

### **Why is it important to have a clear central insight?**

- Gives story a direction. It helps the writing process because you know where your end goal is.
  - Maintains focus for the reader.
- It helps the reader know what to do, which is the point of our data story. Which is especially important in business!
- Without a central insight, what is a data story without it?

### **What are the characteristics of a GREAT/STRONG central insight?**

- It is a clear and comprehensible sentence or two.
  - Think about grammar and use engage techniques
- Actionable. Clearly outlines a next set
  - It's important to make this relevant to an audience member. This is something that builds in the story so that it helps make the central insight relevant.
    - Outline the consequences of not taking action.