Build Analytics Capability through Soft Skills

Your Agenda

Analyst's Agenda

Client's Agenda

What gets done

Cindy Tonkin
Smarter data people

This is a menu of workshops I have done for clients in the past. Happy to talk you through how they might work for your teams.
Even when you choose from the menu the content is always tailored to your team.

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Smarter Data People

Soft Skill Workshop topics customised to Data Analytics and Data Science teams

These are 2 hour modules. You can pick and mix to create a cocktail that works for you, your teams and your stakeholders.

Strengths: Strengthsfinder 2.0 - backed by Gallup Research. A foundation on which to build their learning for the rest of the program. They share results, speculate on strengths for their clients and how this might change their behaviours

Listening and Questions: Active and reflective listening, six excellent and indispensable questions backed by Linguistic research. Linked back to the strengths

Rapport and the Brain: Why it's easier to work with a client who likes and respects you - backed by neurological research. And how to make them like and respect you. Phrasing questions, using our strengths and playing to theirs

Diplomacy - giving bad news and keeping the relationship - Build a way to give bad news personalised to individual clients and client types

Over-promising and under-delivering: Setting and meeting client expectations: taking what we know so far and moving into our personal responsibility for not saying yes to everything (and saying no in a way that sounds like a yes)

Reading the room: The body language that shows when a client is on side or not, and what to do about that.

Presenting complex information simply: Tech speak vs business speak: a primer. Techniques for cutting to the chase, telling a story succinctly. How to make a story relevant. When to tell a story (and when to listen).

Other module topics

- Saying no nicely (when a no sounds like a yes)
- Taking a brief versus taking an order
- Asking better questions
- Managing yourself, your time and your brain
- Motivating clients to make change
- Managing upwards and crossways
- Getting people to do things
- Four kinds of people, and how to get them to do what you want
- The lazy person's guide to problem-solving
- Getting people to say yes quickly
- Using the client's decision-making patterns to make your job easier
- Service means having to say you're sorry - without taking the blame
- Leveraging values
- Meetings that get things done

Key services

Training

- Make a no sound like a yes
- Presentation mastery
- Ask better questions
- Manage clever people
- Listening better
- Working like a team
- Using stories well
- Managerial courage

Facilitation

- Strategic planning
- Operational problem solving workshops
- Stakeholder needs analysis
- Silo-dissolution

Coaching

- Negotiate better
- Bounce back after a set back
- Keep focused during times of stress
- Let go and move on
- Sleep better
- Work smarter with others
- Get promoted

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About me

Where productivity meets people.

As a young consultant I worked for a productivity consultancy. We would regularly save our clients 20 – 40% on their salary bill in 12 weeks. We worked on a return on investment basis (spend a million, get two million back). It was challenging and varied and I learnt lots. But I eventually left because I felt that I wasn't treating my clients properly. I went on a quest to discover:

▶ How do we inspire clients to want to change and then take action?
▶ What makes hard decisions easier?
▶ How do we get complex ideas across simply?

So then I spent more than 20 years teaching soft skills, based on my discoveries. I wrote 18 books.

Caring about wasted time is in my nature. Working in productivity improvement honed my appetite for doing things right even more. While I have a deep-seated desire for things to work properly, we must care for people too. People matter. And they are also the root of many of the obstacles to project success and organisational change.

My clients in data science and other technical fields are blue chip, including CBA, Telstra, NAB, Suncorp and Roche.

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Thank you

Smarter
Faster
Nicer.

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