

Unlock the story from data

SECTION 4 – Story Execute: How 2's



- How to create a story on a page
- How to develop story led reports
- How to deliver alternatives to reports

Section 4: Story Execute

How to create a story on a page





“

It is my ambition to say in ten sentences
what others say in a whole book.

- **FRIEDRICH NIETZSCHE**

Philosopher, cultural critic, poet and scholar

Story on a page:

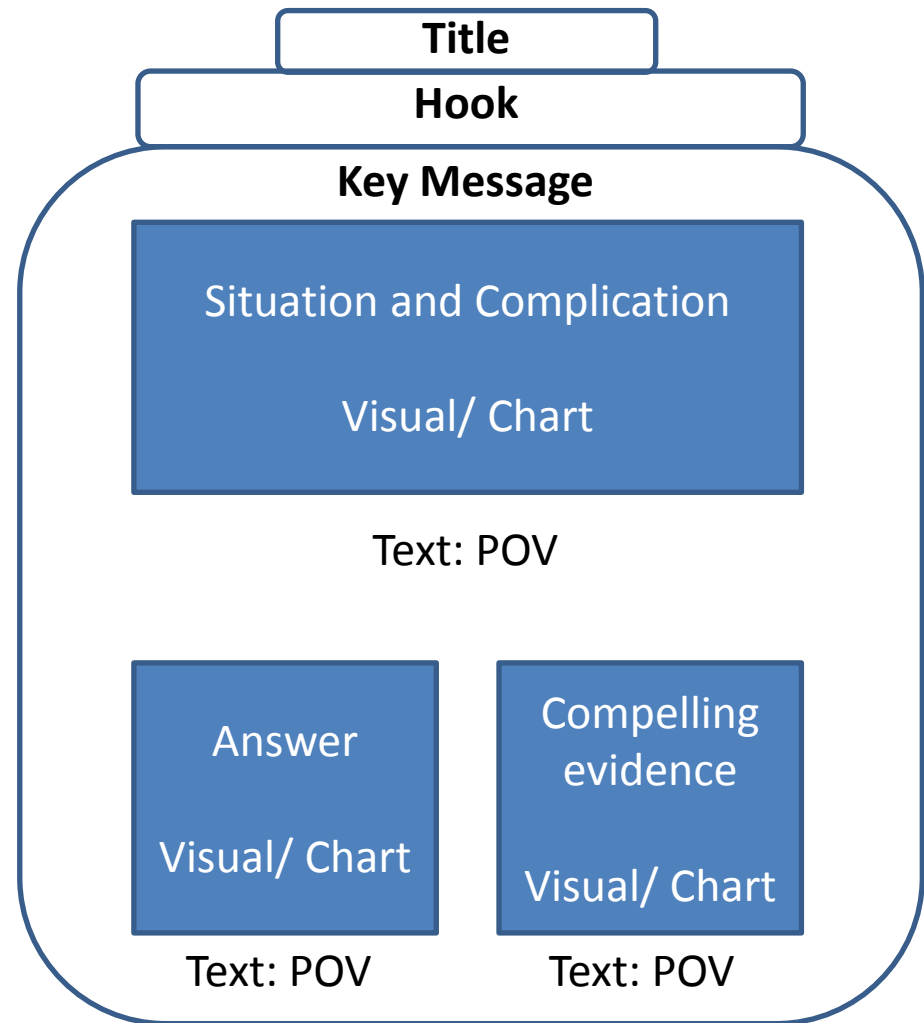
Structure

Engagement

Context

Message

Key evidence



What to include in your story on a page

How to use:

Press release

Stimulus

Takeaway

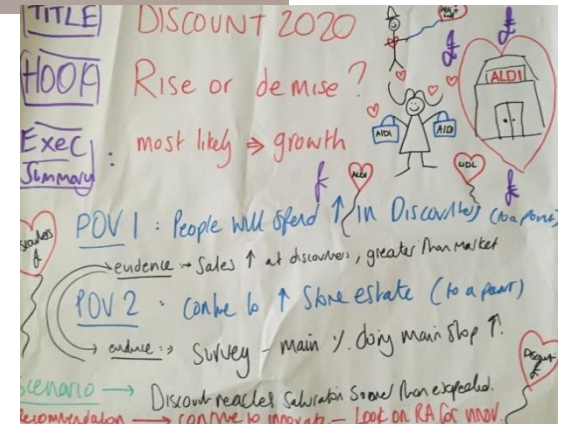
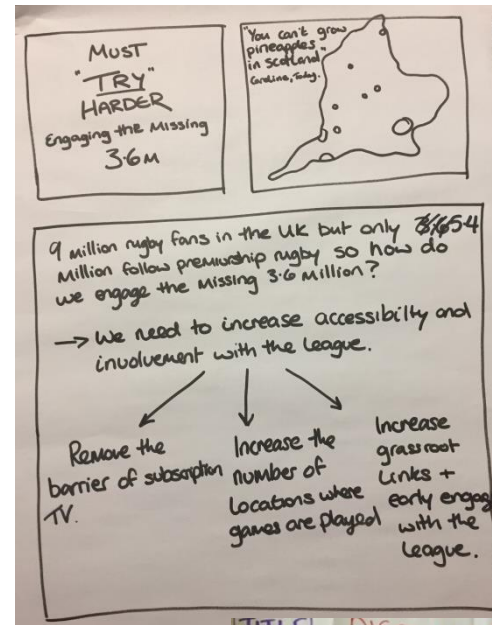


The story on a page can be used in a number of ways.



Take inspiration from other media

Story on a page:
Hand draw draft
Work collaboratively
Edit, edit, edit



Take time to create and collaborate.

How to develop story based reports



Stories and reports:

How to apply in traditional formats?

How to balance story with detail?



The biggest challenge most face is using storytelling with traditional reporting.

Why storyboard:

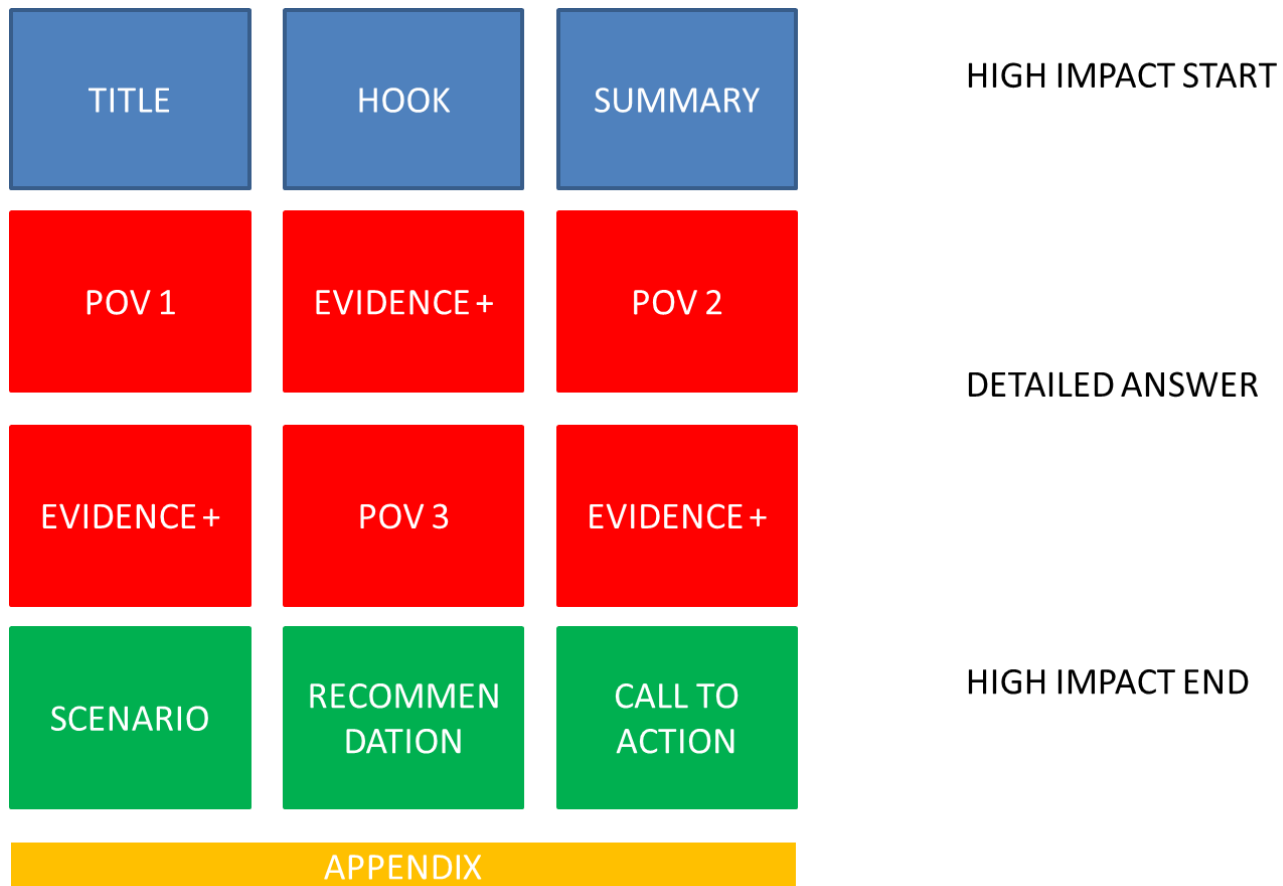
Stick to the plot

Identify superfluous
content to edit

Deal with detail



Storyboarding makes it easier to produce a detailed report or presentation that reflects the overall story.



Storyboard framework for more detailed reports and presentations.

How to use:

Guide, not a
rulebook

Low-fi draft

Work in draft for as
long as possible



Storyboarding is a flexible process.

How to deliver alternatives to reports





great examples of data storytelling



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Data Storytelling Tips - Learn How to Tell Powerful Stories With Data

Ad www.tableau.com/Data-Storytelling ▼

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8 fantastic examples of data storytelling - Import.io

<https://www.import.io/post/8-fantastic-examples-of-data-storytelling/> ▼

When we see **great data storytelling**, we're seeing the realization of **great data** visualization. We're seeing **data** that's been analyzed well and presented in a way ...

3 powerful examples of visual, data-driven storytelling | Andrew ...

<https://www.linkedin.com/.../3-powerful-examples-visual-data-driven-storytelling-and...> ▼

6 Jan 2016 - And given that we process images 60,000 times faster than text, the **best** way to deliver those **data**-fueled stories is often to package them in an ...

16 Captivating Data Visualization Examples - HubSpot

<https://blog.hubspot.com/marketing/great-data-visualization-examples> ▼

4 Dec 2015 - Get inspired by the following 16 **examples of data** visualization that ... This is **great** visual **storytelling**: taking an in-depth subject and breaking it ...

Data storytelling is now synonymous with visualisation.

Alternatives:

Infographics

Interactive charting

Video

Immersive

Multi media



There are a multitude of ways to bring the story to life.

Barriers:

Budget

Resource

Time

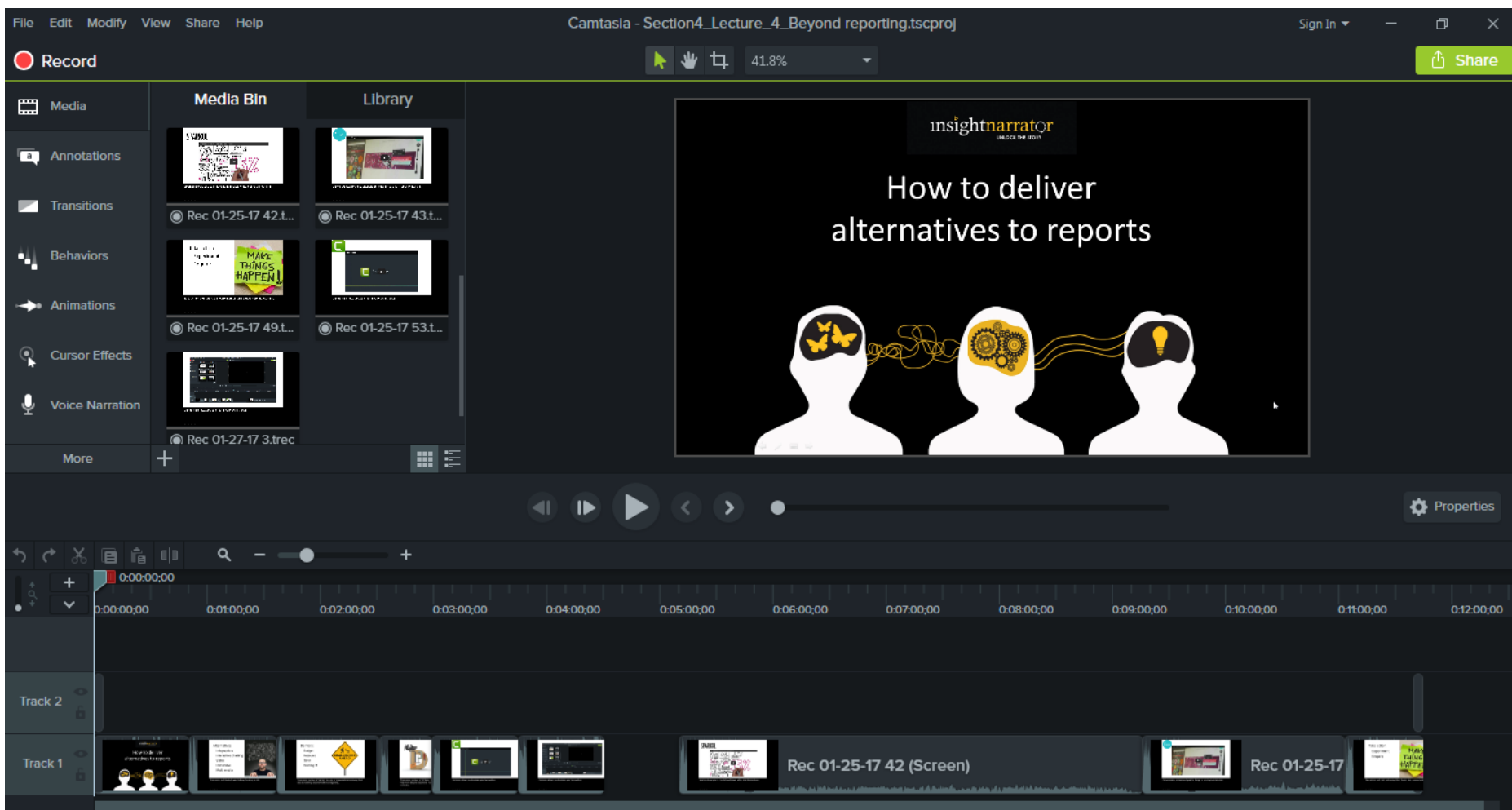
Existing IT



There are a number of barriers for a lot of organisations in moving their data storytelling beyond traditional reporting.



There are a number of DIY tools that I have used over the years that can help move beyond traditional reporting when budgets and time are restrictive.



Camtasia allows you to produce high quality videos.



Sparkol allows you to create whiteboard animations.