



v4

Development Workshops for Data Analysts*

Available in both packaged and tailored formats

**suitable for Insight Analysts, Credit Risk Analysts, Business Intelligence Analysts, Management Information Analysts, Fraud Analysts, Finance Analysts.....anyone whose job it is to use data to deliver reports and analyses to the organisation's decision makers!*

Who are we?

Demarq Academy is headed up by Steve Hulmes and Andy Mills, two highly experienced analytical practitioners with a combined career of over 50 years managing analytical teams and analytics projects. Based in Manchester, the Academy was established in 2017 after Demarq acquired Steve's analytical training business, Sophic along with the highly popular 'Making Business Work for Analysts' workshop. We have worked with some of the biggest organisations in the UK including Boots, Shell, Eon, Barclays, NHS and RBS.

What do we do?

We have created a unique portfolio of modularised, interactive workshops to support the development of analysts throughout their career – from graduate/new starter to managing a team. We have a schedule of public workshops, however many clients prefer to host private workshops for their teams – these workshops can be tailored, taking a pick-and-mix approach from our extensive content to deliver a relevant and impactful workshop.

How will it benefit you?

Whilst you, or your analytical team, may be technically proficient, numbers alone can't cut it anymore. Ensuring you're positively impacting your stakeholders and influencing decision making is critical in adding true value to your organisation. Our workshops provide the techniques and tools to help build trust and credibility with your stakeholders and positively influence their perceptions and decisions whilst at the same time improving the productivity and profile of the analyst.

About our workshops

All of our workshops have been developed in-house and are delivered by our own analytically experienced team. In order to bring the content alive the exercises, anecdotes and examples are all taken from real-life analytical scenarios that delegates can relate to.

Key points:-

- Unique workshops designed specifically for the analytical community.
- Small groups (usually fewer than ten) to ensure maximum interaction.
- Facilitators are experienced analytical leaders.
- Public schedule of open workshops available.
- Also available as tailor made, privately hosted workshops to offer the most cost effective solution for you and your team.

Some of our workshops require delegates to use a laptop with Office products installed.

"It's difficult to find a training and development partner who offer real hands on experience in insights & analytics and can combine training best practice with hard earned experience in the field. Demarq's unique approach benefits from their extensive analytical experience and is a major reason why I've used their workshops repeatedly over a number of years for my analytical teams. The workshops have always been well received, and both attendees and their managers have subsequently seen an improvement in their profile, stakeholder engagement and productivity post-workshop. I would recommend Demarq's workshops to any business who want to develop their analytical capability and performance."

Martin Squires
Global Lead - Customer Intelligence & Data
Walgreens Boots Alliance

Service Modules

Delivering Analytics for Business (2 Days)

Covers the core skills and techniques that analysts need to create a positive impact on their stakeholders. Delegates will leave the workshop armed with key communication and planning skills to enable them naturally move towards a consultative, pro-active service model, from requirements gathering right through to delivery. This workshop is ideal for establishing standard practices within a team.

Presenting Data for Impact (1 Day)

How analysts present their reports and analyses is key to gaining buy-in from the organisation and stakeholders. This workshop focusses on adding value and ensuring outputs are effective in delivering an impactful message. Topics include Developing Value Add Reports and Visualisation (including Chart selection).

Influencing Modules

Storytelling with Data (1 Day)

Being able to lead an audience to a recommendation or conclusion effectively without getting bogged down in detail or distracted by 'noise' is a challenge for many analysts. This workshop provides a framework for developing impactful and engaging slide decks that will improve the chances of maintaining audience attention and buying-in to your vision/results.

Influencing & Negotiating (1 Day)

Influencing and negotiating effectively with other people around the organisation is key to maintaining manageable workloads and to getting people 'on-side' with a data-driven approach to decision making. In this workshop, various approaches and techniques are shared and practiced that can help an analyst influence those key stakeholders in the business, whether senior management, suppliers or peers.

Managing Stakeholders (1 Day)

This one day workshop focusses on people-interaction and how understanding people's behaviours, attitudes and motivations can influence the way we communicate and engage with them. We help delegates identify their key stakeholders and how they can use the concepts of personal and emotional intelligence to better manage their key relationships both inside and outside of the organisation.

Managing

Managing Analysts (2 Days)

This workshop is designed to help analysts adapt to the significant changes in responsibility and mind set when making the transition from technical analyst to team leader. Delegates will learn how to become an effective manager who delivers through others rather than relying on their own technical expertise. Whether managing a team of one or fifty this workshop is an ideal introduction to people management.

Custom

Tailored, Privately Hosted Workshops & Away Days (Variable length)

We can deliver a tailored private workshop at or near your place of work. We can mix and match the content to suite your team's development needs – whether it's a two day presenting data workshop (Presenting Data for Impact and Storytelling with Data) or content to support a team away day or selected content to integrate into your own internal development programme for analysts.