# Storytelling with M&E Data Training Course

Professional Development Training Course Outline

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|---|---|---|---|
| **Category** | Monitoring and Evaluation | **Duration** | 5 Days |
| **Base Fee** | $1,500 USD | **Delivery Mode** | Online / On-site Hybrid |

## Course Introduction

In the era of data-driven decision-making, transforming Monitoring and Evaluation (M&E) data into compelling stories is essential for influencing stakeholders, driving policy, and ensuring program success. Storytelling with M&E Data Training Course equips participants with practical skills to analyze, visualize, and communicate M&E insights effectively. Learners will explore techniques that turn raw datasets into impactful narratives that resonate with decision-makers, donors, and communities. Emphasis is placed on integrating data visualization, narrative techniques, evidence-based insights, and actionable recommendations to make data both informative and persuasive.

Participants will gain mastery in using M&E data to craft stories that engage diverse audiences, enhance transparency, and support evidence-based advocacy. By combining quantitative and qualitative M&E findings, the course strengthens participants' abilities to communicate program achievements, challenges, and recommendations clearly. Through hands-on exercises, real-world case studies, and interactive sessions, learners will develop the confidence to translate complex data into clear, compelling, and actionable insights that drive impact.

## Programme Curriculum

**Storytelling with M&E Data Training Course**

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**Course Duration**

5 days

**Course Objectives**

By the end of this training, participants will be able to:

1. Transform raw M&E data into meaningful narratives for decision-making.
2. Apply data visualization techniques to enhance comprehension and impact.
3. Integrate quantitative and qualitative data for holistic storytelling.
4. Identify key performance indicators (KPIs) to highlight program success.
5. Craft evidence-based policy briefs and reports that influence stakeholders.
6. Use charts, maps, and infographics to communicate M&E findings effectively.
7. Develop actionable insights from monitoring and evaluation data.
8. Enhance stakeholder engagement through persuasive storytelling techniques.
9. Apply program evaluation frameworks to support data narratives.
10. Detect trends and patterns to support program improvement and innovation.
11. Ensure ethical and transparent data communication practices.
12. Create visually compelling dashboards to communicate key results.
13. Evaluate the impact of M&E storytelling on program decision-making.

**Target Audience**

1. M&E Officers and Specialists
2. Program Managers and Coordinators
3. Data Analysts and Data Scientists
4. Policy Advisors and Decision-Makers
5. Development Practitioners and NGO Staff
6. Researchers and Academic Professionals
7. Donor Agency Representatives
8. Communications and Knowledge Management Officers

**Course Modules**

**Module 1: Introduction to M&E Storytelling**

- Importance of storytelling in M&E for decision-making
- Principles of data-driven storytelling
- Linking M&E findings to organizational objectives
- Understanding your audience for effective communication
- Case Study: Turning a project evaluation report into a persuasive narrative

**Module 2: Fundamentals of M&E Data**

- Types of M&E data: qualitative vs quantitative
- Collecting, cleaning, and organizing data for storytelling
- Identifying key indicators and metrics
- Basics of statistical summaries for narrative purposes
- Case Study: Analyzing NGO program survey data for trends

**Module 3: Data Visualization Techniques**

- Principles of visual communication with M&E data
- Using charts, graphs, and tables effectively
- Mapping data for geographical storytelling
- Tools for data visualization (Excel, Tableau, Power BI)
- Case Study: Visualizing child health data for donor presentations

**Module 4: Crafting Data Narratives**

- Structuring stories with beginning, middle, and end
- Integrating quantitative and qualitative insights
- Highlighting successes, challenges, and lessons learned
- Writing compelling executive summaries
- Case Study: Creating a story from a community water project evaluation

**Module 5: Advanced Dashboard Design**

- Key elements of effective M&E dashboards
- Dashboard storytelling for different stakeholders
- Real-time data integration for ongoing monitoring
- Interactive dashboards for decision-making
- Case Study: NGO health program interactive dashboard

**Module 6: Communicating Insights to Stakeholders**

- Tailoring messages for donors, management, and communities
- Presentation techniques for impact
- Ethical considerations in M&E communication
- Storyboarding and narrative flow for presentations
- Case Study: Presenting education program outcomes to policymakers

**Module 7: Enhancing Advocacy Through M&E Stories**

- Using data storytelling to influence policy and funding
- Linking evidence to advocacy strategies
- Leveraging multimedia for greater impact
- Evaluating audience engagement and response
- Case Study: Advocacy campaign for sanitation program improvements

**Module 8: Practical Applications and Capstone Project**

- Hands-on exercises with real M&E datasets
- Building a complete data story with visualizations

- Peer review and feedback sessions
- Integrating lessons learned into organizational practice
- Case Study: Capstone project – Designing a full M&E storytelling report

### Training Methodology

This course employs a participatory and hands-on approach to ensure practical learning, including:

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

**Register as a group from 3 participants for a Discount**

**Send us an email: info@fineskilltrainingcenter.org or call** *+254769199797*

***Certification***

*Upon successful completion of this training, participants will be issued with a globally- recognized certificate.*

***Tailor-Made Course***

*We also offer tailor-made courses based on your needs.*

**Key Notes**

**a.** The participant must be conversant with English.

**b.** Upon completion of training the participant will be issued with an Authorized Training Certificate

**c.** Course duration is flexible and the contents can be modified to fit any number of days.

**d.** The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

**e.** One-year post-training support Consultation and Coaching provided after the course.

**f.** Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

## Upcoming Scheduled Sessions

| Start Date | End Date | Location | Price |
|---|---|---|---|
| **23 Nov 2026** | 27 Nov 2026 | Online | $1,000 |

| Start Date | End Date | Location | Price |
|---|---|---|---|
| **23 Nov 2026** | 27 Nov 2026 | Physical | $1,500 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $3,000 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $3,000 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $6,000 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $4,500 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $6,000 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $6,000 |

Ready to enroll or request a customized program? Book online or contact us:

**Register Online Now**

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com