



# Storytelling with Data - Impromptu

Dr. Sarah Egan Warren, Class of 2024



# Agenda

- Announcements
- Storytelling
- Message Map Revisited
- Strategies for Impromptu Speaking (class, meetings, networking, interviewing)
- Activity with Practicum Team
- Debrief



# Announcements

- Communication Consultations start 9/12
- Communication Leads for Practicum Teams class (9/12)
  - Required for one person from each team to attend
  - Open to all students
  - Must commit to Communication Lead by 9/14
- Opportunities for working on your presentation skills
  - MSA Share20s
  - Tongue & Groove Open Mic <http://tongueandgroove-openmic.com>, Sunday 9/10 at 7pm
  - Improv starting online on Monday 9/11 at 8am (on Blue/Orange calendars)



# Message Map Revisited

- Intro–Body–Conclusion
  - Intro: Most important information that answers the question, provides the bottom line up front
  - Body: Details to support the BLUF
  - Conclusion: Forward looking statement that tells the reader what to do next, summarizes, last chance to persuade

Looking ahead...

In interview season, you may use the **SAR (or STAR) method**

**Situation/Task, Action, Result**

(see how this the same as your message map of Intro-Body-Conclusion!)



# Storytelling

- **Data**
- **Narrative**
- **Visuals**

*Storytelling is a structured approach to communicating effectively.*



# Storytelling

- **Data**  
Events in your story
- **Narrative**
- **Visuals**



# Storytelling

- **Data**

Events in your story

- **Narrative**

Interprets the data (language, message)

- **Visuals**



# Storytelling

- **Data**

Events in your story

- **Narrative**

Interprets the data (language, message)

- **Visuals**

Helps us SEE & REMEMBER the story





# DATA STORYTELLING

FOR EFFECTIVE DATA DRIVEN DECISIONS.

## Narrative Approach

Using Narrative approach for telling the story behind million rows of data.

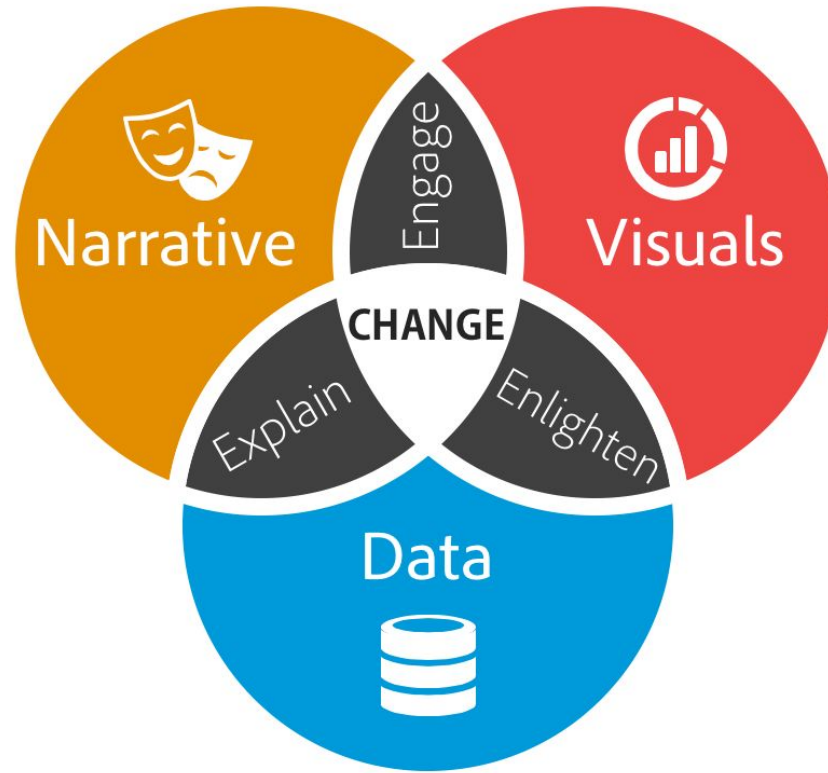
## Understanding Data

Data Storytellers are honed to develop a deep understanding data.

## Effective Visualization

Using effective Visualizations to represent your data.







# BIG IDEA





DATA



SORTED



ARRANGED



PRESENTED  
VISUALLY



EXPLAINED  
WITH A STORY





# Body Language as Storytelling

- Stance
- Purposeful Movement
- Gestures
- Hands
- Eye Contact
- Transitions

*We can do  
difficult things!*



# Tone as Storytelling

- Engaged tone
  - Pace
  - Emphasis

*Matching tone to content makes you a better storyteller.*



# Tone as Storytelling

- Engaged tone
  - Pace
  - Emphasis

“I do **not** understand **this** email from the **sponsor**.”



# Tone as Storytelling

- Engaged tone
  - Pace
  - Emphasis

“Well, thank you very much.”





## Tone as Storytelling

- Reduce unintentional rising intonation



## Tone as Storytelling

- Reduce unintentional rising intonation

**“We used logistic regression?”**

**“The analysis shows an increase in temperature?”**



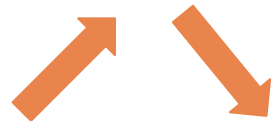
## Tone as Storytelling

- Reduce unintentional rising intonation

**“We used logistic regression.”**



**“The analysis shows an increase in temperature.”**





# IMPROMPTU STORYTELLING

Let's practice!



# Strategies for Impromptu

- *Breathe*
- Think of your message map
- *Breathe*
- Start with the most important information
- *Breathe*
- Provide details in the body
  - Could be in the form of a story, analogy, definition, example/bad example, ideal, objective,
  - Focused on the needs, expectations, wants of the audience
- *Breathe*
- Wrap up with a call to action or forward looking statement
- *Breathe*



# Possible Impromptu 1

Take a breath

INTRO	“My name is <name> and I am going to tell you a little bit about <concept>.”
BODY	Details about <concept> in the form of a story, analogy, example, ideal
CONCLUSION	“I hope that my short presentation about <concept> has...”



# Possible Impromptu 2

Take a breath

INTRO	“My name is <name>. Today I am going to tell you three reasons why you need to understand <concept> to....”
BODY	First, Second, Third,
CONCLUSION	“Now that you have a basic understanding, you can...”



# Possible Impromptu 3

Take a breath

INTRO	“My name is <name>. When studying for our exam, keep <this concept> in mind.”
BODY	“Here’s how I remember <the concept>. <story, example, mnemonic device>.”
CONCLUSION	“Hope this helps you remember <concept>...”





# Activity

In your practicum group

- Take a packet (Team Leads)
  - Envelope 1 with activity 1
  - Envelope 2 with activity 2
  - Conference Room Assignment written on envelope
- Go to your assigned room
- Warm up with 45-60 second presentations using topic from Envelope 1
  - You can put a topic back if you don't like it!
  - Give each other supportive feedback (what went well, what to work on)
- Present 45-60 seconds using topic from Envelope 2
  - You can put a topic back if you don't like it!
  - Give each other supportive feedback (what went well, what to work on)

Debrief at 11:45 for Orange  
Debrief at 2:00 for Blue

<14  
minutes

<14  
minutes



# Debrief

- How did it go?
  - Line up from REALLY HARD to I GOT THIS!
- Ideas to practice
  - Team meetings
  - Classroom
  - Record yourself
  - Improv4All
  - Open Mic
  - Apps
    - LikeSo
  - Games
    - Word Games in Aspen on 9/8