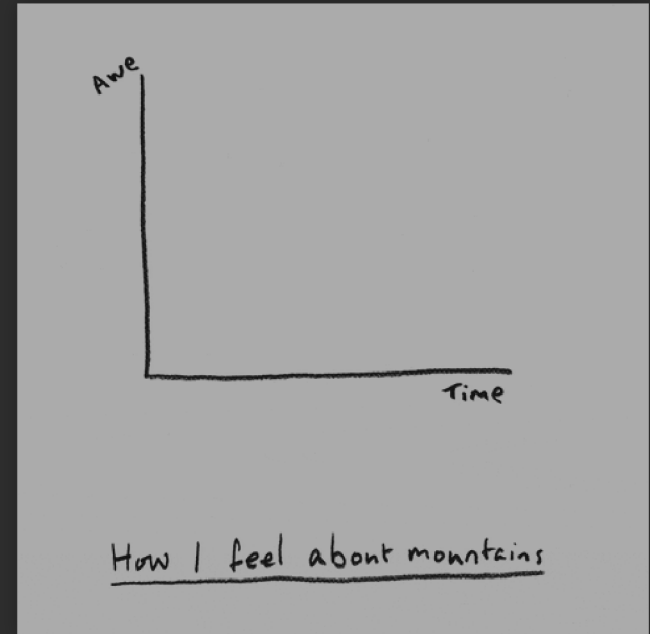


Storytelling with Data

A Data Visualization Guide
for Business Professionals



Chapter One: The Importance of Context

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Chapter Overview

The objective of this chapter is for students to gain a deeper understanding of the importance of situational context, including the audience, what mechanisms can be used to communicate the message, and the tone that should be taken.

For the Presenter

Exploratory Analysis

The actions WE take to understand the data and figure out what might be noteworthy or interesting to highlight to others.

For the Audience

Explanatory Analysis

When the data is converted into information that can be consumed by an audience.

The Who

The What

The How

Who

The Audience

Identify the audience and understand the specifics of the audience.

What perspective are we presenting from?

Are we presenting as an expert, a newcomer, etc.?

Do we have a relationship with the audience or do we need an introduction?

The Presenter

what

ACTION

When presenting information, we need to decide what we want the audience to do or to know.

In order to achieve this, it is a best practice to ask for an action from the audience in order to get a productive reaction

Depending on the mechanism used to convey our message will determine how much control we have over the way the audience receives the information.

CONSIDER WHICH IS BETTER?

A live presentation where you can adjust the tone and information on the fly and answer any questions or a written report where there is no option for live feedback.

MECHANISM

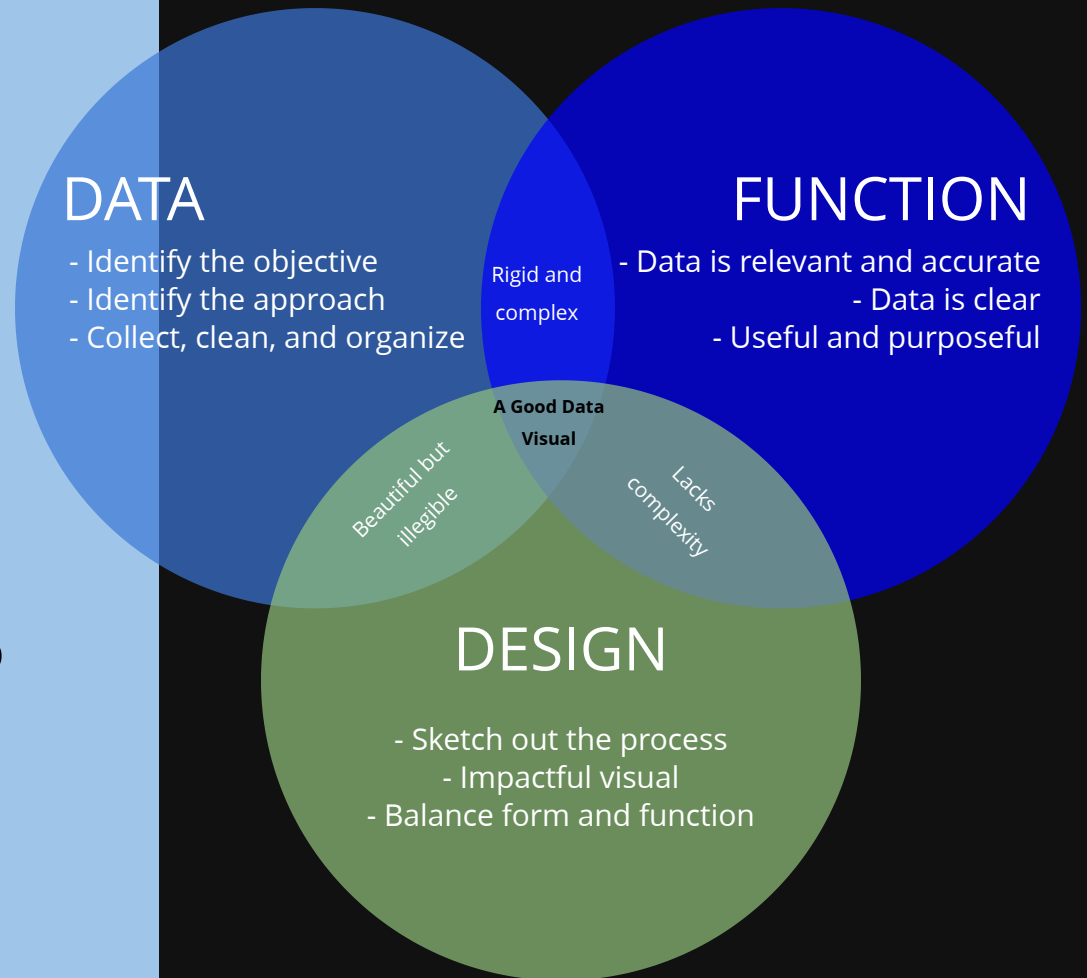
TONE

Are we celebrating a success?
Is the message urgent and needs immediate action?
Should the tone be lighthearted or serious?

How

With an understanding of who's who and what's what, we can now examine what available data is available to make our point.

Data is the supporting evidence of the story to be told.



Scenario

A science teacher conducts a summer science program. At the beginning and end of the program you survey the students' perceptions of science and find that many more students are interested in science at the end of the program versus the onset. Let's use the who, what and how to identify how to tell this story.



The Who

Parents of current participants, parents of prospective participants, teachers interested in running a similar program, financial sponsors, etc



The What

Depending on the audience, the call to action will be different. Parents may want to know how can they continue the learning at home, financial sponsors may want to know the costs to continue the program, other teachers may want to know about the best practices to get students engaged in science. Creating one brief for all of these audiences may not yield the best results.



The How

The student surveys from the beginning and end of the program should be compared and include key highlights.

Additional Considerations

To further hone in on the who, what and how, we should consider the following when designing a data-driven story:

- What background information is essential?
- Who is the audience or decision maker?
- What biases does our audience have?
- What data is available that would strengthen our case?
- Is our audience familiar with this data, or is it new?
- Where are the risks: what factors could weaken our case and do we need to proactively address them?
- ** What would a successful outcome look like?
- ** In one sentence, what does the audience need to know?

Best Practices

The 3-Minute Story

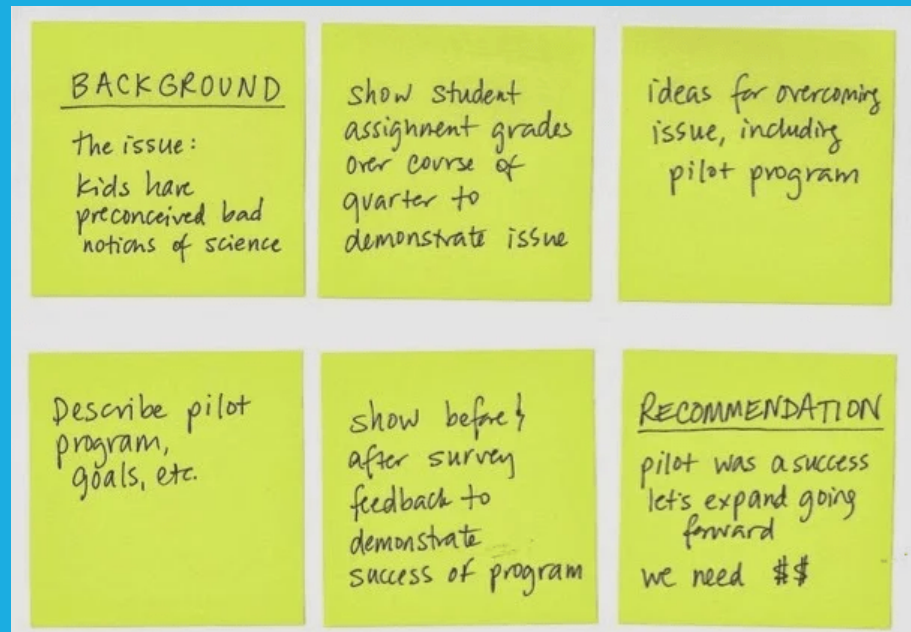
This is exactly what it sounds like: If you had **only three minutes** to tell your audience what they **need to know**: what would that sound like. This is a great way to ensure you can clearly articulate your message with no fluff.

Big Idea

is when you reduce your communication to ONE SENTENCE.

The sentence must be complete, convey what's at stake, and state your unique POV.

Storyboarding



Final Thoughts

I believe the first chapter lays the building blocks of things to consider as we move forward in this course. Who are we presenting to, is this information relevant, and what do we want the audience to do or know.

These are crucial discussion points in the development of a data-driven communication.

Explanatory
Analysis is for
the Audience

Consider
the Who,
What, and
How

Use the concepts!
3-minute story,
Big Idea, and
Storyboarding