Data Storytelling

Overview

This two-day course is designed to transform participants into confident data storytellers capable of crafting compelling, persuasive, and management-ready data stories. The course uses an easy-to-follow framework and a highly engaging approach packed with activities, games, and hands-on exercises. Participants will leave the class with actionable skills and a complete data story ready to pitch.

Course Objectives

1. Learn the **"STORY" Framework** for crafting impactful data stories.
2. Understand how to structure data narratives to drive decision-making.
3. Develop skills in visualizing data to enhance clarity and engagement.
4. Practice storytelling techniques to present data with confidence and impact.
5. Gain hands-on experience in building a complete data story.

Learning Outcome

1. Develop skills to construct logical, persuasive narratives supported by data.
2. Enhance critical thinking by identifying relevant data and filtering out noise.
3. Gain confidence in presenting data-driven arguments to support decision-making.

Target Audience

- Corporate professionals in marketing, business strategy, or decision-making roles.
- Data analysts and business intelligence professionals.
- Managers and team leads who need to make persuasive presentations.
- University students studying business, marketing, or data analysis.

Pre-requisite

1. Basic understanding of data interpretation
2. Familiarity with creating simple presentations or storytelling.
3. Interest in or need to make data-driven decisions in professional contexts

Course Outline

Day 1

Foundations of Data Storytelling

1. The Power of Data Storytelling

- Activity: **"The Why Behind the Numbers"** – Compare two presentations (one with raw data, one as a story) and discuss impact.

- Understand why storytelling is essential in business communication.

2. The "STORY" Framework (Part 1)

- **S**: Situation – Identify the context and purpose of your story.

- **T**: Target Audience – Understand the audience's needs and preferences.

- Activity: **"Persona Mapping Game"** – Create audience personas for a mock scenario.

3. Structuring the Narrative

- The 3-Act Structure: Setup, Conflict, Resolution.

- Examples of effective narratives in business and project reporting.

- Activity: **"Storyboarding Exercise"** – Sketch a data story outline.

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4. Data Exploration and Insights

- Simplifying complex data for storytelling.

- Identifying key insights to drive your narrative.

- Activity: **"Insight Detective"** – Extract insights from sample datasets.

5. The "STORY" Framework (Part 2)

- **O**: Outline – Craft a clear and concise story flow.

- **R**: Representation – Choosing the right visuals for the data.

- Activity: **"Visual Matching Game"** – Match datasets to the best visualizations.

Day 2

Crafting and Presenting Your Data Story

1. Hands-On: Crafting Visuals for Your Story

- Design principles for creating effective charts and graphs.

- Avoiding common pitfalls in data visualization.

- Activity: **"Redesign Challenge"** – Improve poorly designed visuals.

2. Building Persuasive Narratives

- Techniques for making your data story persuasive.

- Aligning the narrative with the audience's decision-making process.

- Activity: **"Persuasion Puzzle"** – Reconstruct a persuasive argument using data snippets.

3. The "STORY" Framework (Part 3)

- **Y**: Your Presentation – Bringing it all together.

- Tools and tips for delivering data stories with confidence.

- Activity: **"Presentation Runway"** – Practice short story pitches in pairs.

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4. The Art of Storytelling Performance

- Using voice modulation, pauses, and body language effectively.

- Handling questions and feedback gracefully.

- Activity: **"Storytelling Olympics"** – Compete in presenting compelling mini-stories.

5. Final Project: Your Data Story

- Participants work on their own data story using the "STORY" Framework.

- Peer feedback and facilitator coaching to refine stories.

STORY Framework Summary

1. **S**ituation: Define the purpose and context.

2. **T**arget Audience: Know your audience.

3. **O**utline: Create a logical story flow.

4. **R**epresentation: Use visuals to enhance clarity.

5. **Y**our Presentation: Deliver with impact.