

DATA STORYTELLING: WRITE BETTER STORIES

*"No one ever made a decision based on a number.
They need a story."*

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.

INTRODUCING OUR COURSE ON WRITING BETTER STORIES

“ **Data Storytelling is fast becoming one of the key differentiators in deciding which individuals or organisations will stand out in an increasingly crowded marketplace. The ability to present with simplicity, empathy and emotion can change opinions and create lasting change for you and your audience.** ”

For those of us in data centric roles, we find ourselves increasingly surrounded by spreadsheets, numbers, models and algorithms. For us, that can be exciting. However lots of people can find data daunting, unfriendly and abstract and we need to be respectful of that.

When we share data presentations full of charts and complexity our audience can become disengaged because our talks can be hard to follow and lack any emotional connection. Disengagement can lead to apathy, indecision and disinterest, which in turn leads to missed opportunities.

Data Storytelling offers us a different approach.

This course teaches you that to be good at data storytelling you need to do three key things:

1. You need to storyboard to create focus and structure in your presentation.
2. You need to focus on elevating your content to create engagement.
3. You need an ending that is action orientated and helps audience make decisions.

Our data storytelling course focusses on taking a different and deliberate approach to writing presentations and gets you to a place where you can be confident in telling data stories that stand out and make a difference.

WHY DO IT?

If you're often left frustrated with an audience that has failed to connect with your presentation, or if you simply need help in writing stories that better reflect the investment you have put into your data project then this course is for you.

Our course is designed to help roles like a data scientist become more confident in delivering effective data stories, but it is also relevant for those roles where data plays a smaller part, but the importance of communicating data effectively is still high.

The training is interactive and full of discussions, with plenty of examples from TV, Film and Advertising to help validate the theory and bring the training to life.

Participants of the training will end up feeling inspired by how easy and effective a lot of these techniques are to employ back at their desks and you will be able to start to reap the benefits straight away.

WHAT TOPICS DO WE COVER

01

STORYBOARD

What is Data Storytelling and what makes a great story.
Why you should storyboard before writing your presentation.
Specific models that will help you create these storyboards.

02

ELEVATE

The importance of simplicity and making things memorable.
How to introduce tension.
How to make numbers 'human'.

03

NUDGE

How to end your presentation.
Learnings from Behavioural Economics to increase chance of action.
Self-reflection.

**COURSE
DURATION**

1 DAY

SELECTION OF SLIDES FROM COURSE

WHAT IS GOOD STORYTELLING?



- IDENTIFY**
Name your favourite, tv programmes, books, video games, comics which demonstrate great storytelling.
- WHAT**
What makes them good?
What makes them stand out?
- EMOTION**
How do they make you feel?
What emotions do they elicit?



WHAT IS GOOD STORYTELLING

INTRODUCING SCQA

SCQA IS A MODEL WE CAN USE TIME AND TIME AGAIN TO STRUCTURE OUR PRESENTATIONS



Situation

The Background

"Establish the time, place and context of our analysis."

This should not be new news for your audience.



Complication

What's Changed

"Share the issue or opportunity that has brought us together."

This may be new news for your audience.



Question

The Pivotal Question

"Clearly establish what we're looking to answer."

This should be the link between your complication & answer.




Answer


Your Analysis

"Summarise your answer and then expand with facts."

This should be new news for your audience.



Let's understand and get it right for **this** customer.



MAKING YOUR DATA STORIES 'HUMAN'


APPLICATION OF BEHAVIOURAL ECONOMICS

3

We don't like Friction:

Your stakeholders can be deterred from taking action if they perceive any small barriers in their way.

Therefore help them get over this by:

- Provide clear explanations and recommendations – don't get them to have to think more than they need to.
 - Minimize their effort – anything you can do to not add to their to-do-list will be seen as a win.
 - Agree to set up follow up meetings, book rooms, find willing supporters etc.
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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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