



Institute of
Data

2021



Data Science and AI

Storytelling



Agenda

- The importance of storytelling as a skill
- A storytelling framework
- Activity
- Tips for effective delivery

The Importance of Storytelling as a Skill

- Storytelling is an important interpersonal skill for data professionals. It helps them to be effective in job interviews and perform their roles as data or cyber security professionals.
- It enables the communication of complex ideas, the contextual situation and conflicting elements of the decision making process.

The Importance of Storytelling as a Skill

- The use of emotion makes it easier for the audience to remain attentive, retain information and create interest as opposed to being presented with a list of facts.
- With good storytelling skills, a professional can gain buy-in from stakeholders, guide the agenda, influence decision making and ultimately achieve their objectives.



Discussion

- Think of some of the best stories you have told or heard.
 - What are their main elements?
- Who are some of the great storytellers?
 - What makes them effective?
- Are there better ways of communicating complex ideas?



A Storytelling Framework

- Theme
- Setting
- Character
- Conflict
- Plot





Theme

- What is your key message?
- What are you trying to convey?
- What's the moral of the story?
- Do you have examples of stories with a strong message?



Setting

- Context
- Background
- History
- Feelings and emotions



Character

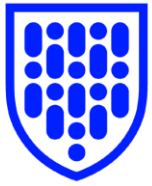
- Who is the Hero? You?
- Stakeholders
- What are their motivations, objectives, fears?





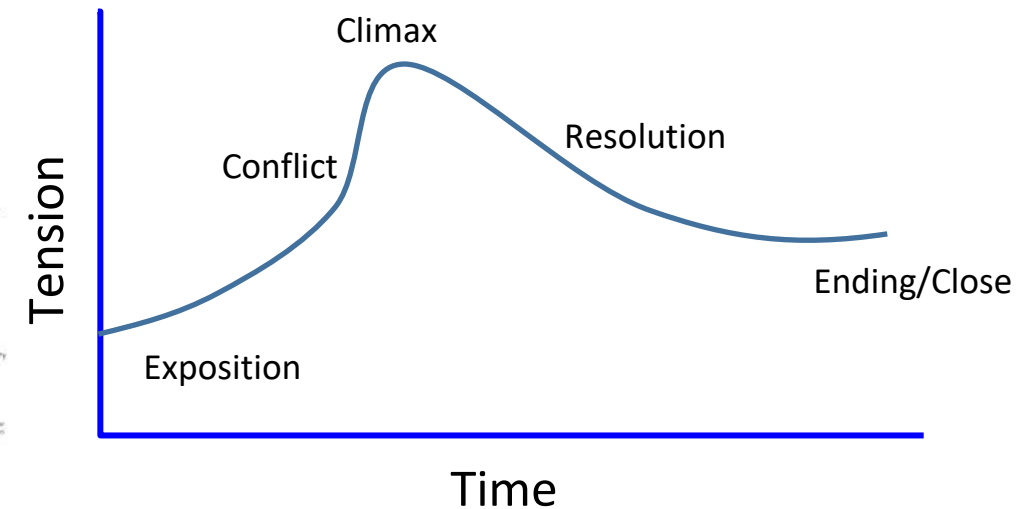
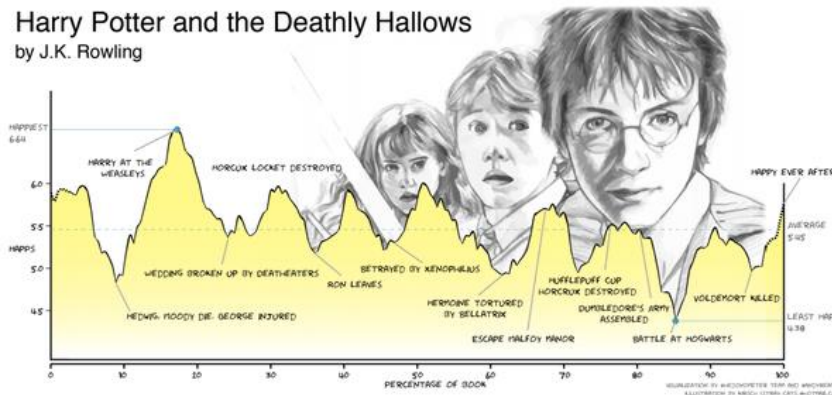
Conflict

- Hero vs:
 - Someone else
 - Themselves
 - Technology
 - Society
 - Nature
- What is causing the conflict?
 - Scarce resources
 - Competition
 - Regulation
 - Profitability
 - Survival



Plot

- Exposition (Introduce themes, character and context of upcoming conflict)
- Building tension and conflict
- Climax!
- Resolution and ending





Case study

- What makes the following compelling?
- What are the theme, setting, character(s), conflict and plot?



The magic washing machine | Hans Rosling

<https://www.youtube.com/watch?v=BZoKfap4g4w>



Activity

Tell a relevant story from your career

- Stand up and tell a story with no preparation
- Complete the Story Template from the next slide
- Retell the same story to the class and receive feedback



Story Template

| Section | Guiding Questions | Your Content |
|------------|--|--------------|
| Theme | What are you trying to convey here? | |
| Setting | What is the background and context on the situation? | |
| Characters | Who are the key stakeholders and characters? | |
| Conflict | What's the problem? | |
| Plot | What happened? | |



Communication skills

- 55% of communication is body language, 38% are the communication skills and 7% is the content.
- Communication skills: Tone, Volume, Pitch, Rate of Speech, Pause. (from Vinh Giang, Communications coach)
 - It is helpful to engage your audience with questions and humour.



Body Language

Use hand/body gestures and facial expressions to match the emotions you are trying to elicit from the audience





Example: Vinh Giang

<https://www.youtube.com/watch?v=MTY6Q31slpQ>

- What are your thoughts about the content
- He is clearly very engaging
 - Why?
 - How is he using the communication skills?
 - How is he using body language?
 - What emotions does he express through these skills?



Summary

- Storytelling is an important skill for data professionals to engage stakeholders
- We learnt a sample framework for effective delivery
 - Theme
 - Setting
 - Character
 - Conflict
 - Plot

Questions?