

Unlock the story from data

SECTION 5 – Story Embed: How 2's



- How to build a storytelling culture
- How to integrate storytelling into project process
- How to integrate storytelling into ways of working
- How to measure the success of storytelling

Section 5: Story Embed

How to build a storytelling culture in a team





Champions



Empowerment



Perseverance

Building a storytelling culture is a group effort.

Champions:

Passionate leader

Role models

Coaches



Champions play a critical role in helping storytelling initiatives stick in the long term.

Empowerment:

Personal aspirations

Experimentation

Feedback

Recognition



Forcing change does not work. Individuals need to be empowered to be bold and brave.

Perseverance:

Long term

Prioritise

Quick wins



Developing a storytelling culture takes some perseverance to keep going.

How to integrate storytelling into project process





Current project processes are not geared up for storytelling.

	I KNOW	I DON'T KNOW
THEY KNOW	Shared	Blind
THEY DON'T KNOW	Hidden	Discover

One way to find efficiencies is to stop reinventing the wheel.

Input changes:
Defined question
Hypotheses
Drafting story ideas



Changes at the input stage of a project can have a big impact on quality of storytelling at the output stage

Output changes:

Stop charting

Automate

Seek early feedback



Changes at the output stage shift the emphasis from creating charts to developing stories.

Storytelling process:

Agile

Iterative

Fun



Making changes to your processes will make it easier to tell stories with your data.

How to integrate storytelling into ways of working



The background of the image shows four bowls of soup, each containing a different type of soup, arranged in a 2x2 grid. The bowls are slightly out of focus, creating a soft, atmospheric effect. The text is overlaid on this background.

“

Soup is a lot like a family. Each ingredient enhances the others; each batch has its own characteristics; and it needs time to simmer to reach full flavor.

- M A R G E K E N N E D Y

American author.

Current style:
Mechanical
Clean & tidy
1 dimensional



Current ways of working are not conducive to great storytelling.

Storytelling approach:
Multi-dimensional
Iterative
Messy



The reality of storytelling is that it isn't neat and clinical.

Changes required:

Conversation

Collaboration

Short bursts



The way we approach working on our stories can have a big impact on their quality

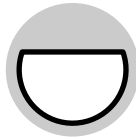
How to measure the success of storytelling





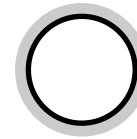
Quick wins

Month 1



Priority trial

Month 3



Big changes

Month 6

Measuring success at key stages helps keep changes on track and build momentum.

Qualitative measures:

Feedback from audience

See your stories being
used and shared

Invited to share stories
with wider audience

Less re-running of data
and less explaining



What to look out for.

Quantitative measures:

Improved rating on
feedback surveys

Client or stakeholder
satisfaction

Employee satisfaction

More business or
enquiries



What to look out for.