Story Maps for Evaluation Communication Training Course

Professional Development Training Course Outline

Category	Monitoring and Evaluation	**Duration**	10 Days
Base Fee	$3,000 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today’s data-driven world, effective evaluation communication is crucial for influencing decision-making, promoting transparency, and enhancing program impact. Story maps have emerged as a cutting-edge tool that combines geospatial visualization, interactive dashboards, and narrative storytelling to communicate evaluation findings clearly and compellingly. Story Maps for Evaluation Communication Training Course empowers participants to design, develop, and deploy story maps for impactful evaluation communication, ensuring insights resonate with stakeholders and drive evidence-based actions.

Participants will explore innovative visualization techniques, interactive mapping tools, and strategic narrative frameworks, enabling them to translate complex monitoring and evaluation (M&E) data into actionable insights. The course emphasizes hands-on application through real-world case studies, scenario-based learning, and collaborative exercises, equipping participants with the skills to deliver persuasive evaluation narratives that inform policies, programs, and investments effectively.

Programme Curriculum

Story Maps for Evaluation Communication Training Course

Introduction

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Course Objectives

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

1. Understand the fundamentals of story maps in evaluation communication.
2. Integrate geospatial data and narrative storytelling for impactful presentations.
3. Apply interactive visualization techniques to M&E data.
4. Design audience-focused story maps for diverse stakeholders.
5. Translate complex evaluation findings into clear visual narratives.
6. Utilize mapping software and GIS tools for evaluation purposes.
7. Incorporate dynamic dashboards to enhance user engagement.
8. Analyze spatial patterns and trends to inform program decisions.
9. Develop multi-layered story maps integrating qualitative and quantitative data.
10. Implement best practices for data visualization ethics and accessibility.
11. Leverage case studies to support evidence-based recommendations.
12. Foster collaborative storytelling techniques for team-driven evaluations.
13. Evaluate the impact of story maps in influencing decision-making and policy design.

Target Audience

1. Monitoring and Evaluation Specialists
2. Data Analysts and Visualization Experts
3. Program Managers and Coordinators
4. Policy Advisors and Decision-Makers
5. Non-Governmental Organization (NGO) Practitioners
6. Research Consultants
7. Communication and Knowledge Management Officers
8. GIS and Spatial Data Professionals

Course Modules

Module 1: Introduction to Story Maps for Evaluation Communication

- Fundamentals of story maps in M&E
- Key components: maps, dashboards, and narratives
- Overview of mapping software and platforms
- Case study: UNDP program evaluation
- Exploring existing story maps

Module 2: Principles of Evaluation Communication

- Communication theory for evaluation

- Audience-centered storytelling
- Visual hierarchy and narrative flow
- Case study: Health program impact report
- Mapping your evaluation story

Module 3: Geospatial Data for Story Mapping

- Sources and types of spatial data
- Data cleaning and preprocessing for maps
- Integrating demographic and program data
- Case study: GIS-based water access evaluation
- Importing and visualizing datasets

Module 4: Designing Interactive Story Maps

- Choosing the right story map template
- Layering data for clarity and insight
- Interactive elements: pop-ups, charts, and filters
- Case study: Education program intervention mapping
- Building your first interactive map

Module 5: Narrative Storytelling in Story Maps

- Crafting compelling evaluation narratives
- Linking visuals to findings
- Storyboarding and structuring maps
- Case study: Disaster response evaluation communication
- Drafting a narrative storyline

Module 6: Advanced Visualization Techniques

- Heatmaps, choropleth maps, and symbol mapping
- Time-series and trend visualization
- Interactive charts integration
- Case study: Environmental program monitoring
- Applying advanced visualization tools

Module 7: Data Integration and Multi-Layered Story Maps

- Combining quantitative and qualitative data
- Multi-layer storytelling strategies
- Linking surveys, interviews, and geospatial data
- Case study: Community health assessment
- Building multi-layer story maps

Module 8: Dashboards and Interactive Elements

- Creating dynamic dashboards
- Filters, buttons, and interactive controls
- User navigation and engagement strategies
- Case study: Youth employment program dashboard
- Implementing dashboard components

Module 9: Ethical Visualization and Accessibility

- Ethical representation of sensitive data
- Color choices and accessibility considerations
- Data privacy in story mapping
- Case study: Gender program evaluation
- Reviewing story maps for ethics and accessibility

Module 10: Story Map Evaluation and Feedback

- Evaluating impact and effectiveness of maps
- Gathering stakeholder feedback
- Iterative design and improvement
- Case study: Health facility evaluation communication
- Peer review of story maps

Module 11: Collaborative Story Mapping

- Team-based map development
- Collaboration tools and platforms
- Role assignments and workflow management
- Case study: Multi-partner project evaluation
- Collaborative story map project

Module 12: Using Story Maps for Decision-Making

- Linking insights to actionable recommendations
- Policy influence through visualization
- Communicating results to non-technical audiences
- Case study: Government nutrition program
- Translating maps into decisions

Module 13: Story Maps for Program Monitoring

- Real-time monitoring using maps
- Tracking KPIs and program indicators
- Alerts and reporting mechanisms
- Case study: Water sanitation program monitoring
- Creating a live monitoring story map

Module 14: Story Maps for Advocacy and Reporting

- Leveraging maps for advocacy campaigns
- Incorporating visuals in reports and presentations
- Stakeholder engagement strategies
- Case study: NGO advocacy project
- Designing an advocacy-focused map

Module 15: Capstone Project and Presentations

- Integrating all course elements
- Developing a full story map from scratch

- Presenting to stakeholders
- Peer and instructor feedback
- Case study: Cross-sector evaluation project

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	04 Dec 2026	Online	$2,000

Start Date	End Date	Location	Price
23 Nov 2026	04 Dec 2026	Physical	$3,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$9,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$12,000

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

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