



How to Leverage and Use Data

Effective storytelling that
results in action and change

Breakout Session – June 21, 2023

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Objectives

By attending this breakout session, you will learn about:

- The elements of good data storytelling
- Different types of data and how to use them to tell your story
- How to structure the story with data to inspire change

And then practice how to do this!

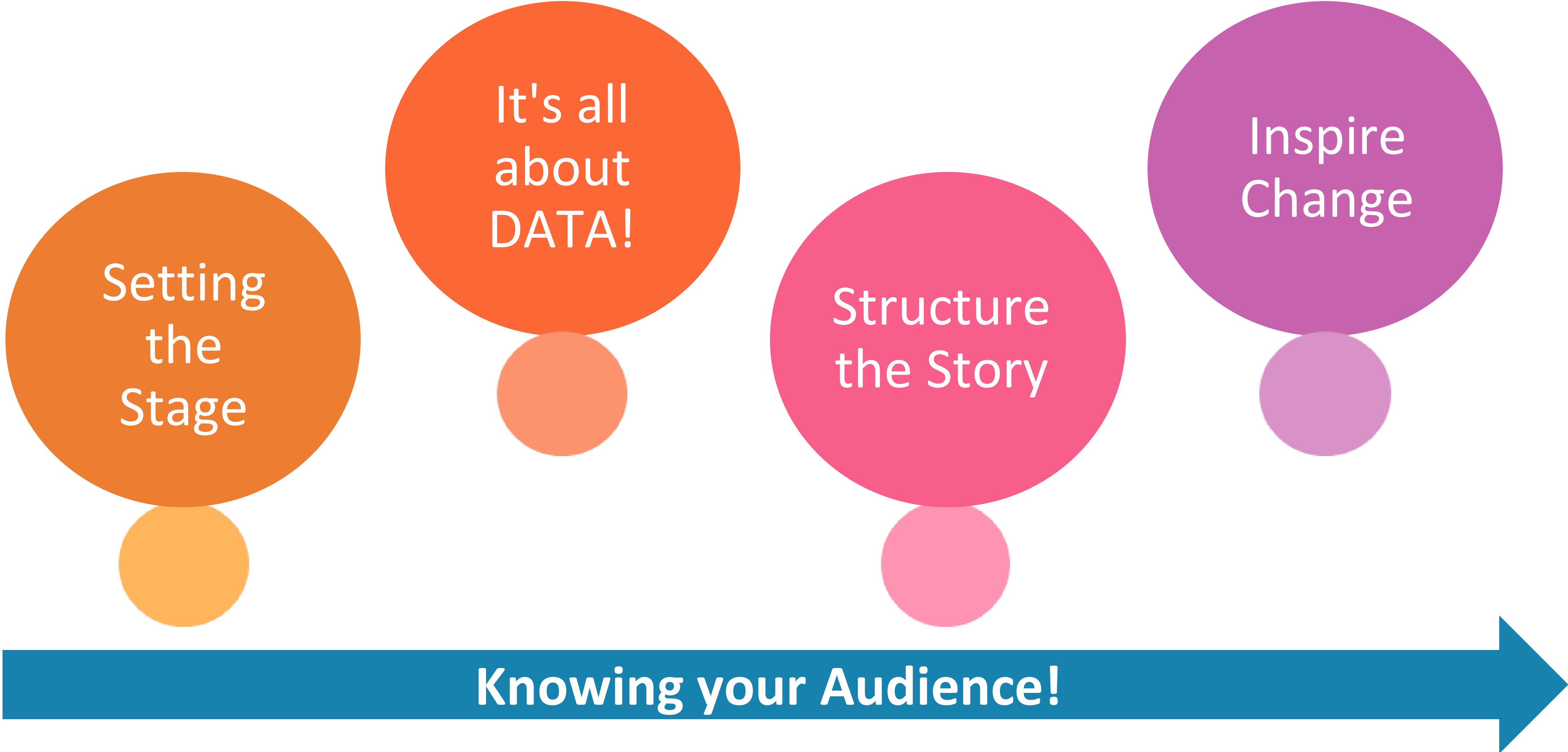


Think about...

- What is your favorite childhood story/book?
- What did you like about that story?
- What made it good?

What makes a good story?

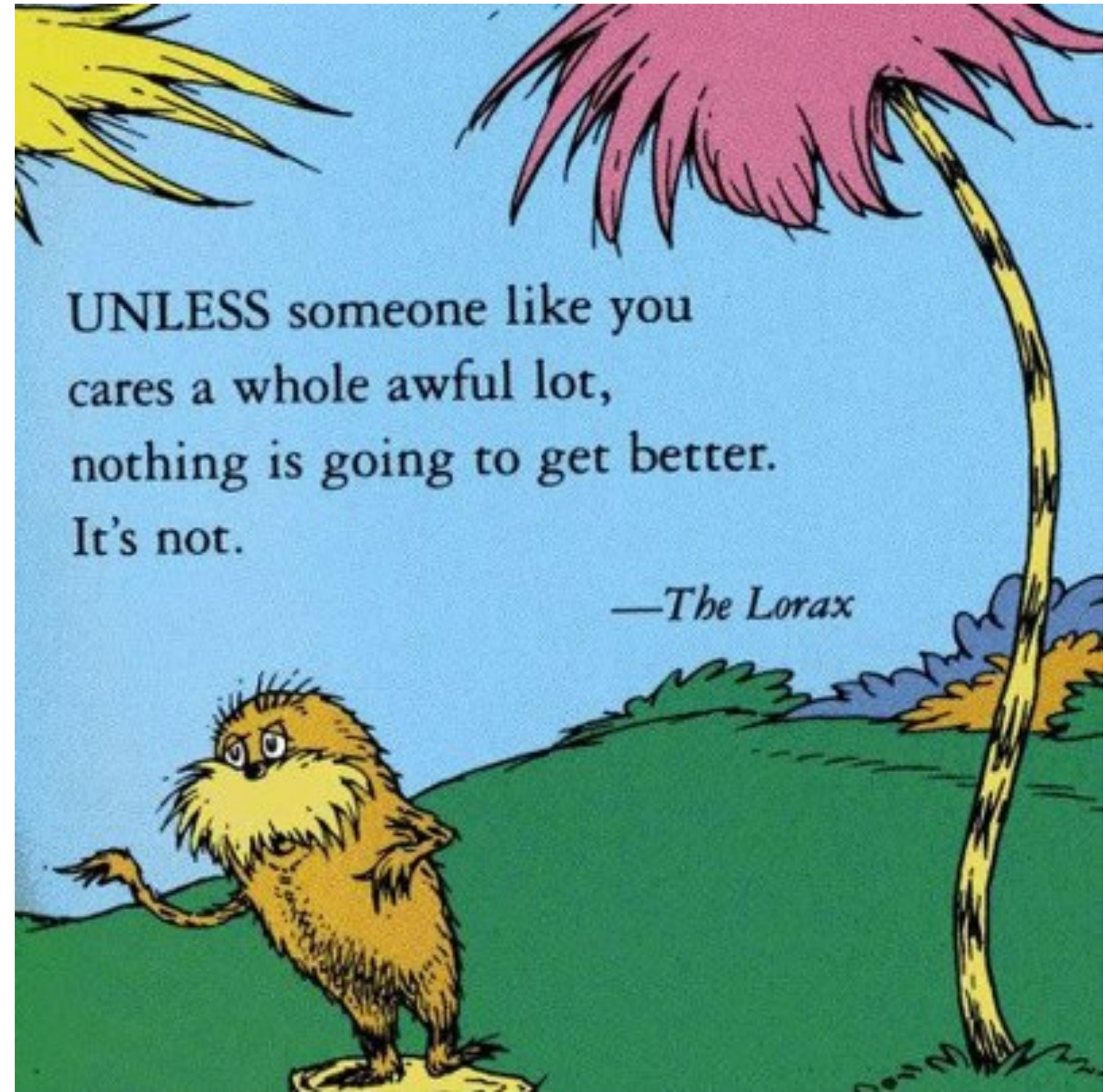
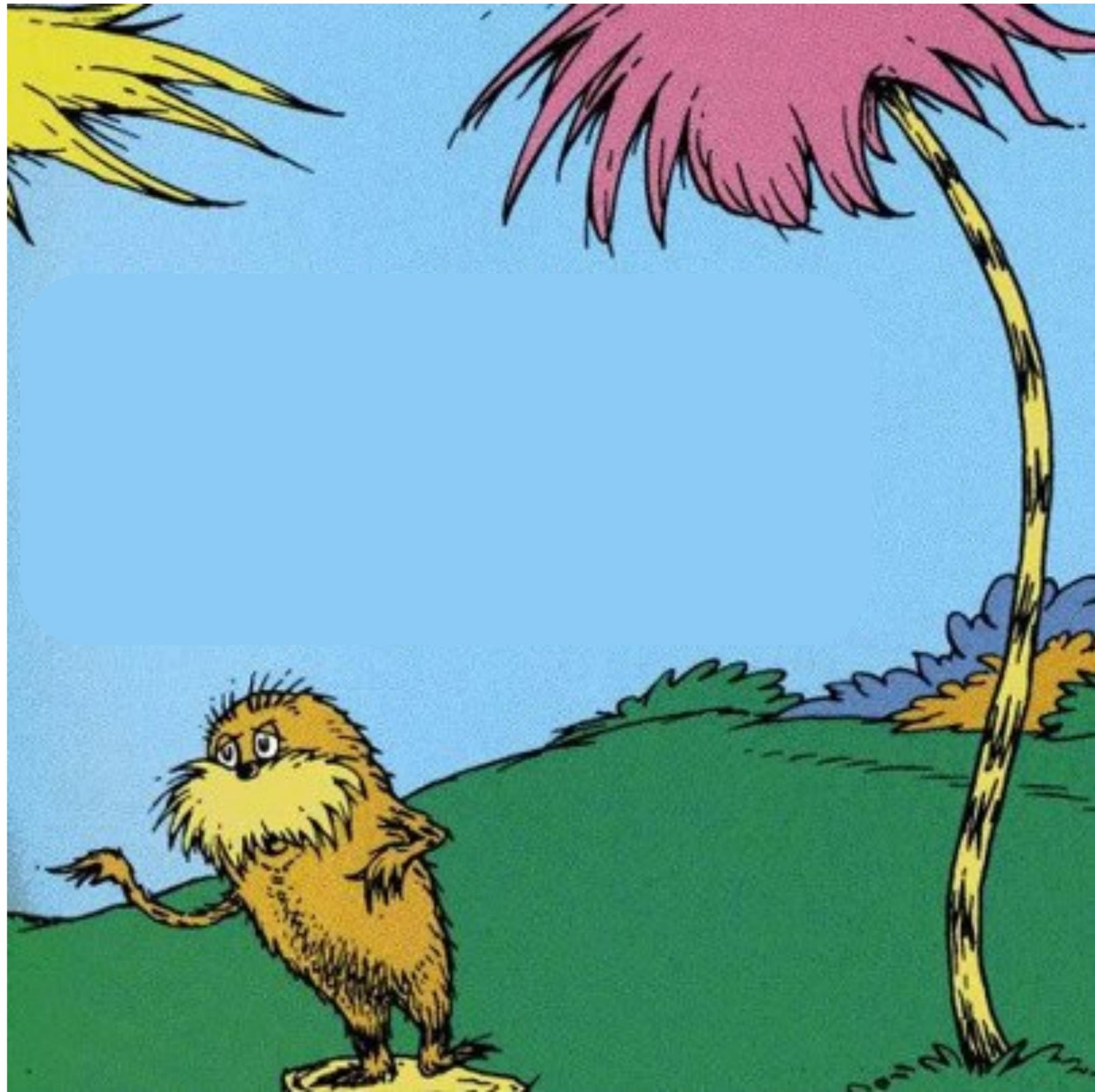
Elements of good data storytelling



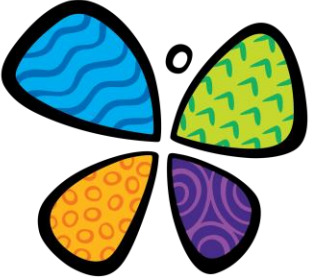
Data Visualization vs Data Storytelling



Data Visualization vs Data Storytelling



Why is data storytelling important?

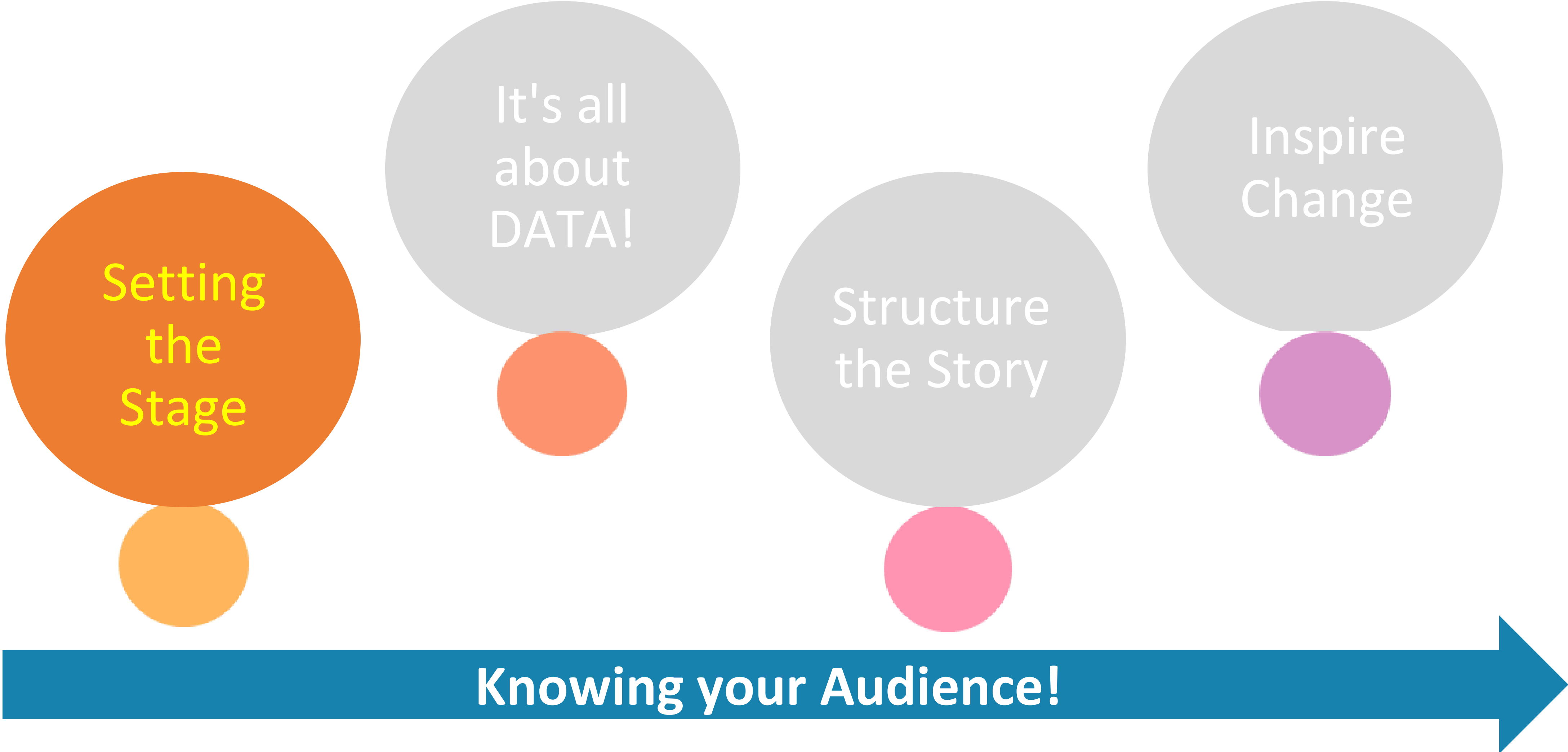


Context
and
Language



What makes a good story?

Elements of good data storytelling



Setting the Stage

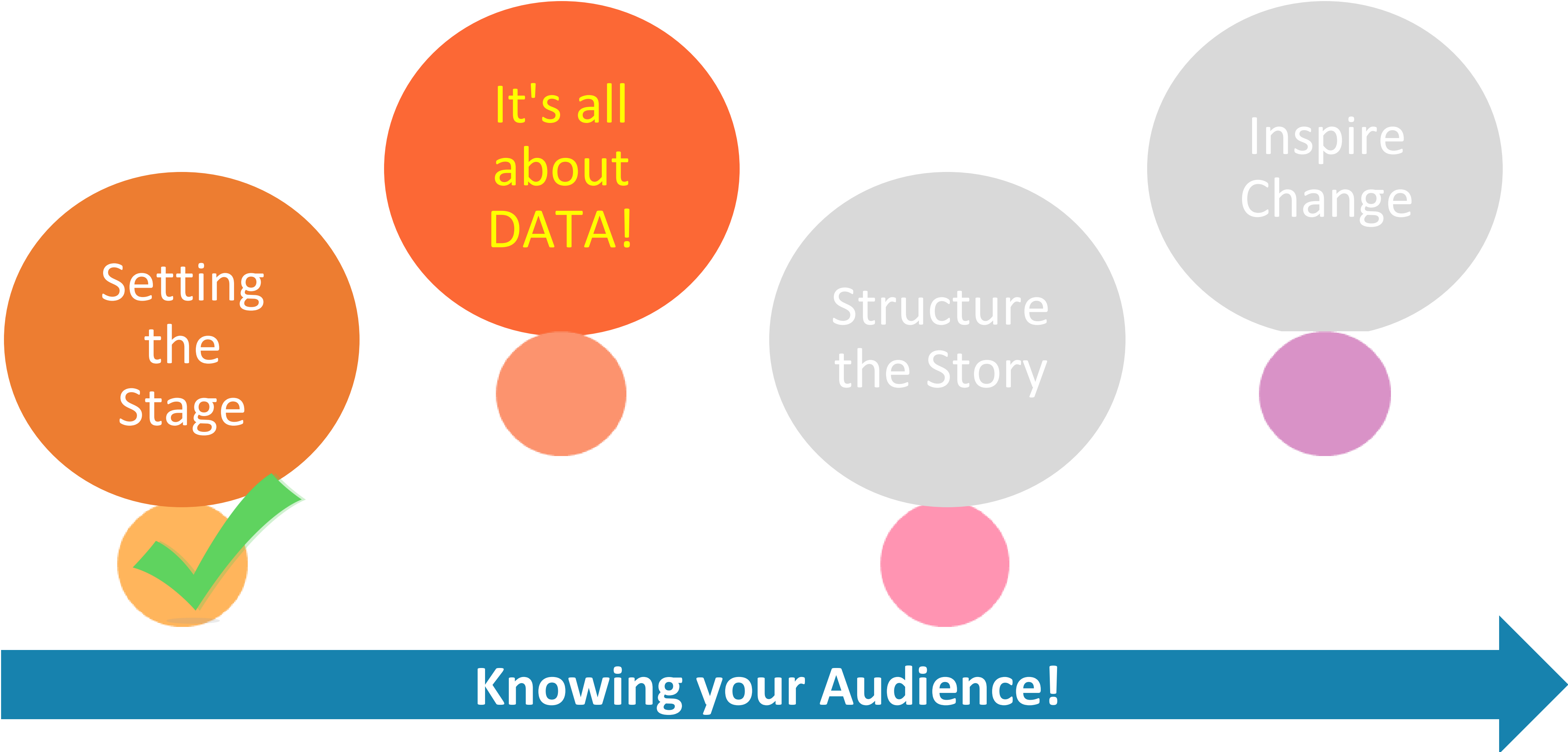
Setting
the
Stage



Knowing your Audience!
What matters to them?

What makes a good story?

Elements of good data storytelling



Ways to Collect Data

It's all about DATA!



Count

The image shows a silver mechanical counter on the left and a clipboard with a pen on the right. The counter has a digital display showing '000'. The clipboard has a sheet of paper with some faint text.



Questionnaire

Google Forms

The image features a green icon of a clipboard with a checklist and a pen on the left. On the right, there is a purple icon representing a document with a list, and the text 'Google Forms' below it.



Interviews


The image shows a circular icon with two stylized figures sitting at a table, representing an interview.

Focus groups



The image shows a circular icon with several stylized human figures in various colors (blue, orange, red) arranged around a central point, representing a focus group.

Observation



The image shows a circular icon of a person's eyes looking through binoculars, representing observation.

Existing data



The image shows a small icon of a globe with colorful blocks and a magnifying glass, representing existing data.

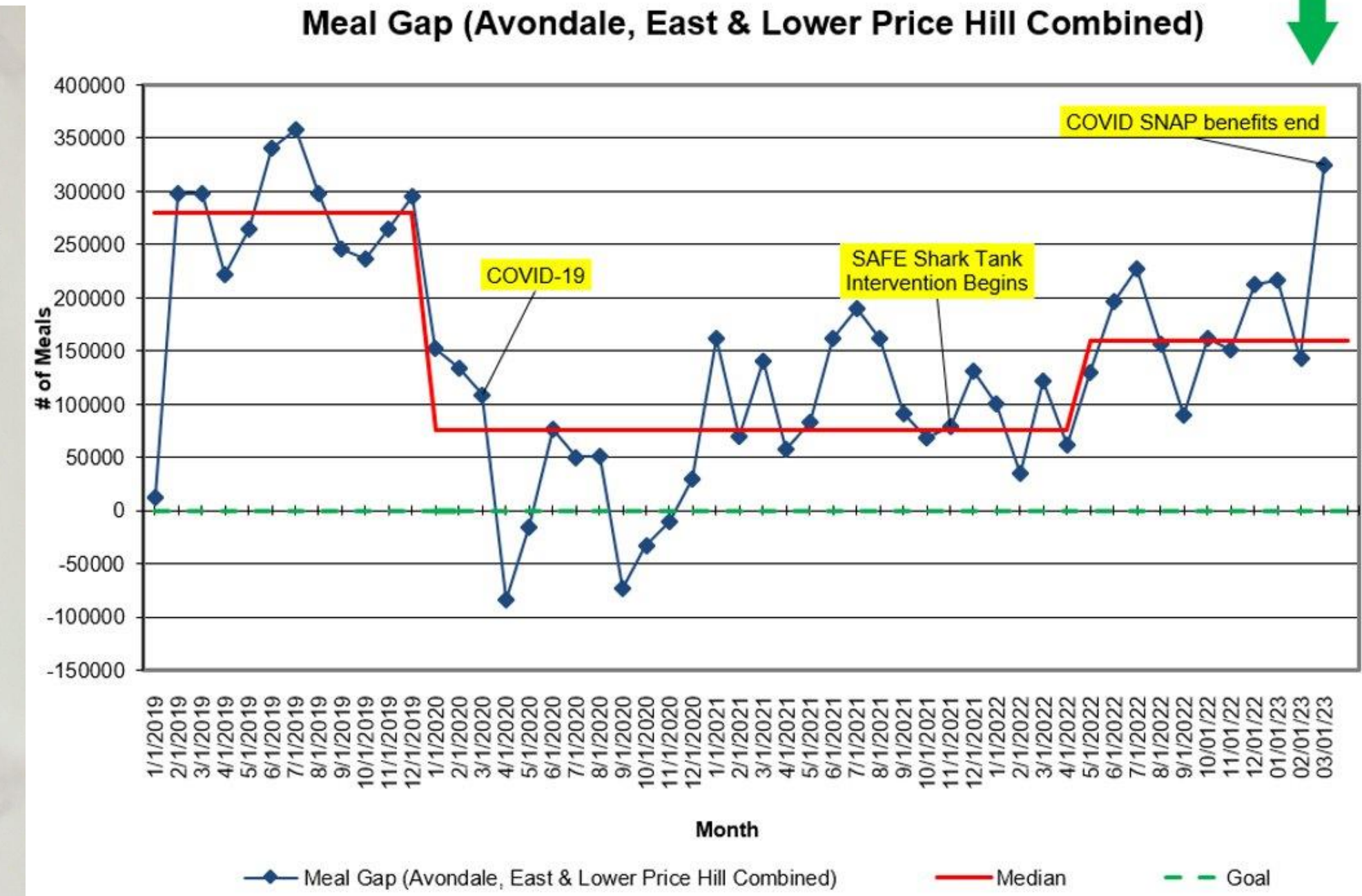
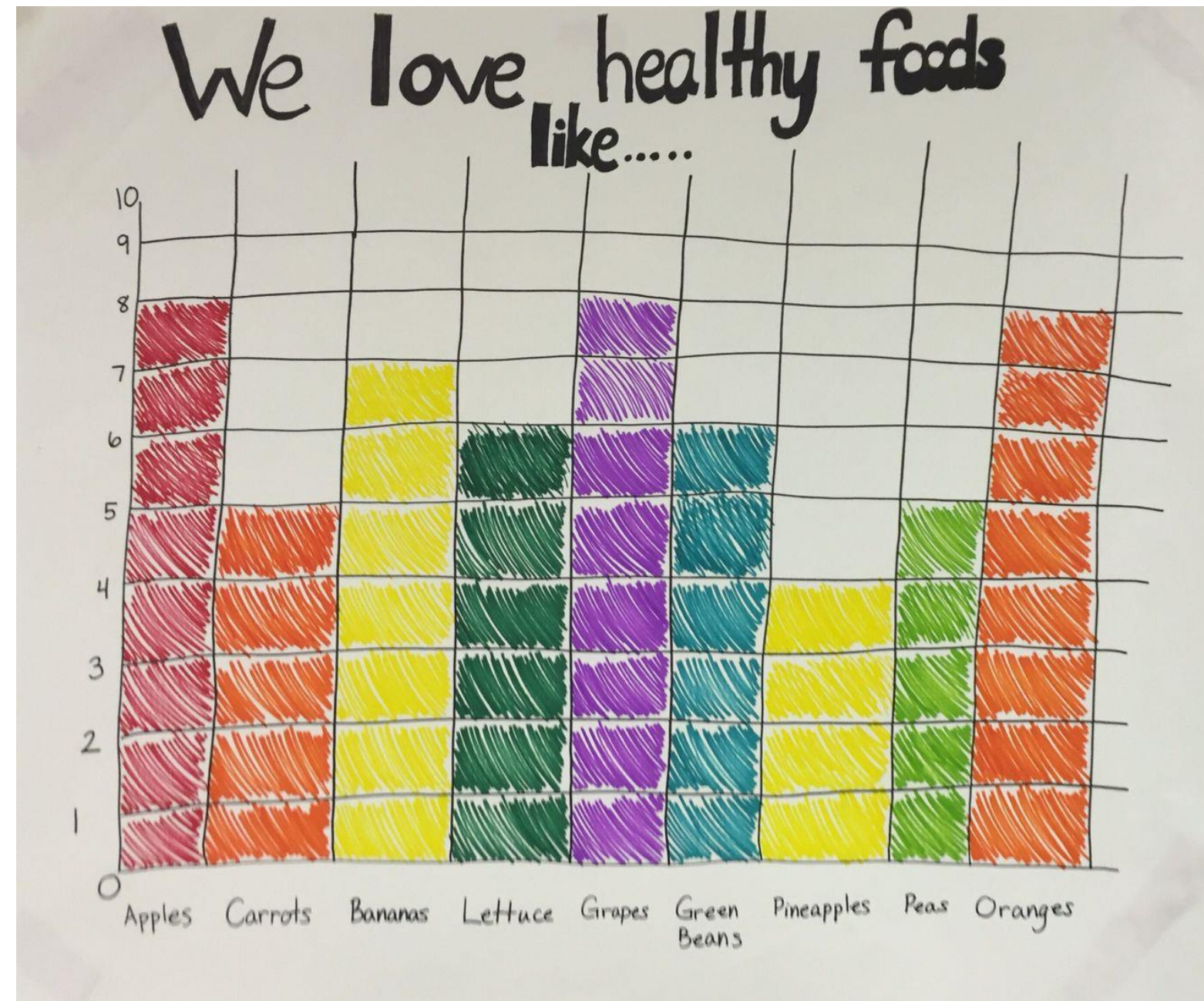
Examples of How to Show Data

It's all about DATA!

Qualitative

Bar Chart

Run-Chart



Knowing your Audience!
What is their background?

Validate the Data



Analyzing and showing data **that represents people** is important!



- Alter the data
- Bring in bias
- Offer single facts without value

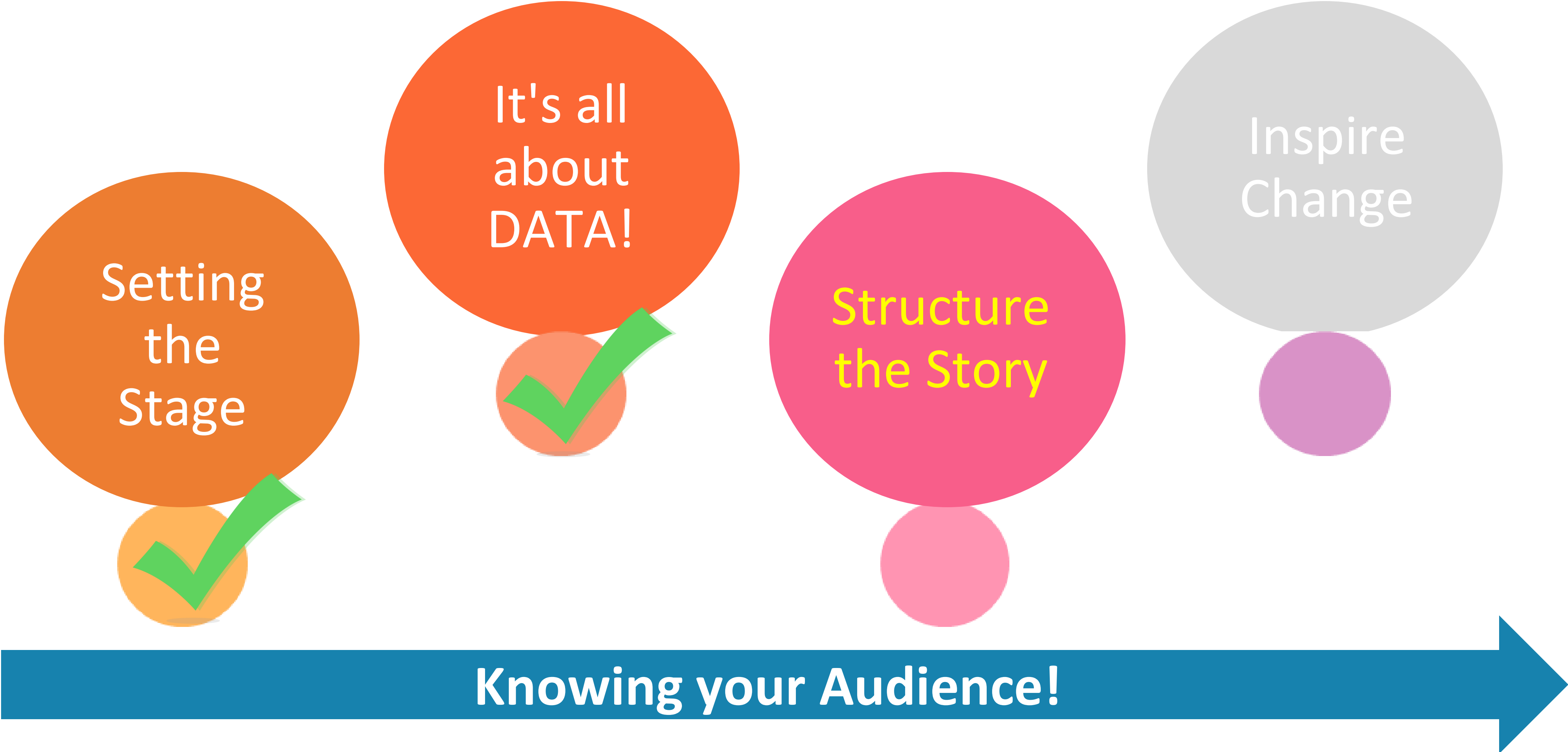


- ✓ Ensure the data is complete
- ✓ Get feedback frequently
- ✓ Include diverse voices

Knowing your Audience!
How should the information be shared? What is too much or too little?

What makes a good story?

Elements of good data storytelling



Where do you include data in your story?

Structure the Story

Beginning



Middle



End

Unless someone like YOU cares a whole awful lot **Nothing** is going to get better. It's **NOT.**

Dr. Seuss

Knowing your Audience!

Where do you include data in your story?

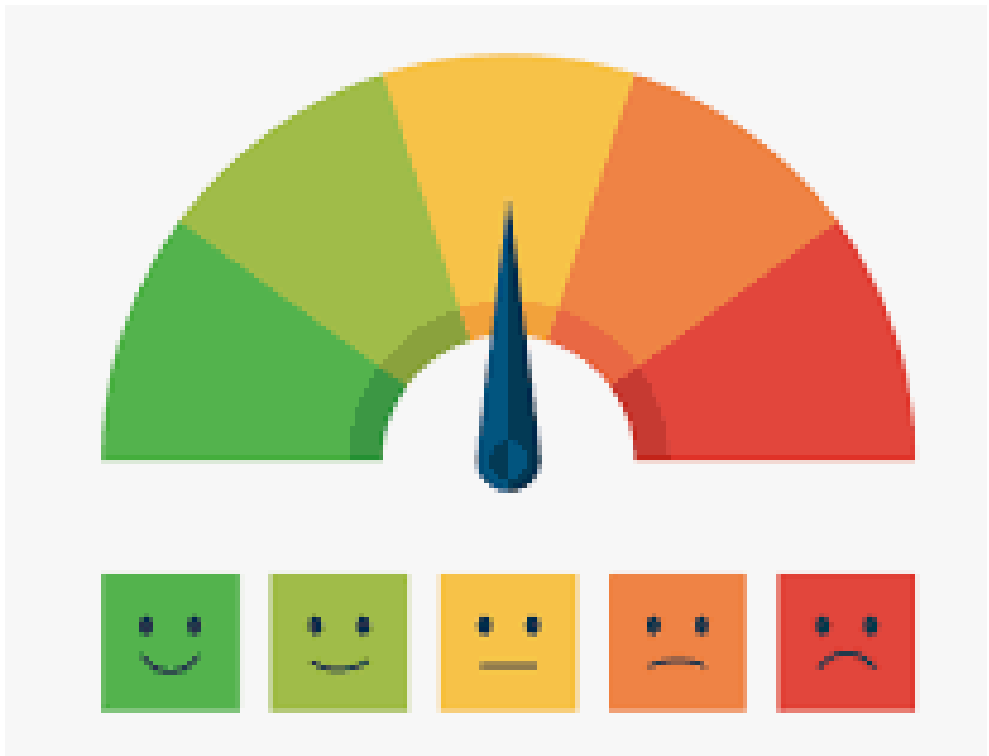
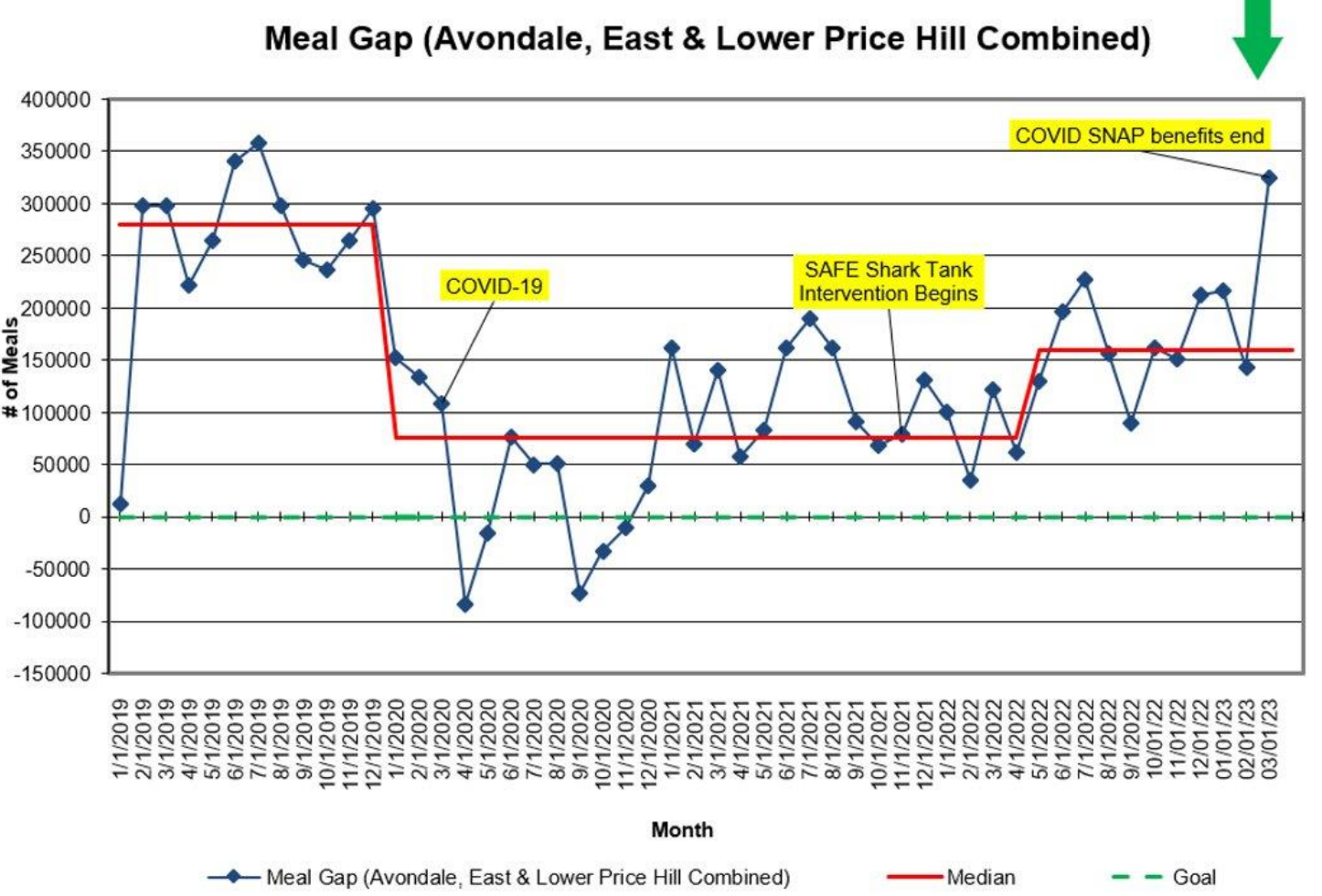
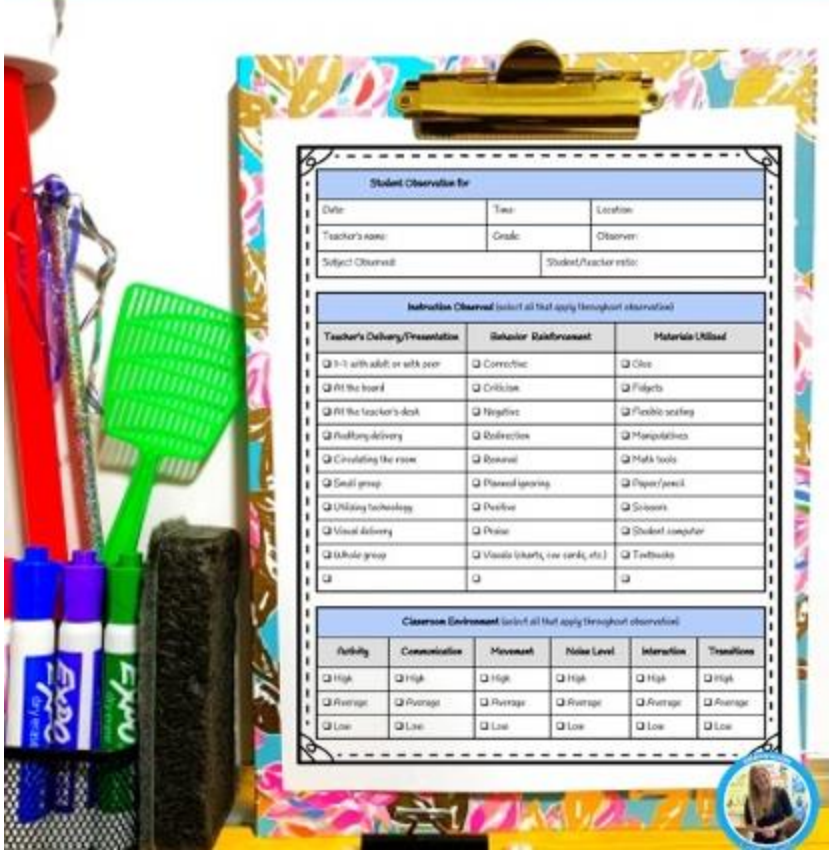
Structure the Story

Beginning

Middle

End

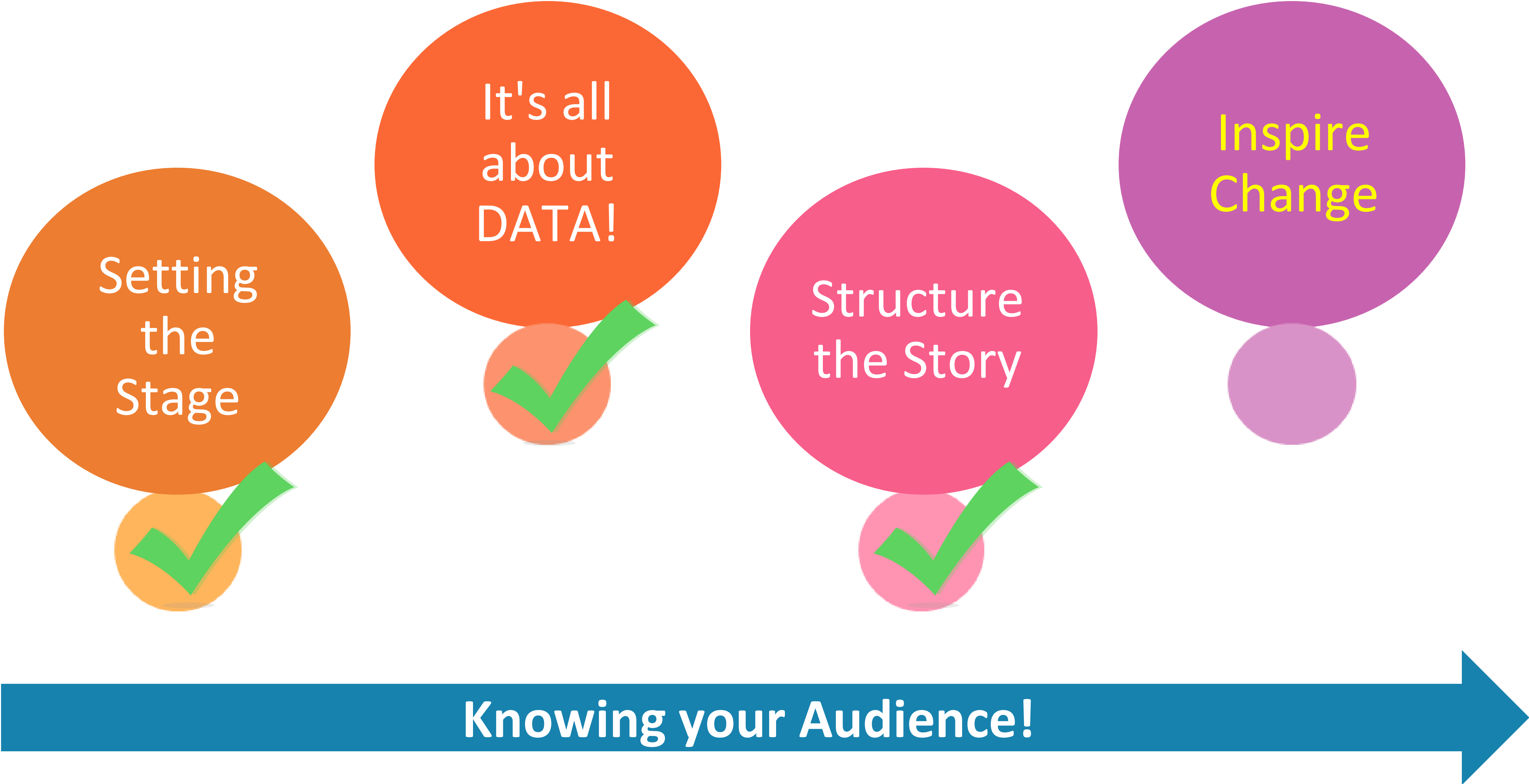
OBSERVATIONS
student checklists



Knowing your Audience!

What makes a good story?

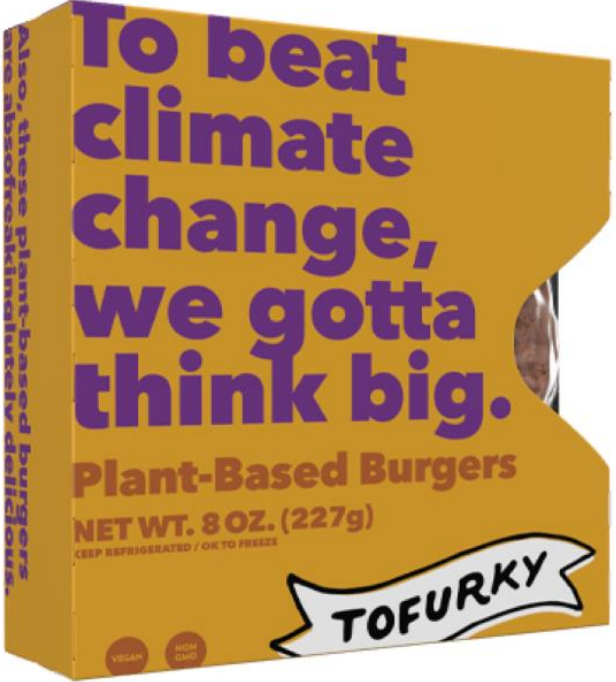
Elements of good data storytelling



Inspire Change

Be mindful of

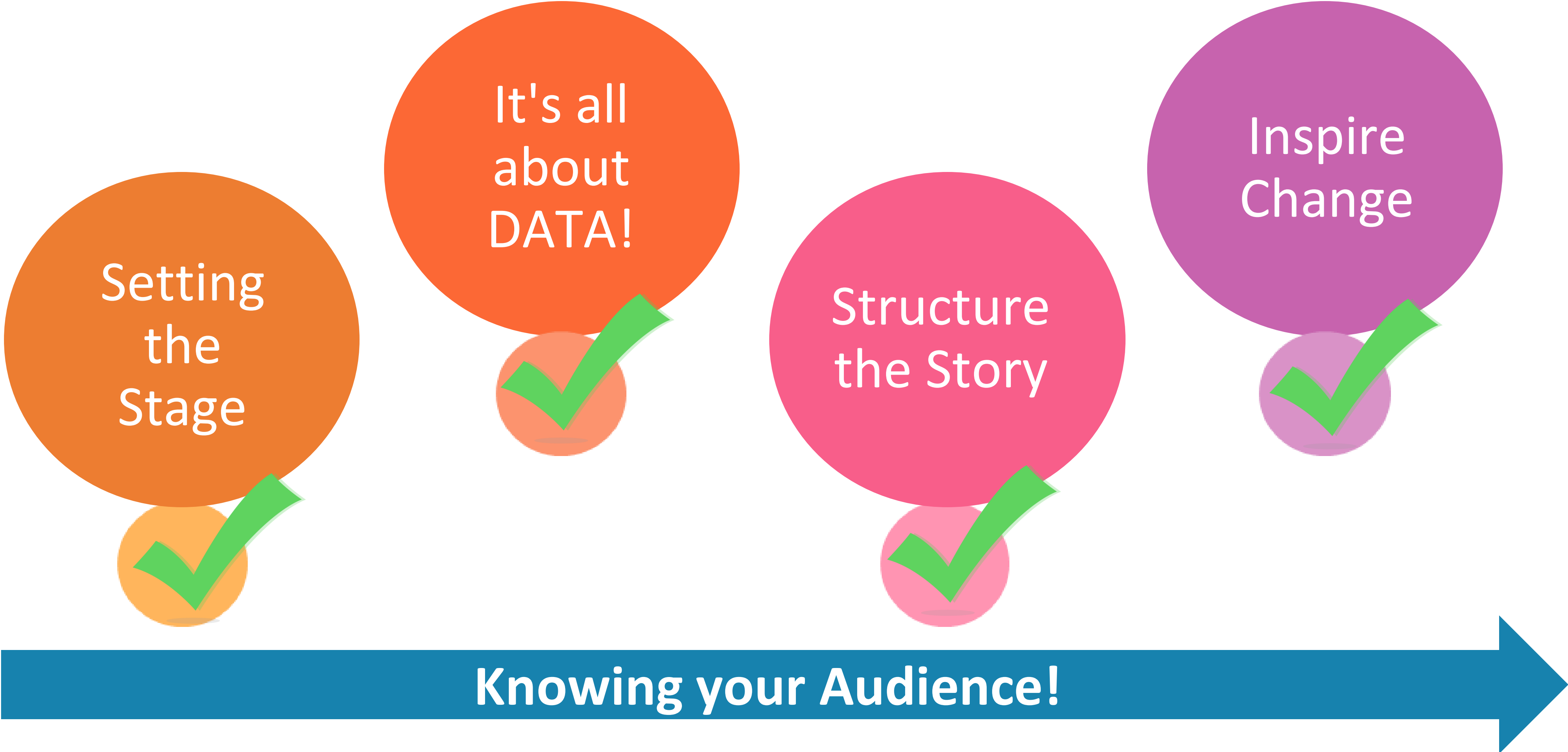
- What is important to your audience
- What actions might they take
- What is our common goal
- What change do we want to see



Knowing your Audience!

What makes a good story?

Elements of good data storytelling







Thank You for Joining Us!

For more information or questions, feel free to reach out to us at

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References:

- [Storytelling with Data](#)
- [Data Storytelling: How to Tell a Story with Data](#)
- [What is Data Storytelling and Data Storytelling Examples](#)