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UNLOCK THE STORY

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

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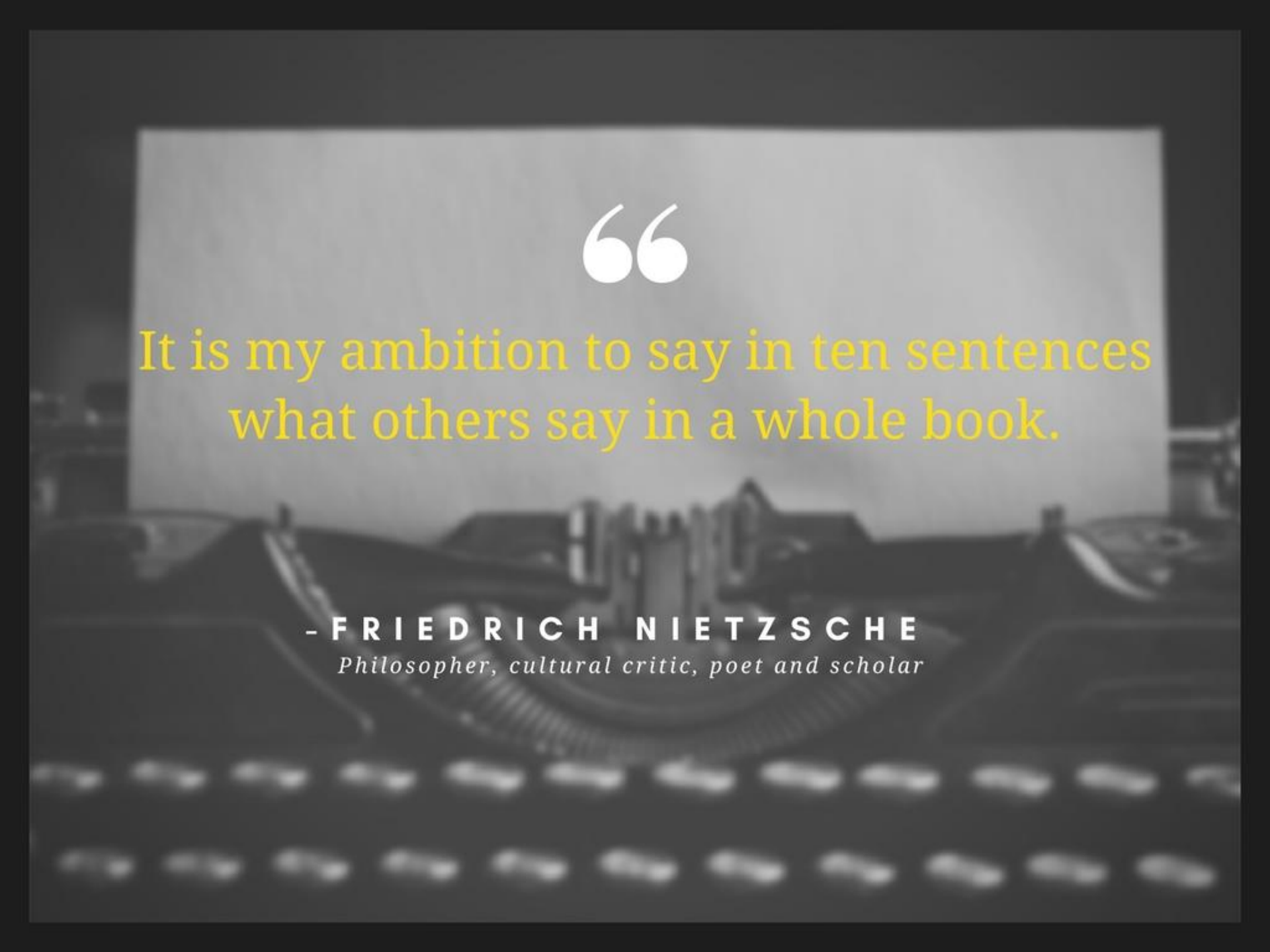
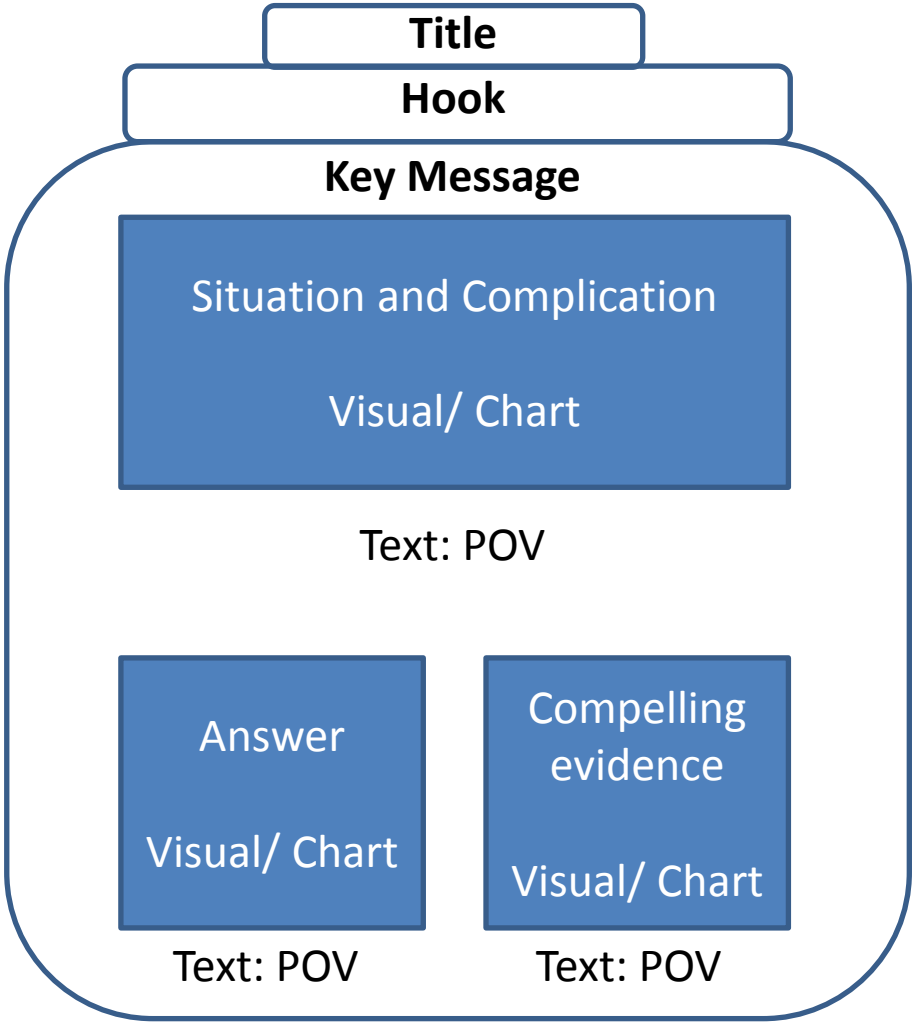
How to create a story on a page


“
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:

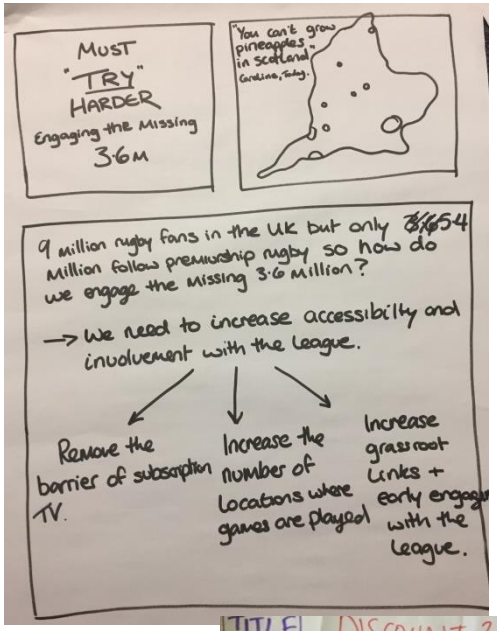
- Press release
- Stimulus
- Takeaway

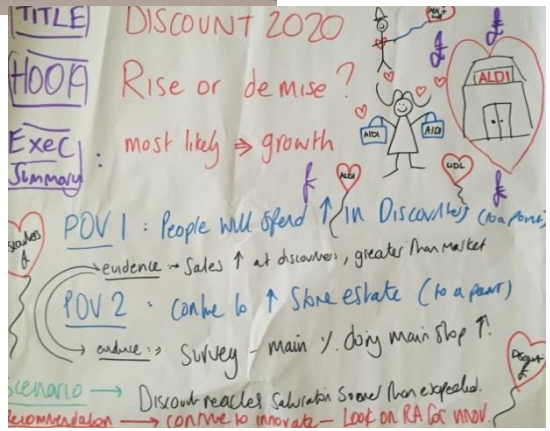
The story on a page can be used in a number of ways.

Take inspiration from other media

Story on a page:

- Hand draw draft
- Work collaboratively
- Edit, edit, edit





Take time to create and collaborate.

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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 a long as possible

Storyboarding is a flexible process.

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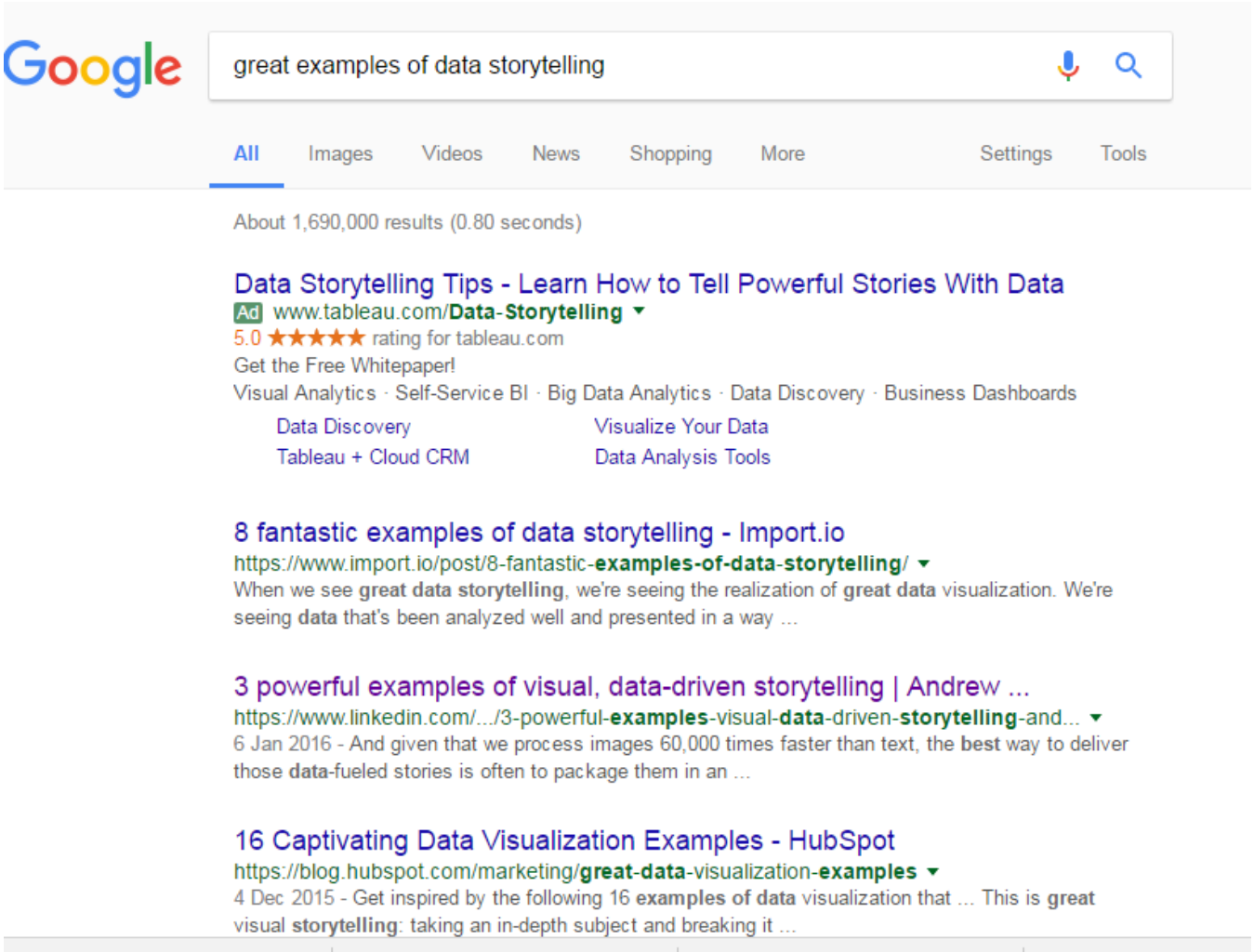
How to deliver alternatives to reports



Data storytelling is now synonymous with visualisation.

Alternatives:

- Infographics
- Interactive charting
- Video
- Immersive
- Multi media

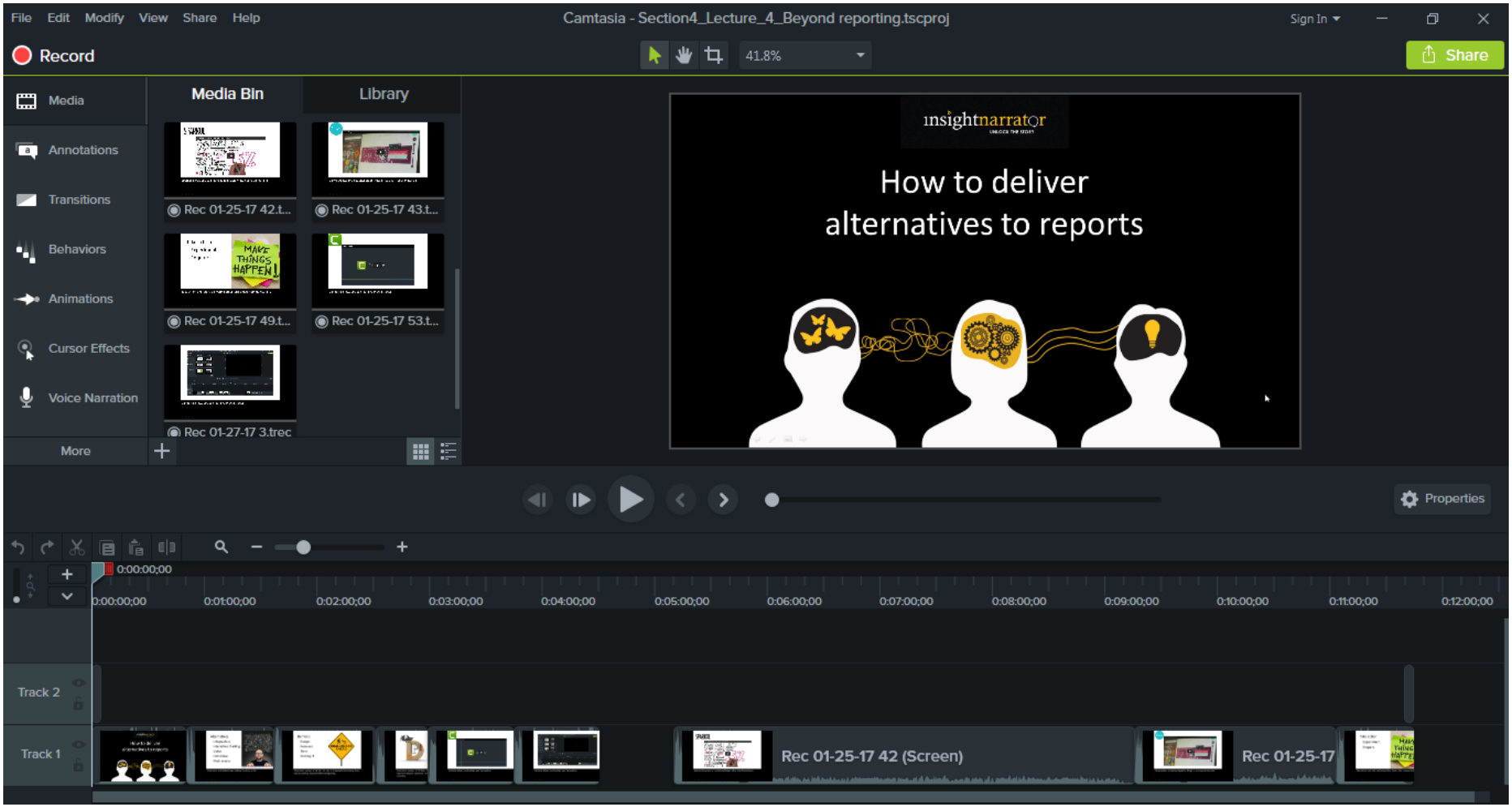
There are a multitude of ways to bring the story to life.

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 than 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.