

# Warmup - Storytelling

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- Reflect on what we are trying to get into / to learn / in this Bootcamp. **What's this - "Data Analytics"?**
- One of the oldest human specialities is **curiosity**, search for answers to all kind of questions
  1. first there was an **urge, motivation to gather information** (track, monitor, extract, generate)
  2. then the **need to process**, to understand and to harness it
  3. following that was **experiments and the learning** - gaining the **benefits** for future actions
  4. finally in the essential step in human evolution - **passing of knowledge** (medium? )
- In this bootcamp we deal with:
  - a. **THINK** - We use the abstract, intuitive, logical and creative thinking, analytical thinking
  - b. **APPLY** - Learn how to use tools
  - c. **PRESENT** - Practice telling telling/sharing/reporting insights we discovered

**There are many occasions and different ways to tell stories.**


- good night story
- Entertainment: book, movies, TV, video game
- TED talk
- stand up
- political agitation
- journalism
- business reporting
- gossip
- telling a joke

Each medium has its own special requirements and limits. There are a few general guidelines for good Storytelling which you will find over all medium departments. And yet **"Storytelling is not an actual and exact science"**. It always depends...

# WWW about "Storytelling / Data Storytelling":

 [The clues to a great story \(Andrew Stanton\)](#)

 [Data Storytelling: How to Tell a Great Story with Data](#)

 [8 examples of powerful data storytelling](#)

Google: ["what makes a good data story"](#)

Also a great story about Storytelling: Amazon Prime series ["The Marvelous Mrs. Maisel"](#)

Regardless whether there is or there isn't a better way to tell the story... In the end **YOU** tell the Story. Consider your elements and order and go with it.

Important: Learn from your Experience!

## My Storytelling Hints:

1. Describe context.
  2. Define the Challenges! (hypotheses, problems, etc.)
  3. Take the listener to an emotional journey (like you experienced). **Make them care.**
    - Show, don't tell.
    - Present equation not result. Let audience do the math on their own.
    - Provide evidence. Try not to appeal to common sense. You'll miss revelations of misconceptions.
  4. You already know the End.
    - Make a promise that you will get there.
    - But don't give away what it is.
    - Stay on the "red thread", the recurrent theme.
  5. Keep up the mystery. Tension. Suspense.
    - Answered one question. Follow-up with the other.
  6. After the story:
    - Tell the listeners why they went on this journey with you.
    - What are the take-aways?
    - Don't leave them hanging, figuring out the moral.
    - Show how to go from here, how to make use from the story.
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