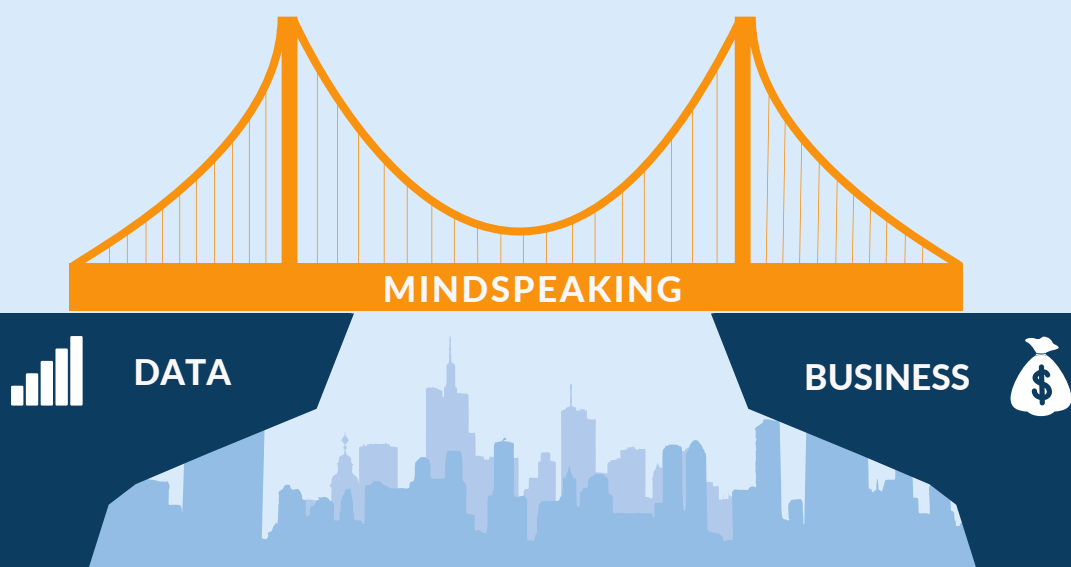


# WORKBOOK

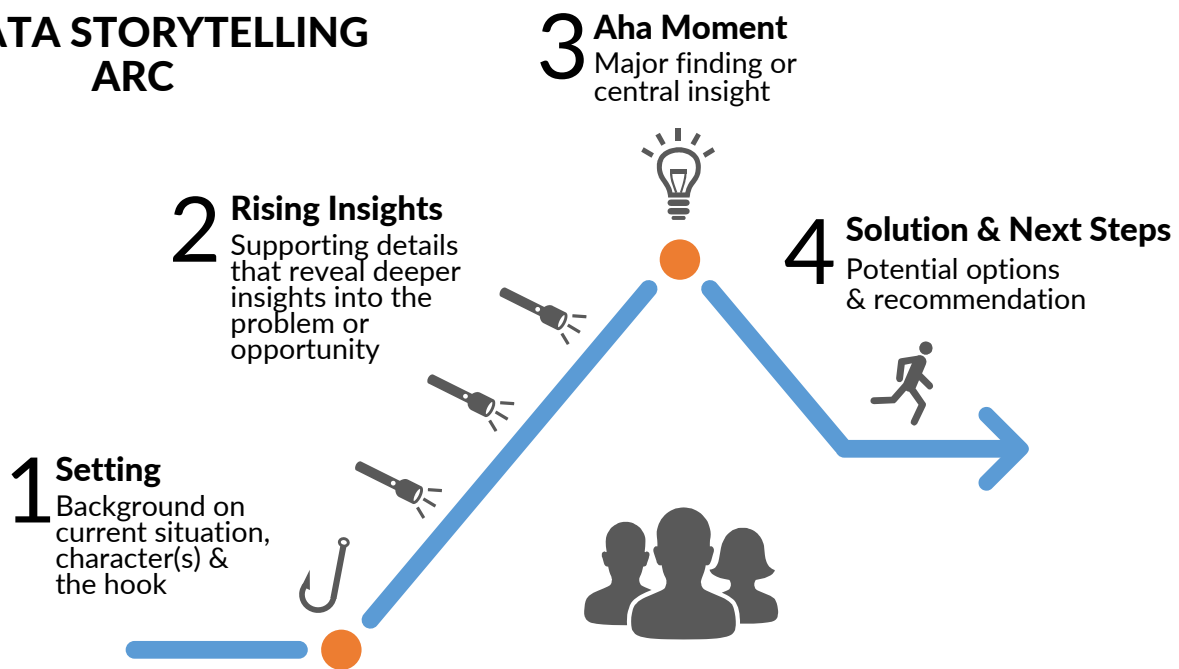
## Bridge the Gap



MINDSPEAKING

# How to build your Data story

## DATA STORYTELLING ARC



Source: Data Storytelling by Brent Dykes

## Build your story in 4 steps:

1. Identify Aha moment (3)
2. Define the setting (1)
3. Choose rising insights (2)
4. Define your solution & next steps (4)

## Case 1



- You work for MindGaming, as a Data Analyst / Scientist
- MindGaming sells board games in 120 shops around the world. Online shop is outdated.

### Exercise:

- Look at the data. Discuss in groups of 3-4 people.
- Appoint 1 person to present your insights (max. 2 minutes) with the Data Storytelling Arc

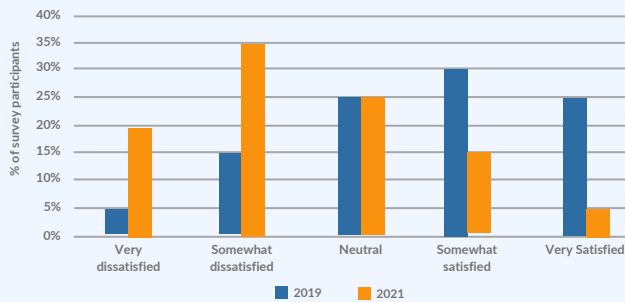
### Audience:

- Senior HR Director

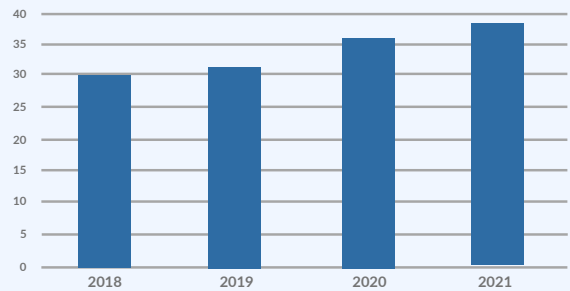
### Tips:

- Focus on your audience: what's important to them?
- Be creative.
- Feel free to make assumptions and make up additional context.
- Keep it simple. Don't overthink it. The perfect answer doesn't exist.
- Spend max. 2 minutes analyzing. Spend the rest on the narrative

Answer to the question: "How did you experience your first 3 months at MindGaming?"



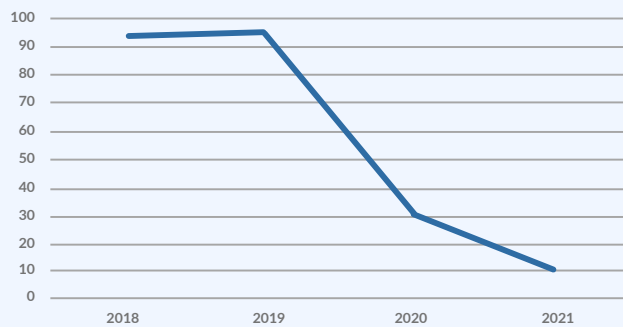
Average age of employees



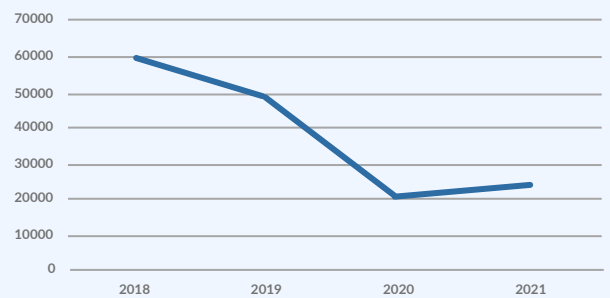
*"I felt isolated and disconnected from my colleagues."*  
John Baker, Data Scientist.  
Joined in February 2021

**Average recruitment cost:**  
\$5,000/employee

% of days working in the office



Budgets for team activities



**Aha Moment**

**Rising  
insights**

**Solution &  
Next steps**

**Setting**





# MINDSPEAKING

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