

DATA STORYTELLING PROCESS

GROUNDWORK

NARRATIVE

SLIDES

DELIVERY

GROUNDWORK

- **What's the Problem or Opportunity?** A single sentence summing-up what the data reveals.
- **What's the Core Message?** A single if-then sentence with a recommended action (start, stop or continue something) and the outcome to which that action leads.
- **What does your audience need and want?** Complete an Audience Analysis by asking questions to clarify their needs.

NARRATIVE

- **Opening:** Be concise and avoid jargon - using two paragraphs to establish the context for your audience and provide the problem/opportunity and core message.
- **Middle:** Focus on the why and how of your recommendation. Develop a spine of key messages and then outline the data and content to support each one.
- **Closing** Remind them of the problem/opportunity and core message and then deliver your call to action.
- **Anticipating Counter-Arguments:** Think of potential "sticking points" and plan-in content to preempt them.

SLIDES

- **Slide Deck Mapping:** Using otherwise blank slides, note in large text what you plan to include on each slide. Do this before doing any tedious design work.
- **Actionable Data Displays:** Always include the four elements - key takeaway, title of chart, chart itself and annotation.
- **Contrast and Hierarchy:** Start with a neutral layer and then add color emphasis and annotation to ensure your data-based recommendation comes to life.

DELIVERY

- **Rehearse:** Edit on your feet - say it out loud and see how it sounds.
- **Presentations vs. Handouts:** Create slides that serve as visual aids for your talk and a separate document. In PowerPoint®, you can use the Notes Pages as your document.