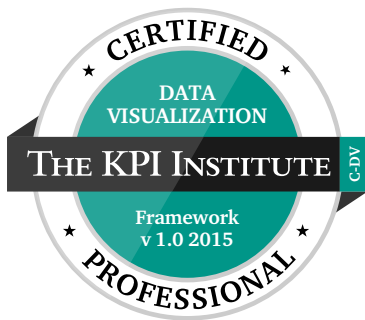


THE KPI INSTITUTE



CERTIFIED DATA VISUALIZATION PROFESSIONAL

LIVE ONLINE CERTIFICATION

2020 EDITIONS:

- > 18 - 22 MAY
- > 20-24 JULY



Transform complex information into clear, meaningful and visually appealing communication.

Key business benefits:

- > Successfully work with challenging data sets by using visual representations;
- > Have a clear overall image of your company by creating specific data visualization tools;
- > Gain a competitive edge by identifying and acting faster on emerging trends.

Over the last years, the team at The KPI Institute:

- > Documented 8,000+ KPIs from 16 functional areas and 25 industries;
- > Reviewed 1,000+ performance reports from 125 countries;
- > Referenced 30,000+ resources as part of the documentation process.



kpiinstitute.org



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Course overview



Think Differently. Think Visually.

Visual communication is effective only when it is aligned with the way people see and think. The course provides insights on the importance of data visualization, fundamental principles, as well as means to increase non-verbal communication skills through effective visualizations. This course will improve communication within your company, through visual displays. You will learn, through practical applications, how to communicate visually in an effective way and how to increase reporting efficiency, leading to a better understanding of the presented data, and thus, to smarter and quicker strategic decisions.

+ Benefits

- > Receive relevant guidance for developing visual representations in order to discover, understand and communicate information;
- > Create better and more relevant reports by understanding the fundamental concepts in data visualization;
- > Offer intelligible data sets to decision-making parties through creating excellent graphical representations;
- > Improve your performance in presenting data and enhance viewer experience.

+ Learning objectives

- > Understand the fundamentals of creating and designing a visual representation for your intended users;
- > Select the right communication channel in accordance with the target audience;

Certification Process



Day 1 - 4h

Introduction to Data Visualization

Parameters

- › “Presentation of the data visualization concept”
- › Origins of data visualization;
- › The power of visual communication
- › The importance of data visualization;
- › Pre-attentive visual attributes;
- › Principles of graphical excellence.

The data visualization process

- › Working with raw data: acquire, parse, filter, mine;
- › Working with design: represent, refine, interact.

Day 2 - 4h

Introduction to Data Visualization

Visual communication aids: channel selection

- › Maps;
- › Interactive graphics;
- › Infographics;
- › Presentation software;
- › Video doodles;
- › Spreadsheets;
- › Comic strips;
- › Animations.

Structure

- › Gridlines
- › Layouts.

Day 3 - 4h

The SFERA Model - Part 1

Diagrams

- › Heat Maps
- › Principles of design.

Format

- › Typography
- › Iconography: a visual language
- › Graphs

Express

- › Color theory;
- › Color psychology;
- › Color in graphs.

Day 4 - 4h

The SFERA Model - Part 2

Report

- › Reporting principles
- › “Taxonomy of reports;
 - Scorecards;
 - Dashboards;
 - Infographics.”
- › Reporting text
- › Reporting numbers

Assess

- › The Data Visualization checklist
- › Seven rules for getting it right
- › Disinformation Visualization

Day 5 - 4h

The SFERA Model - Part 3

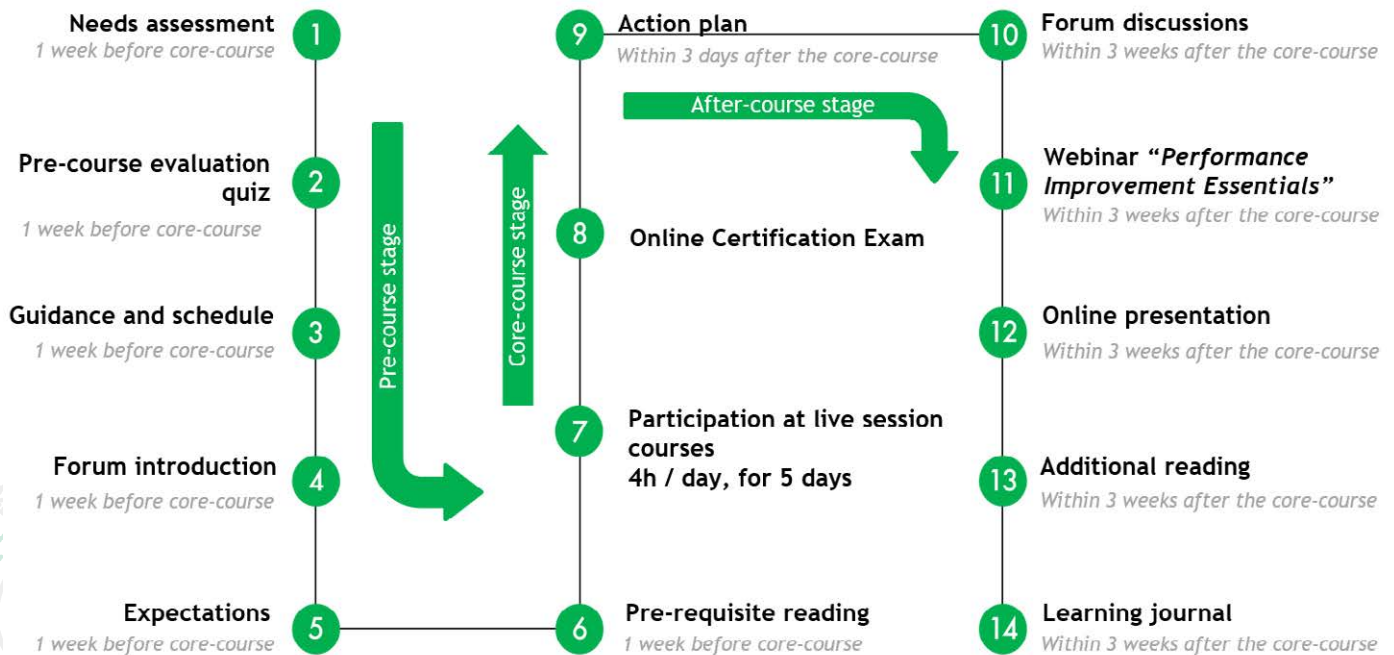
Real-world data visualization

- › Data visualization software
- › Visual organizations
- › The future of data visualization.

Review and Certification Exam

- › Course review
- › Certification Exam.

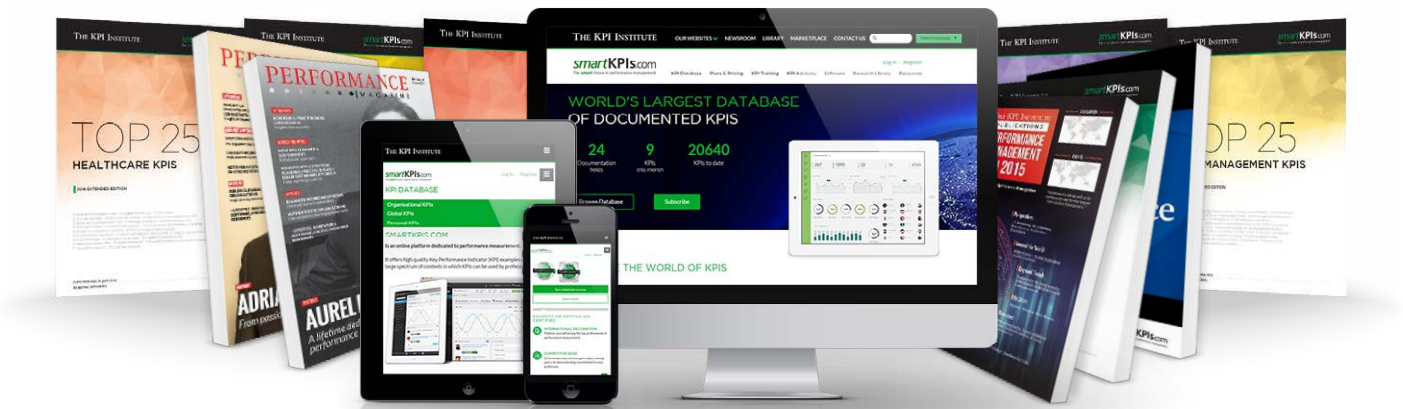
Certification Process



The certification process is finalized only when you complete all of the 3 stages of the learning experience. You will receive:

- > Certificate of Completion (soft copy): after completing pre-course activities and passing the Certification Exam;
- > Certificate of Attendance (soft copy): after participating at the 5 days of live session course;
- > Certified Professional diploma (soft copy): after you have successfully completed all of the 3 stages of the learning experience.

Educational resources



Course materials

- › Course slides;
- › Course notes;
- › Course quiz.

Infographics

- › The KPI Infographic.

Catalogues

- › Dashboards and Scorecards;
- › Graphs in Practice;
- › Infographics in practice.

Fact sheets

- › Best tools for data visualization;
- › Historical milestone.

Articles:

- › Selected Data Visualization articles.

Videos

- › 11 Videos dedicated to Performance Management.

Webinars

- › Free access to all Performance Management webinars series from 2014 to 2016.

Performance Management Toolkit

- › **Templates:** Desired State of Evolution, Strategy Map, Performance Scorecard, Performance Dashboard, Performance Healthogram, Performance Maturity Model, Initiatives Portfolio, Performance Management System Architecture, Employee Scorecard.
- › **Manuals:** Performance Scorecard Guide for Administrator, Performance Dashboard Guide for Administrator;
- › **Publications:** KPIs for Call Center Dashboard, KPIs for Call Center Scorecard.

Premium subscription on smartKPIs.com

- › Available for 6 months, providing access to 500 fully documented KPIs and over 20.000 KPIs enlisted and one research report from the Top 25 KPIs series.

Facilitator

Fadi Fuad Al-Jafari

Data Analysis Expert The KPI Institute



Al-Jafari Fadi Fuad Al-Jafari is a Management Consultant at The KPI Institute with Specialities in Data Analysis and Visualization.

Fadi has a Bachelor Degree in Communication Engineering from Al-Balqa Applied University in Jordan and a Master Degree in Business Administration from German Jordanian University in Jordan.

Fadi is a Certified Project Manager Professional, has several certifications in Statistics Foundation, Data Analysis using Excel, Analyzing and Visualizing Data with Excel, Working with Real-Time Data in Excel, Excel Macros in Depth, Predictive Analytics using BigML, Train of Trainers and he has been part of several projects in the last years.

He has worked in different projects, such as: Network Statistics Reporting Tool, Network Operation Center Balanced Scorecard, Business Specification Documents for Network Operations Center, Align Zain's Procedures with APQC's PCF, Robotic Process Automation for Network Operation

As work experience, apart being a consultant for The KPI Institute, Fadi was a Network Operations Engineer starting from 2014 until 2019 and his job responsibilities include: Monitoring of Telecommunication Radio and Transmission Systems; Network Performance Management by identifying network elements' statistics, prepare network health technical reports and take corrective actions to maintain the best served quality and he facilitated, monitored and worked on network planned activities and projects work.

Course Fees



Language	Date	Hours/day	Start TIME ME	Start TIME SEA	Standard Fee	Special Fee
English	> 18 - 22 May	4	09:00 GST	13:00 GMT +8	USD \$ 1,500	USD \$ 1,250
English	> 20 - 24 July	4	09:00 GST	13:00 GMT +8	USD \$ 1,500	USD \$ 1,250

Join as a Group

Customized Live Online Group Training Programs

The KPI Institute is offering Customized Live Online Group Training Programs that provide a perfect blend of research, best-practice and best-in-class instructional design.

Leveraging on our extensive research work, our highly skilled faculty, our expertise in providing customized learning solutions, together with next-generation online technology, our Group learning programs are unique, accessible anytime, anywhere learning experiences that deliver results for employees and the organization.

This fully customized training solution supports organizations of all sizes to provide their employees with development opportunities in an efficient, impactful and cost-effective way.

Benefits of customized live online sessions



▶ Flexibility and convenience

Participants can learn from anywhere and it can be scheduled in consecutive days throughout one week or selected days over 2 or more weeks. Participants can access learning materials from anywhere, anytime convenient for the group.

▶ Customized course content

Course content, case studies and exercises will be customized based on the group's industry or selected functional areas, as well as by assessing current needs and competency development requirements.

▶ Business continuity

Continuity of work with daily sessions scheduled for a maximum 4 hours to ensure both information assimilation efficiency and work-related task completion.

▶ Virtual collaborative learning

Facilitated inter-company learning is enabled, leading to Virtual Teams Cooperation and Communication, with the help of specialized E-Learning technology.

▶ Cost effectiveness

An estimated of up to 40% savings compared with traditional face-to-face in-house solutions, due to logistical burdens being waved from both customer and contractor.

Customized Live Online Group Courses	Online Live Format	Content details
Certification	5 Days - 4h/Day	Fully customized certification course
Masterclass	4 Days - 4h/Day	75% of the certification course content, selected based on group requirements
Essentials	2 Days - 4h/Day	50% of the certification course content, selected based on group requirements
Awareness Session	4 h	Selected 1 or 2 sessions from a certification content, depending on the length

Group sizes range from a minimum of 10, to a maximum of 25 participants.

Should you be interested in scheduling a live online Group training course, email us at office@kpiinstitute.org or contact one of the region representatives.

Online Coaching (up to 4h)

- ▶ One of our consultants and facilitators will be dedicated to help customers individually achieve their business objectives, evaluate current systems or tools and provide feedback on how to improve current strategy, performance measurement and management practices.
- ▶ Our dedicated coaches are industry, capability and functional area experts who guide the participants in addressing their business needs and requirements.
- ▶ They will work closely with attendees and help them address their individual areas of improvement.
- ▶ We can assist in providing coaching on all the topics that we cover through our certification programs detailed in this brochure.

*Live coaching will be provided via conference call. The session scheduling will be established either via email/conference call for all delegates or individually between each participant and the facilitator.

**Hours to be accessed when required by scheduling as per customer preference and facilitator availability.

Get in touch with us for a customized quotation

Registration

3 ways to register

Online

marketplace.kpiinstitute.org

Direct contact

Call us and we will assist you through the registration process.

Contact Middle East

Teodora Gorski
Managing Director MENA
E: teo.gorski@kpiinstitute.com
M: +971 55 787 6427

Contact Rest of the World

Alexandru Muntean
Head of Customer Engagement
E: alex.muntean@kpiinstitute.com
M: +40 747 060 997

Registration form

Email us with your registration details

Payment

Credit card

Pay by credit card using the online facility.

Bank transfer

1. Send an email containing your contact details and registration request;
2. An email confirmation containing the tax invoice and bank account details will be sent to you;
3. Proceed with the attendance fee payment by bank transfer;
4. Send through email the proof of the payment transaction completion;
5. A tax receipt together with the registration confirmation will be sent to you via email (after the attendance fee payment is confirmed).

Kindly ensure that your payments reflect the Total Amount of the invoice that will be presented to you. It is your responsibility to cover all bank fees due to Telegraphic / Wire transfer.

Registration form

By filling your contact data, you agree to receive further information about our events. Your privacy is very important to us. We will not sell, rent or share your personal information under any circumstances.

Participant details:

Mr. Mrs.

.....
 First name

.....
 Last name

.....
 Job title

.....
 Email

.....
 Phone

.....
 Organization

.....
 Department

.....
 Date of training course

.....
 Training course

.....
 City

.....
 Country

Registration cancellation procedure

Any withdrawals have to be announced at least two weeks before the beginning of the course, through fax or e-mail. In this situation, the attendance fee will be refunded, less \$400 retained for administrative expenditure. The attendance fee will not be refunded if the withdrawal from the course takes place less than 2 weeks before its start date. If you find yourself in the impossibility to attend the course after the registration process is already completed you may delegate another person to attend the course in your place without any further fees charged. If you have confirmed and made the attendance fee payment but you didn't attend the course, the course attendance fee will not be refunded. If you attend the course only partially (one day or a limited number of sessions), you will not benefit from any attendance fee reduction or refund.

Term of Agreement

If there are no other standing agreements, this form represents a valid contract between the parties.

I agree to the above terms and conditions.

.....
 Signed

.....
 Date

.....
 Company stamp

The Customer acknowledges and agrees that all materials provided by The KPI Institute, including but not limited to the live presentations, any audio-visual presentations, and the handout materials distributed pre, during and after the training course, shall at all times remain the sole and exclusive property of The KPI Institute. They cannot be made public, and can only used for the purpose of the individual course participant's benefit. In no event shall the Customer use the live presentations, any audio-visual presentations, and/or the handout materials for any other purpose, including but not limited to the offering of any course, training or seminar that in any manner competes with the course or any portion thereof. This provision shall survive the termination or expiration of this Agreement.



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