6 weeks (excluding orientation)
Entirely online
Self-paced learning
6-8 hours/week*

*The recommended weekly time commitment for core content is 4-5 hours, taking into account the busy lifestyles of working professionals, with an additional 2-3 hours recommended for non-compulsory weekly extension activities, should you have the time. Each module is released weekly, allowing a flexible but structured approach to learning. You'll be supported as you engage in individual activities and group discussions, ensuring you feel confident to submit your best work at each weekly deadline.

Learn how to leverage internal processes and liaise with external stakeholders to maximize opportunities for innovation as you follow your learning path through the weekly modules of this online program:

ORIENTATION MODULE
You'll be welcomed to the program and begin connecting with fellow participants, while exploring the navigation and tools of your Online Campus. Be alerted to key milestones in the learning path, and review how your results will be calculated and distributed. You'll be required to complete your participant profile and submit a digital copy of your passport/identity document. Please note that module titles and their contents are subject to change during course development.

MODULE 1- INTRODUCTION TO PERCEPTION AND VISUALS
Explore the principles governing perception.
• Recognize the importance of cognitive and visual perception when explaining data
• Explain the difference between explanatory and exploratory visuals
• Identify the major pre-attentive attributes and Gestalt principles
• Describe how to decode graphs

MODULE 2 - VISUALIZING DATA WITH GRAPHS
Discover how to design graphs for clearer communication.
- Review the five major relationships that graphs encode
- Choose appropriate graph forms to represent the five major relationships
- Critique the impact of the data-ink ratio on a graph's effectiveness
- Develop a graph that maximizes the data-ink ratio

MODULE 3- EFFECTIVE PRESENTATION DESIGN
Discover how to design slides for effective communication.
- Determine the point of a slide
- Distinguish between a headline and a title
- Decide if a slide passes the blink test
- Draft a slide with effective design principles in mind

MODULE 4 - COMMUNICATING CLEARLY AND WITH REASON
Discover how to organize ideas to communicate them effectively.
- Use introductions to generate clear main ideas
- Deconstruct an argument using the Minto Pyramid Principles
- Create a Minto Pyramid that outlines an argument
- Evaluate the strength of an argument in a Minto Pyramid
- Construct an effective Minto Pyramid

MODULE 5 - BUILDING A PERSUASIVE ARGUMENT
Learn how to increase the persuasive power of an argument.
- Test the Minto Pyramids
- Distinguish between benefits and attributes
- Analyze "What's in it for them?" (WIIFT) statements for impact
- Incorporate feedback and insights on a prospective audience into your Minto Pyramid

MODULE 6 - PRESENTING FOR MAXIMUM IMPACT
Learn how to present communications effectively.
- Identify the components of the TOP-T (topic, orientation, point, transition) framework
- Reflect on how verbal delivery choices impact audience understanding
- Create a presentation of slides using the TOP-T framework and presentation best practices
- Determine the appropriate responses to different types of questions
- Present high-quality persuasive slides effectively