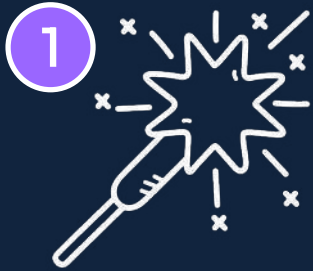**AI-INFUSED** PROGRAMS **+** **AI-EQUIPPED** TRAINERS **=** **AI-ENABLED** EMPLOYEES **+** **AI-EMPOWERED** RESULTS

This 2-Day Training Program helps your entire workforce to:

1 Turn Complex Data into Clear, Persuasive Business Stories

2 Transform Boring Presentations into High-Impact Communication

3 Simplify Complicated Info into Actionable Insights

CHALLENGES WITH MOST DATA STORYTELLING TRAINING PROGRAMS IN THE MARKET

✖ Little or no results after training

✖ Taught by non-practitioners

✖ No "copy-able" strategies

✖ Off-the-shelf "text-book" content

✖ Unrelatable examples

✖ More games than actual work

✖ Outdated content

✖ Conventional "Death By PowerPoint" Methodologies

✖ No practical post-training support

✗ Little or no results after training	✓ Trackable applications after the training
✗ Taught by non-practitioners	✓ Practitioners with > 3 years exp.
✗ No "copy-able" strategies	✓ Framework-driven learning approach
✗ Off-the-shelf "text-book" content	✓ Curated modules to fit work challenges
✗ Unrelatable examples	✓ Relevant & applicable examples
✗ More games than actual work	✓ Learn with worksheets & strategy maps
✗ Outdated content	✓ Modules in line with market changes
✗ Conventional "Death By PowerPoint" Methodologies	✓ Engaging Data-Driven Storytelling Approach
✗ No practical post-training support	✓ AI-enabled post-training support at minimal cost

3 WAYS WE HELP ORGANIZATIONS BECOME MORE BRILLIANT

ASSISTED IDEATION

You already have creative and perceptive team members.

Our job is to structure their thinking and mental models, so that they can transform their amazing ideas into actionable insights.

ASSISTED PREPARATION

You already have organized and detailed team members.

Our job is to strategize their planning and thought processes, so that they can transform their actionable insights into action plans.

ASSISTED EXECUTION

You already have dedicated and hardworking team members.

Our job is to speed up their execution with AI tools, so that they can transform their action plans into accelerated results.

DATA STORYTELLING

MASTERY

WORKSHOP OBJECTIVES

By the end of this 2-day program, your key leaders and team members will be able to:

1. **Extract & Synthesize Key Insights Efficiently**
   Utilize the DPI Info Synthesizer to transform raw data into meaningful insights for decision-making.

2. **Filter & Prioritize the Most Relevant Data**
   Apply the Data Classification Quadrant (DCQ) to separate Core, Contextual, Confusing, and Clutter Data before storytelling.

3. **Frame Insights Using a Clear Narrative Flow**
   Use the SCQA Model to structure insights logically before applying the Minto Pyramid for full presentation flow.

4. **Design Visually Persuasive Data Stories**
   Leverage the M.A.S.S. Concepts Checklist and C.O.N.C.E.P.T. Framework to enhance data visualization and engagement.

5. **Leverage AI to Optimize Storytelling & Workflow**
   Utilize AI Assistants (e.g., Insight Synthesizer, Minto Pyramid Assistant) to reduce mundane work and improve clarity.

6. **Deliver Audience-Centric & High-Impact Presentations**
   Structure presentations using psychological principles to influence decisions, inspire action, and simplify complexity.
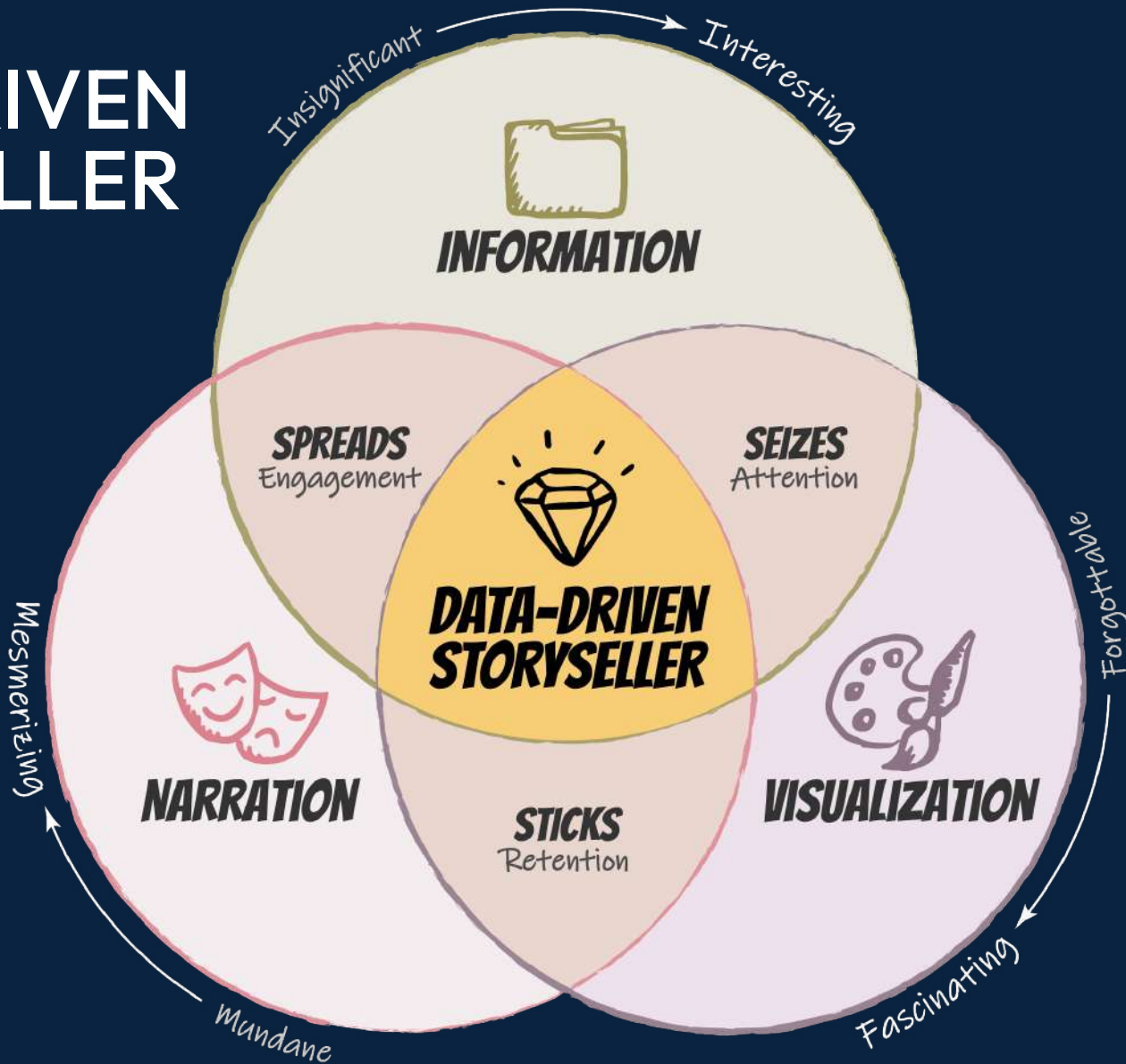
   Note: Objectives may change upon program customization.

AI

By default, all **Radiant Institute**'s training programs are infused with AI to improve knowledge retention and workflow application. However, as our client, you can opt for us to remove these enhancements for a more conventional training experience.

DATA-DRIVEN STORYSELLER

FRAMEWORK

DATA STORYTELLING

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WORKSHOP OUTLINE

DAY 1
MORNING

DAY 1
AFTERNOON

DAY 2
MORNING

DAY 2
AFTERNOON

*Schedule and timing are indications only, and will shift to address surfaced questions and issues during the training session. This dynamic approach is to ensure the content is relevant to the participants.

0900 | WORKSHOP KICKOFF

- The 4 Barriers to New Growth
- The R.E.A.L. Pathway to New Growth
- [Activity] Your Biggest Data Storytelling Challenges
- Mental Model Shifters

1000 | FOUNDATIONAL FRAMEWORKS

- The 3 Focus of a Data-Driven Storyseller
- The Data-Driven Storyseller Framework
- The Rationale Shift from Telling to Selling
- The Balance between Data-Driven vs Audience-Centric

1030 | ☕ MORNING BREAK

1045 | PSYCHOANALYSE YOUR AUDIENCE

- Audience Profiling
- Leveraging the Push/Pull Presentation Dynamics
- [Activity] Angle Your Presentation
- [AI Assistant] Presentation Angle Assistant
- [Activity] What's Your Bait?
- [Presentation] Audience Profiling

1230 | 🍽️ LUNCH BREAK

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1330 | PREPARE YOUR DATA

- The DPI Info Synthesizer
- [Activity] The Data Classification Quadrant
- [Activity] The SCQA Insights Framer
- [AI Assistant] Insights Synthesizer Assistant
- [Presentation] The Synthesized Insights

1500 | 🍰 AFTERNOON BREAK

1515 | PRIORITISE YOUR DATA

- The Minto Pyramid
- The Information-Improvement Bridger
- [Activity] Pyramid Your Information
- [AI Assistant] Minto Pyramid Assistant
- [Presentation] The Info Pyramid

1645 | RAPID MENTORING + Q&A

1700 | END OF DAY 1

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0900 | DAY 2 KICKOFF

- Recap. Rewind. Reflect.

0930 | PLAN YOUR NARRATION 🔲AI

- The 4 Types of Audiences
- The 4 Quadrants of The Storyselling Framework
- [Activity] Craft Your Storyselling Flow
- [AI Assistant] Presentation Angle Assistant
- The Storyselling Cheatsheet

1030 | ☕ MORNING BREAK

1045 | PERK UP YOUR VISUALS

- The Psychologically-Optimized Slides Layout
- The M.A.S.S. Concepts Checklist
- The F.A.C.T.S. of Slide Aesthetics
- [Activity] Slides Improvement
- [Presentation] Rationalizing the Slides Design
- [Optional] Presentation Tech

1230 | 🍽️ LUNCH BREAK

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MASTERY
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1330 | POWER UP YOUR VISUAL ADVANTAGE

- The Art of Simplification
- The 5 Laws of C.O.N.C.E.P.T. Closing
- Top 3 C.O.N.C.E.P.T. Models
- The C.O.N.C.E.P.T. Psychological Elements
- The 4 Levels of Frameworks
- [Activity] CONCEPT Creation
- [Presentation] CONCEPT Presentation

1515 | 🍰 AFTERNOON BREAK

1530 | PRESENTATION TIME

Each group will be given 15 minutes to make a presentation, combining all the frameworks, elements and lessons they have learned over the program.

1645 | Q&A & WORKSHOP WRAP UP

1700 | END OF WORKSHOP

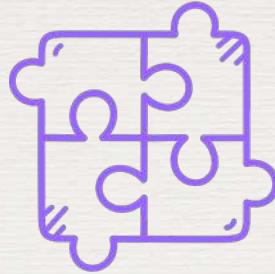# DATA STORYTELLING

MASTERY

NEXT STEPS

STEP 1

30-MINUTE MEETING

This is so we can better understand your training needs and people development priorities.

STEP 2

CUSTOMIZED PROPOSAL

Based on our discussion, you will receive a customized proposal, along with our signature video proposal too!

STEP 3

REFINEMENT & CONFIRMATION

We will make the final adjustments to the outlines, set the date & venue for the training, and we're good to go!

DATA STORYTELLING
MASTERY
TRAINER PROFILE

Maverick Foo

Marketing & Sales Strategist
AI Enabler

- 23+ years of experience working with MNCs, SMEs and startups to help them strengthen their profitability and supercharge their productivity.

- Background in designing and deploying L&D initiatives in the areas of AI-enablement, revenue generation and marketing positioning

- Worked with MNCs like Great Eastern, Deloitte and Maybank, and SMEs like 1337 Ventures, BFM and MyBurgerLab

- Award-Winning Resource Speaker with Vistage, The World's Largest Executive Coaching Organization for top CEOs and key leaders

- Through Authority Institute, pioneered proprietary framework-driven consulting and training programs

- Community building experience with Mindvalley's Project Renaissance, KICKSTART.MY and F.U.N. Kuala Lumpur

- Two-time TEDx Speaker and also featured on BFM, Malay Mail, Vulcan Post, Startup Grind and more.

Radiant
INSTITUTE

AI-INFUSED PROGRAMS + **AI-ENABLED TRAINERS** = **AI-EQUIPPED WORKFORCE** + **AI-EMPOWERED RESULTS**

We work with organizations to upskill their team members so they can become more brilliant in their thinking, planning and execution.

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