

DATA STORYTELLING: INTRODUCTION TO DATA STORYTELLING

“The best speakers in the world are the best storytellers. They have a gift to not only tell a great story, but also share a lot of the details that many others wouldn’t.”

FINDING STORIES



INTRODUCING FINDING STORIES



As interest and investment in data continues to grow, so does the need for best practice and support to help everyone achieve success. In recent years there has been an explosion in techniques, roles and use cases for how to analyse, model and visualise data, however we believe that there is currently an imbalance in the support for this increase.

Many online and offline training providers do an amazing job in supporting the technical side of the role, but we've found that there is less support out there for the 'softer side' of the role. Attributes such as empathy, listening, storytelling, influencing, confidence, facilitation and ultimately leadership need more of a focus and we are here to help make that a reality.

From our experience, to differentiate and excel in data centric roles you need a balanced skill set to complete your projects, land your work and influence change. We're here to help create that balance and further elevate the role data plays within our organisations.

'Finding Stories' ultimate goal is to help promote the importance of softer skills in this most technical of disciplines and help deliver training programmes that will increase an individual's confidence in today's work and success in their future career.

PRESENTING OUR INTRODUCTORY COURSE TO DATA STORYTELLING

“ **Taking complex, big and sometimes uninspiring information and converting it into understandable, relatable and engaging data stories can be a game changer, maximising the potential of our interactions with our colleagues and our customers.** ”

Whether we are aware of it or not, data stories are everywhere in our modern lives.

We are constantly exposed to different forms of media (news articles, PowerPoint presentations, government statistics, emails etc.) where information or data is being shared and communicated with a specific purpose and we, as an audience, are being asked to process, understand and react to that story.

With this constant noise of different data stories vying for our attention, and with the growing complexity of data we are looking to describe, the requirement for us to do more and be better with how we communicate our data stories is growing.

We need to present complex, simple. We need to make big, small. We need to make functional, engaging. And that is where data storytelling comes in.

Our introductory course will introduce you to the world of data storytelling, and it will demonstrate that we need to engage both the functional and emotional sides of our audience's brains in order to create the positive response we are craving from our stakeholders.

The course is designed as a half day workshop to give you a taste of the opportunity that data storytelling brings, and upon completion you should leave with a greater appreciation of what it is, as well as the foundations for how to bring its best practice into your future visualisations, presentations and reports.

WHY DO IT?

Typical reasons for why you might look to attend include:

1. Perhaps you've been hearing a lot of 'buzz' around data storytelling, but want to know more about what it actually is and how it could benefit you and your team. This course can help educate you on what data storytelling is and its potential value to you and your team.
2. Perhaps you believe that your team's reporting and presentations lack that certain 'something' and therefore you're failing to consistently engage with your audience and motivate them to action. Exploring the models and benefits of storytelling can help open your mind to a new way of working that can elevate your outputs to the next level.
3. Or perhaps you're looking to inspire your team to try some new approaches on how they can better communicate their work, and you're looking for a relatively quick but powerful way of shaking up 'the normal way of doing business'.

WHAT TOPICS DO WE COVER

01

INTRODUCTION

What is a Story?

How much are we exploiting the power of stories in our work?

The benefits of data storytelling.

02

GREAT STORIES

Introduction to a 5 factor model for creating great data stories.

Namely:

1. A great data story has focus;
2. A great data story has structure;
3. A great data story is engaging;
4. A great data story contains great charts;
5. A great data story represents the truth.

Together with an exploration of each factor with examples, insights and exercises on each.

**COURSE
DURATION**

**HALF DAY
c.4 HOURS**

SELECTION OF SLIDES FROM COURSE

CONSCIOUS DESIGN CONSIDERATIONS

1. ALWAYS

2. SOMETIMES

3. HARDLY EVER / NEVER

- Stories tell us about an event or series of events
- Stories are designed to be interesting
- Stories are designed to entertain
- Stories are designed to teach us
- Stories help us connect with others
- Stories communicate ideas
- Stories help us imagine life's possibilities

CONSCIOUS DESIGN CONSIDERATIONS

WHAT MAKES A GREAT DATA STORY?

WHAT MAKES A GREAT DATA STORY

- A GREAT DATA STORY HAS FOCUS
- A GREAT DATA STORY HAS STRUCTURE
- A GREAT DATA STORY IS ENGAGING
- A GREAT DATA STORY CONTAINS GREAT CHARTS
- A GREAT DATA STORY REPRESENTS THE TRUTH

If you achieve these, the result should be an informative, entertaining and memorable Data Story.

PREATTENTIVE ATTRIBUTES: YOUR EYES ARE DRAWN TO WHAT IS DIFFERENT FROM THE REST

- ORIENTATION
- SHAPE
- LINE LENGTH
- LINE WIDTH
- SIZE
- CURVATURE
- ADDED MARKS
- ENCLOSURE
- HUE
- INTENSITY
- SPACIAL POSITION
- MOTION

Adapted from Storytelling with Data, Cole Nussbaumer Knaflic.

INTRODUCTION TO PRE-ATTENTIVE ATTRIBUTES

HOW TO LIE WITH CHARTS (BUT HOPEFULLY NOT GET AWAY WITH IT)

HOW TO LIE WITH CHARTS (BUT HOPEFULLY NOT GET AWAY WITH IT)

- 01 FORGET ABOUT STARTING FROM ZERO ON THE Y AXIS WITH BAR CHARTS
- 02 GROW THAT Y AXIS TO SUPPRESS THE STORY
- 03 ADD A SECOND AXIS TO HELP PICK A WINNER
- 04 CHERRY PICK YOUR DATA
- 05 GO AGAINST CONVENTIONS
- 06 USE THE WRONG CHART
- 07 HIDE YOUR TRUE SAMPLE

FROM THE BRAINS OF FINDINGSTORIES.CO.UK



Ross Durston

The course was created and will be led by Ross Durston, who is trained in the topics of Storytelling, Speechwriting and Data Visualisation.

Ross designs courses and learning programmes based on his training and 15 years of data analytics and research experience.

Combined together with experience spanning across multiple sectors (such as Retail, B2B, e-commerce and Financial Services), working both client and agency side, Ross is set to support ambitious teams and talented individuals become better data storytellers.

For more information, please get in contact.

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