

What's the story?

Net Promoter Score (NPS) over time

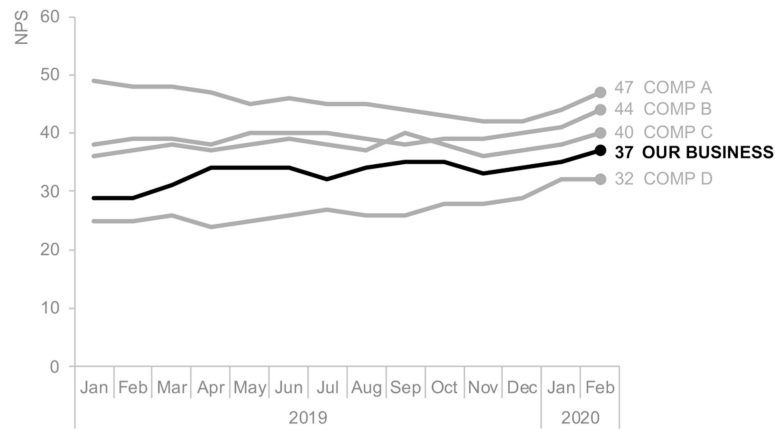


FIGURE 6.1 What's the story?

STEP 1: Create a takeaway title to answer the question posed at the top: "What's the story?" Write it down. What does the title encourage your audience to focus on in the graph? Write a sentence or two.

STEP 2: Create a *different* takeaway title for this slide and repeat the other actions from Step 1.

STEP 3: Consider whether the takeaway titles you've created provide any sentiment for your audience: do they tell your audience how to *feel* about this data? If so, how? If not, how might you retitle to convey a positive or negative message?