



# STORYTELLING WITH DATA

Helping Others Understand the Data Message

## ABSTRACT

Data Analytics is the buzzword of the decade. However, numbers mean nothing without context – and that context is best conveyed through a well-crafted story. This seminar will show participants how to create impactful stories from their data, a talent that lends itself to organizational success.

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## Storytelling with Data

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What is data storytelling?

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A good data story merges what three fields of expertise?


What are the steps in the data storytelling pipeline?




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What are the 10 storyteller responsibilities?


What is the first step when crafting your story? \_\_\_\_\_


What is the second step when crafting your story? \_\_\_\_\_




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What types of things appeal to an audience?


What is the third step when crafting your story? \_\_\_\_\_

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Visual information gets to the brain \_\_\_\_\_ times faster than text.

What percentage of information transmitted to the brain is visual? \_\_\_\_\_

Why do visuals work so well?




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What are five common ways to display data and what does each type best represent?


With regard to visual guidelines, what does each mean?


What is the impact of color in visual design?



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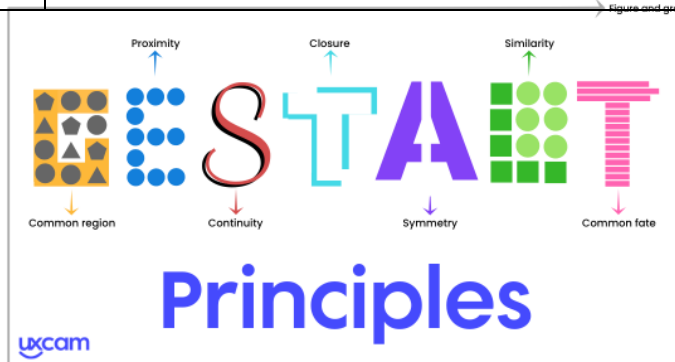
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What are the suggested guidelines for data to use with charts and graphs?


Why are Gestalt design principles important?

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What are seven of the Gestalt design principles, and what does each mean?

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How does alignment impact visual design?

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What are the three activities that help you structure the narrative?


What are the six parts of a well-organized narrative?


How can the data message be simplified?




What are the top five tips for an effective data story?

### Wrap Up

This seminar showed you techniques that will increase your ability to tell great stories with data.

If you are interested in receiving more in-depth, hands-on training in Leadership, Professional Development and/or Technology, you can visit [www.DrHollySpeaks.com](http://www.DrHollySpeaks.com). There you will find a list of classes available upon request.

For additional questions about this course, you may contact Dr. Holly using any of the contact options listed below.

*Thank you for your participation!*



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