

PERSUADING WITH DATA



WHEN

Apr 3–4, 2025 (Live Online)
Nov 20–21, 2025 (In Person)

PRICE

\$4,700

WHERE

Live Online or Cambridge, MA

EXECUTIVE CERTIFICATE TRACK

Management and Leadership

Communicating and persuading effectively with data is a crucial skill for anyone who wants to lead in a modern organization. If presenting and explaining data to a non-technical audience is part of your job, this course is for you. Highly practical and collaborative, this course combines visualization and strategic communication best practices to help you communicate more effectively and influence others to take action based on data. This interactive course will give you the opportunity improve your communication skills through practice and detailed feedback from the instructor and your classmates. You will have the opportunity to use that feedback to improve a current slide or presentation you are working on. By the end of this class, you will emerge with impactful materials, useful frameworks, and an improved ability to persuade others with data.

Please visit our website for the most current information.

executive.mit.edu/pwd

FACULTY*



Miro Kazakoff

**Please note, faculty may be subject to change.*

TAKEAWAYS

This course will help you develop and delivery data-based presentations that:

- Persuade audiences through clear data visualizations
- Organize evidence logically to support your persuasive argument
- Make complex data understandable to non-analytical audiences

Through practice and feedback, you will learn how to communicate with increased confidence and clarity.

WHO SHOULD ATTEND

This course is designed for professionals who frequently need to communicate data to less technical audiences including customers, senior leaders, other groups in your organization, and outside stakeholders.

Miro Kazakoff is an author, entrepreneur, and Senior Lecturer in Managerial Communication at the MIT Sloan School of Management where he focuses on how individuals use data to persuade others.

CONTACT INFORMATION

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