

Created by government, for government. We acknowledge the Aboriginal and Torres Strait Islander peoples as Traditional Owners, Custodians and First Nations of Australia, and Māori as tangata whenua and Treaty of Waitangi partners in Aotearoa New Zealand.

Professional Learning Program

Data and Storytelling in Policy



Define your data and purpose, increase your public sector impact

Data and storytelling can seem like dichotomous fields, but they each play a crucial role in crafting compelling messages.

This workshop is storytelling training for emerging and established leaders who want to harness data-driven narrative to drive impact. It's a highly interactive program focusing on knowledge and skills you can apply at work straight away.

Bring the numbers to life

Stories are how we make sense of the world. Explore how data visualisation and storytelling techniques can bring context and empathy to data.

Power up your communications

Bringing data and stories together is key to creating persuasive messages and arguments that lead to change. Learn how to establish credibility, elicit empathy and engage an audience for maximum impact.

Apply your new skills straight away


This highly applied program equips you with practical knowledge and skills you can apply at work immediately.


Appreciate the potential role of Generative AI

Generative AI offer a world of potentialities, challenges and responsibilities in data analysis and story writing. Make inroads to discovering how to manage this disruptive technology.


Learn from leaders in the field

Data and Storytelling in Policy is facilitated by communication and research expert Dr Zina O'Leary, ANZSOG Senior Fellow and adjunct Professor at the Joseph R. Biden Jr. School of Public Policy, University of Delaware.

 Online (Zoom)

 **Program 1:** 4-5 March
Program 2: 3-4 June
Program 3: 3-4 September
Program 4: 29-30 October

 **Earlybird:** \$1,128
(inc GST) per person
Full price: \$1,410
(inc GST) per person

 **Audience suitable for:**

- early career public sector, local government and not-for-profit managers
- leaders in the public sector or not-for-profit organisations looking to refresh their skills.

PROGRAM STRUCTURE

	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT
Day 1	4			3			3	29
Day 2	5			4			4	30

To find out more about Data and Storytelling in Policy, visit <https://anzsog.edu.au/learning-and-development/courses/data-and-storytelling>

For over 20 years, the Australia and New Zealand School of Government (ANZSOG) has been providing tailored education programs to leaders in the public sector and beyond. We partner with governments, universities and businesses to foster leaders who inspire and create positive impact in the communities they serve.

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