aractech
Global Learning for Operational Leaders



COMMUNICATION AND WRITING SKILLS | CWS-028

Communicating Data and Numbers Clearly

Contact

+31 85 7444446
info@aractech.com
https://aractech.com

Address

Waarderweg 50, 2031 BP Haarlem - Netherlands.

aractech
Global Learning for Operational Leaders

Course content

Why Attend

Organisations generate more data than ever, but numbers only create value when people understand them and act on them. Too often, important findings are lost in cluttered charts, dense tables and reports that leave readers unsure what the data means. Communicating data well is now an essential skill for professionals in every function, not only analysts.

This Communicating Data and Numbers Clearly training course teaches participants how to turn numbers into clear, accurate and persuasive messages. Participants learn how to identify the key insight, choose the right chart, design clean visuals, write about numbers in plain language, provide context and comparison, and present data to non-specialist audiences.

Course Methodology

• The course is hands-on. Participants critique real-world charts, redesign cluttered visuals, choose chart types for different scenarios, write data summaries and build a short data story from a sample data set. Peer review and trainer feedback help participants refine their work.

Course Objectives

• Explain why data communication fails and how to avoid common mistakes

• Identify the key message within a data set

• Select appropriate chart types for different comparisons

• Design clean, accurate and accessible charts and tables

• Write about numbers clearly in reports and emails

• Provide context, comparisons and uncertainty appropriately

Target Audience

• Managers who report performance figures

• Analysts and management information professionals

• Finance and planning professionals

aractech
Global Learning for Operational Leaders



Course content

• Project and programme managers

aractech
Global Learning for Operational Leaders

Course outline

Detailed course outline

Day-by-day outline for Communicating Data and Numbers Clearly.

Day 1 - Principles of Data Communication

• 09:00-09:34 | Why data often fails to influence decisions

• 09:34-10:08 | Understanding the audience and their questions

• 10:08-10:42 | Finding the insight before choosing a chart

• 10:42-11:00 | Accuracy, honesty and avoiding misleading visuals

• 11:00-11:30 | Coffee break

• 11:30-11:46 | Accuracy, honesty and avoiding misleading visuals (continued)

• 11:46-12:20 | Basic numeracy concepts every communicator needs

• 12:20-12:53 | Examples of excellent and poor data communication

• 12:53-14:00 | Exercise: critiquing charts from published reports

Day 2 - Choosing the Right Chart

• 09:00-09:34 | Comparisons, trends, distributions and relationships

• 09:34-10:08 | Bar, line, scatter and other common chart types

• 10:08-10:42 | When to use tables instead of charts

• 10:42-11:00 | Avoiding pie charts, three-dimensional and decorative charts

• 11:00-11:30 | Coffee break

• 11:30-11:46 | Avoiding pie charts, three-dimensional and decorative charts (continued)

• 11:46-12:20 | Small multiples and dashboards in moderation

• 12:20-12:53 | Matching chart type to the key message

• 12:53-14:00 | Workshop: selecting charts for business questions

aractech
Global Learning for Operational Leaders

Course outline

Detailed course outline

Day-by-day outline for Communicating Data and Numbers Clearly.

Day 3 - Designing Clear Visuals

- 09:00-09:30 | Removing clutter and unnecessary chart elements
- 09:30-10:00 | Using colour purposefully and accessibly
- 10:00-10:30 | Writing titles that state the message
- 10:30-11:00 | Labels, annotations and highlighting key points
- 11:00-11:30 | Coffee break
- 11:30-12:00 | Consistent scales and honest axes
- 12:00-13:00 | Designing readable tables with clear formatting
- 13:00-14:00 | Exercise: redesigning a cluttered chart

Day 4 - Writing About Numbers

- 09:00-09:34 | Rounding, rates, percentages and percentage points
- 09:34-10:08 | Giving context through comparison and benchmarks
- 10:08-10:42 | Explaining change, trends and variance clearly
- 10:42-11:00 | Communicating uncertainty, ranges and confidence
- 11:00-11:30 | Coffee break
- 11:30-11:46 | Communicating uncertainty, ranges and confidence (continued)
- 11:46-12:20 | Avoiding statistical jargon with general audiences
- 12:20-12:53 | Writing data commentary for performance reports
- 12:53-14:00 | Workshop: writing a data summary for executives

aractech
Global Learning for Operational Leaders

Course outline

Detailed course outline

Day-by-day outline for Communicating Data and Numbers Clearly.

Day 5 - Data Storytelling and Presentation

- 09:00-09:34 | Structuring a data story with a clear narrative
- 09:34-10:41 | Sequencing charts to build understanding
- 10:41-11:00 | Linking insights to recommendations and actions
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Linking insights to recommendations and actions (continued)
- 11:45-12:19 | Presenting data confidently to non-specialists
- 12:19-12:53 | Handling questions and challenges about the numbers
- 12:53-13:27 | Final presentation of a data story with feedback
- 13:27-14:00 | Personal action plan for communicating data

aractech
Global Learning for Operational Leaders

Seminar dates

Available seminar dates

Live dates and pricing for Communicating Data and Numbers Clearly generated from the course details page.

Date	Location	Format	Fee
7 - 11 December 2026	London	Classroom	**€2,915**
14 - 18 December 2026	Barcelona	Classroom	**€2,275**
21 - 25 December 2026	Frankfurt	Classroom	**€2,175**
11 - 15 January 2027	London	Classroom	**€2,915**
18 - 22 January 2027	Barcelona	Classroom	**€2,275**
25 - 29 January 2027	Frankfurt	Classroom	**€2,175**
4 - 8 January 2027	Rome	Classroom	**€2,830**
15 - 19 February 2027	London	Classroom	**€2,915**
22 - 26 February 2027	Barcelona	Classroom	**€2,275**
1 - 5 February 2027	Frankfurt	Classroom	**€2,175**

aractech
Global Learning for Operational Leaders



Seminar dates

Available seminar dates

Live dates and pricing for Communicating Data and Numbers Clearly generated from the course details page.

Date	Location	Format	Fee
8 - 12 February 2027	Vienna	Classroom	**€3,425**
22 - 26 March 2027	London	Classroom	**€2,915**
1 - 5 March 2027	Barcelona	Classroom	**€2,275**
8 - 12 March 2027	Frankfurt	Classroom	**€2,175**
15 - 19 March 2027	Amsterdam	Classroom	**€3,215**
5 - 9 April 2027	London	Classroom	**€2,915**
12 - 16 April 2027	Barcelona	Classroom	**€2,275**
19 - 23 April 2027	Frankfurt	Classroom	**€2,175**
26 - 30 April 2027	Cape Town	Classroom	**€1,825**
10 - 14 May 2027	London	Classroom	**€2,915**

aractech
Global Learning for Operational Leaders

Seminar dates

Available seminar dates

Live dates and pricing for Communicating Data and Numbers Clearly generated from the course details page.

Date	Location	Format	Fee
17 - 21 May 2027	Barcelona	Classroom	**€2,275**
24 - 28 May 2027	Frankfurt	Classroom	**€2,175**
3 - 7 May 2027	Dubai	Classroom	**€2,845**
7 - 11 June 2027	London	Classroom	**€2,915**
14 - 18 June 2027	Barcelona	Classroom	**€2,275**
21 - 25 June 2027	Frankfurt	Classroom	**€2,175**
26 - 30 July 2027	London	Classroom	**€2,915**
5 - 9 July 2027	Barcelona	Classroom	**€2,275**
12 - 16 July 2027	Frankfurt	Classroom	**€2,175**
19 - 23 July 2027	Istanbul	Classroom	**€2,825**

aractech
Global Learning for Operational Leaders

Seminar dates

Available seminar dates

Live dates and pricing for Communicating Data and Numbers Clearly generated from the course details page.

Date	Location	Format	Fee
2 - 6 August 2027	London	Classroom	**€2,915**
9 - 13 August 2027	Barcelona	Classroom	**€2,275**
16 - 20 August 2027	Frankfurt	Classroom	**€2,175**
23 - 27 August 2027	Kuala lumpur	Classroom	**€2,425**
6 - 10 September 2027	London	Classroom	**€2,915**
13 - 17 September 2027	Barcelona	Classroom	**€2,275**
20 - 24 September 2027	Frankfurt	Classroom	**€2,175**
18 - 22 October 2027	London	Classroom	**€2,915**
25 - 29 October 2027	Barcelona	Classroom	**€2,275**
4 - 8 October 2027	Frankfurt	Classroom	**€2,175**

aractech
Global Learning for Operational Leaders



Seminar dates

Available seminar dates

Live dates and pricing for Communicating Data and Numbers Clearly generated from the course details page.

Date	Location	Format	Fee
11 - 15 October 2027	Munich	Classroom	**€2,425**
22 - 26 November 2027	London	Classroom	**€2,915**
1 - 5 November 2027	Barcelona	Classroom	**€2,275**
8 - 12 November 2027	Frankfurt	Classroom	**€2,175**
15 - 19 November 2027	Paris	Classroom	**€2,810**
6 - 10 December 2027	London	Classroom	**€2,915**
13 - 17 December 2027	Barcelona	Classroom	**€2,275**
20 - 24 December 2027	Frankfurt	Classroom	**€2,175**
27 - 31 December 2027	Rome	Classroom	**€2,830**
7 - 11 December 2026	Online / Live	Online / Live	**€1,625**

aractech
Global Learning for Operational Leaders

Seminar dates

Available seminar dates

Live dates and pricing for Communicating Data and Numbers Clearly generated from the course details page.

Date	Location	Format	Fee
14 - 18 December 2026	Online / Live	Online / Live	**€1,625**
21 - 25 December 2026	Online / Live	Online / Live	**€1,625**
11 - 15 January 2027	Online / Live	Online / Live	**€1,625**
18 - 22 January 2027	Online / Live	Online / Live	**€1,625**
25 - 29 January 2027	Online / Live	Online / Live	**€1,625**
4 - 8 January 2027	Online / Live	Online / Live	**€1,625**
15 - 19 February 2027	Online / Live	Online / Live	**€1,625**
22 - 26 February 2027	Online / Live	Online / Live	**€1,625**
1 - 5 February 2027	Online / Live	Online / Live	**€1,625**
8 - 12 February 2027	Online / Live	Online / Live	**€1,625**

aractech
Global Learning for Operational Leaders



Seminar dates

Available seminar dates

Live dates and pricing for Communicating Data and Numbers Clearly generated from the course details page.

Date	Location	Format	Fee
22 - 26 March 2027	Online / Live	Online / Live	**€1,625**
1 - 5 March 2027	Online / Live	Online / Live	**€1,625**
8 - 12 March 2027	Online / Live	Online / Live	**€1,625**
15 - 19 March 2027	Online / Live	Online / Live	**€1,625**
5 - 9 April 2027	Online / Live	Online / Live	**€1,625**
12 - 16 April 2027	Online / Live	Online / Live	**€1,625**
19 - 23 April 2027	Online / Live	Online / Live	**€1,625**
26 - 30 April 2027	Online / Live	Online / Live	**€1,625**
10 - 14 May 2027	Online / Live	Online / Live	**€1,625**
17 - 21 May 2027	Online / Live	Online / Live	**€1,625**

aractech
Global Learning for Operational Leaders

Seminar dates

Available seminar dates

Live dates and pricing for Communicating Data and Numbers Clearly generated from the course details page.

Date	Location	Format	Fee
24 - 28 May 2027	Online / Live	Online / Live	**€1,625**
3 - 7 May 2027	Online / Live	Online / Live	**€1,625**
7 - 11 June 2027	Online / Live	Online / Live	**€1,625**
14 - 18 June 2027	Online / Live	Online / Live	**€1,625**
21 - 25 June 2027	Online / Live	Online / Live	**€1,625**
26 - 30 July 2027	Online / Live	Online / Live	**€1,625**
5 - 9 July 2027	Online / Live	Online / Live	**€1,625**
12 - 16 July 2027	Online / Live	Online / Live	**€1,625**
19 - 23 July 2027	Online / Live	Online / Live	**€1,625**
2 - 6 August 2027	Online / Live	Online / Live	**€1,625**

aractech
Global Learning for Operational Leaders

Seminar dates

Available seminar dates

Live dates and pricing for Communicating Data and Numbers Clearly generated from the course details page.

Date	Location	Format	Fee
9 - 13 August 2027	Online / Live	Online / Live	**€1,625**
16 - 20 August 2027	Online / Live	Online / Live	**€1,625**
23 - 27 August 2027	Online / Live	Online / Live	**€1,625**
6 - 10 September 2027	Online / Live	Online / Live	**€1,625**
13 - 17 September 2027	Online / Live	Online / Live	**€1,625**
20 - 24 September 2027	Online / Live	Online / Live	**€1,625**
18 - 22 October 2027	Online / Live	Online / Live	**€1,625**
25 - 29 October 2027	Online / Live	Online / Live	**€1,625**
4 - 8 October 2027	Online / Live	Online / Live	**€1,625**
11 - 15 October 2027	Online / Live	Online / Live	**€1,625**

aractech
Global Learning for Operational Leaders



Seminar dates

Available seminar dates

Live dates and pricing for Communicating Data and Numbers Clearly generated from the course details page.

Date	Location	Format	Fee
22 - 26 November 2027	Online / Live	Online / Live	**€1,625**
1 - 5 November 2027	Online / Live	Online / Live	**€1,625**
8 - 12 November 2027	Online / Live	Online / Live	**€1,625**
15 - 19 November 2027	Online / Live	Online / Live	**€1,625**
6 - 10 December 2027	Online / Live	Online / Live	**€1,625**
13 - 17 December 2027	Online / Live	Online / Live	**€1,625**
20 - 24 December 2027	Online / Live	Online / Live	**€1,625**
27 - 31 December 2027	Online / Live	Online / Live	**€1,625**