

Bringing Data to Life

because it is terribly boring
otherwise



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WHY?

Data Driven Storytelling

It begins with the **data** and then moves into the format by which it is **presented or communicated**, which can include **visuals**, such as charts, infographics, dashboards, etc. It has a **narrative** with a 'so what' or insight that can lead to an outcome, i.e. influence, inform, drive action/change

data driven **STORYTELLING**

Structure



Delivery



Content

PRINCIPLE 1



SIMPLE

PRINCIPLE 2



UNEXPECTED

PRINCIPLE 3



CONCRETE

PRINCIPLE 4



CREDIBLE

PRINCIPLE 5



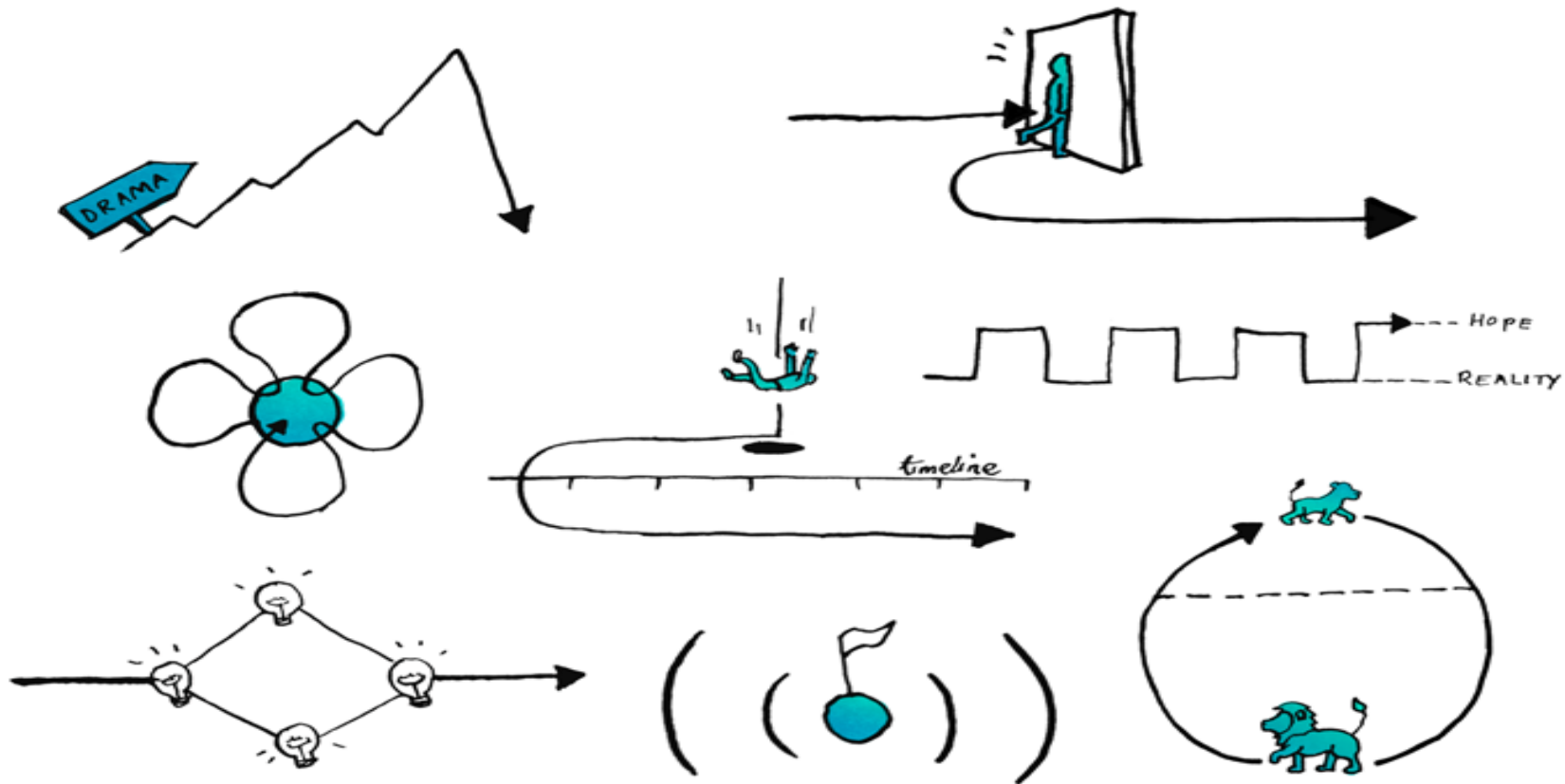
EMOTIONAL

PRINCIPLE 6

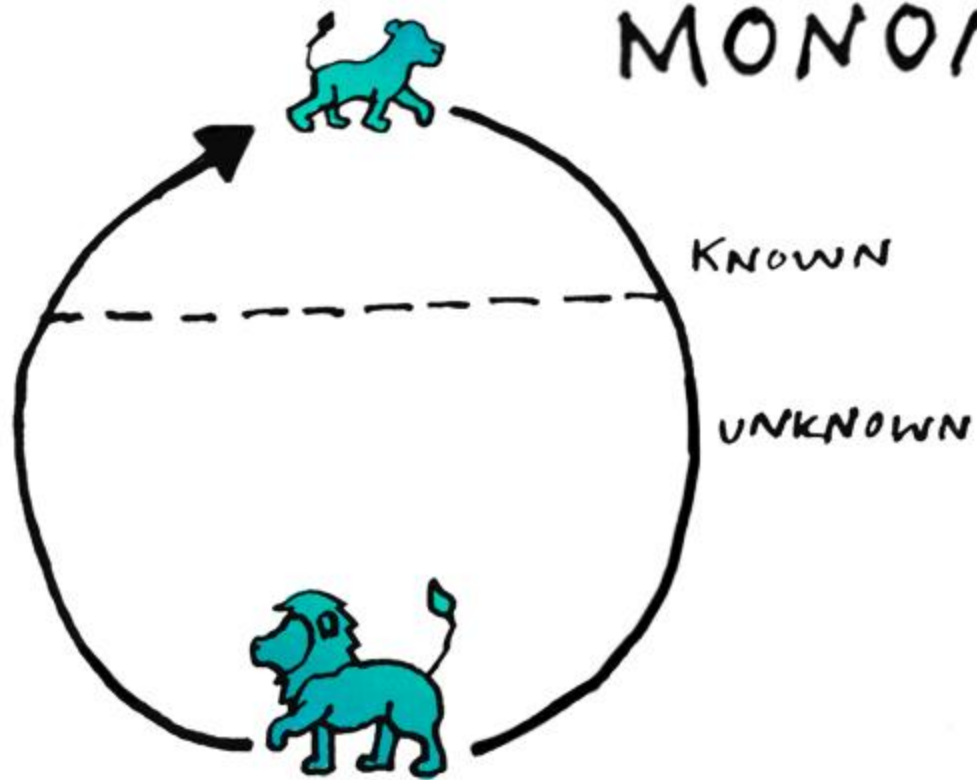


STORIES

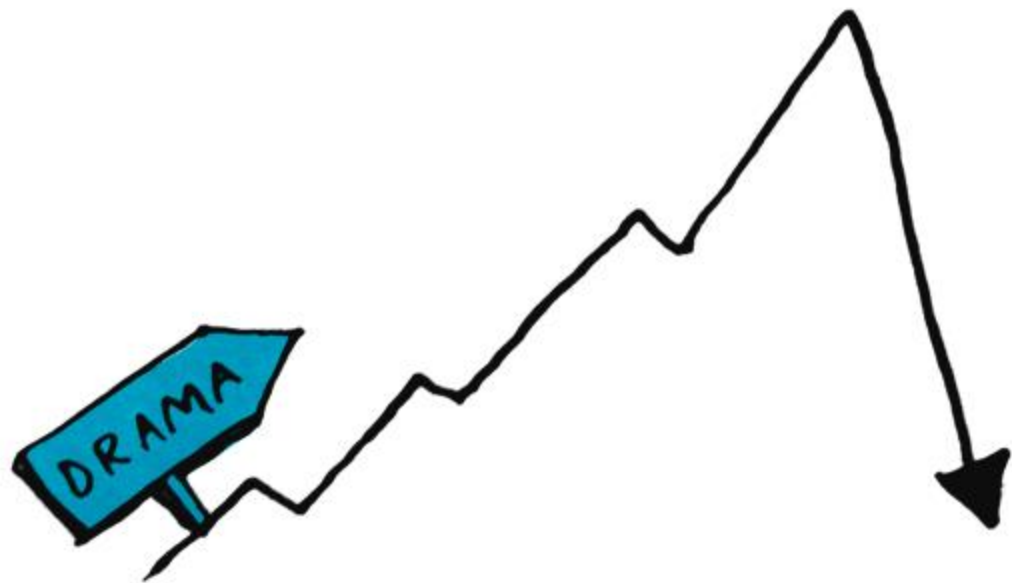
From Made to Stick by Chip & Dan Heath



MONOMYTH



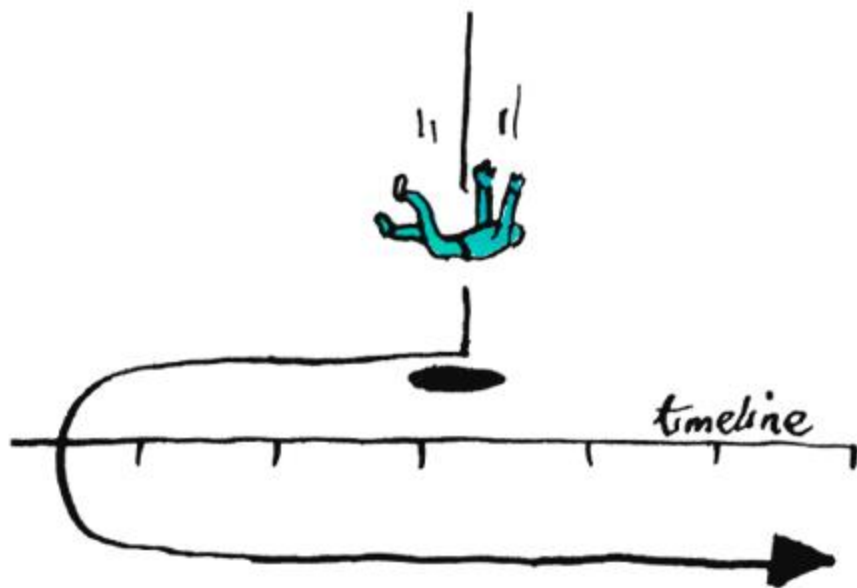
THE MOUNTAIN



SPARKLINES



IN MEDIAS RES



TED

Ideas worth spreading



Once upon a time there was a boy who was lost in the woods

Introduction – Hook your audience

Idea #1 – Premise

Proof – Story that supports my idea

Idea #2 – Premise

Proof – Story that supports my idea

Idea #3 – Premise

Proof – Story that supports my idea

Conclusion – Take home message, call to action

S₁ H₄ O₁ W₄
D₂ O₁ N₁ T₁
T₁ E₁ L₁ L₁

Tell	Show
The patient was elderly.	

Tell	Show
The patient was elderly.	The patient walked into my office slowly. She held her large purse firmly in her right hand and was supporting much of her weight on a cane in her left hand. Her grey hair was tucked underneath a bright purple wool hat that matched the socks that I could see peeking out beneath her slightly too short pants.

Tell	Show
The patient was elderly.	The patient walked into my office slowly. She held her large purse firmly in her right hand and was supporting much of her weight on a cane in her left hand. Her grey hair was tucked underneath a bright purple wool hat that matched the socks that I could see peeking out beneath her slightly too short pants.
The news made me so happy.	
We were rushed and didn't have enough time.	
Everyone in the room was panicked.	

It is about what you say.



NSQIP

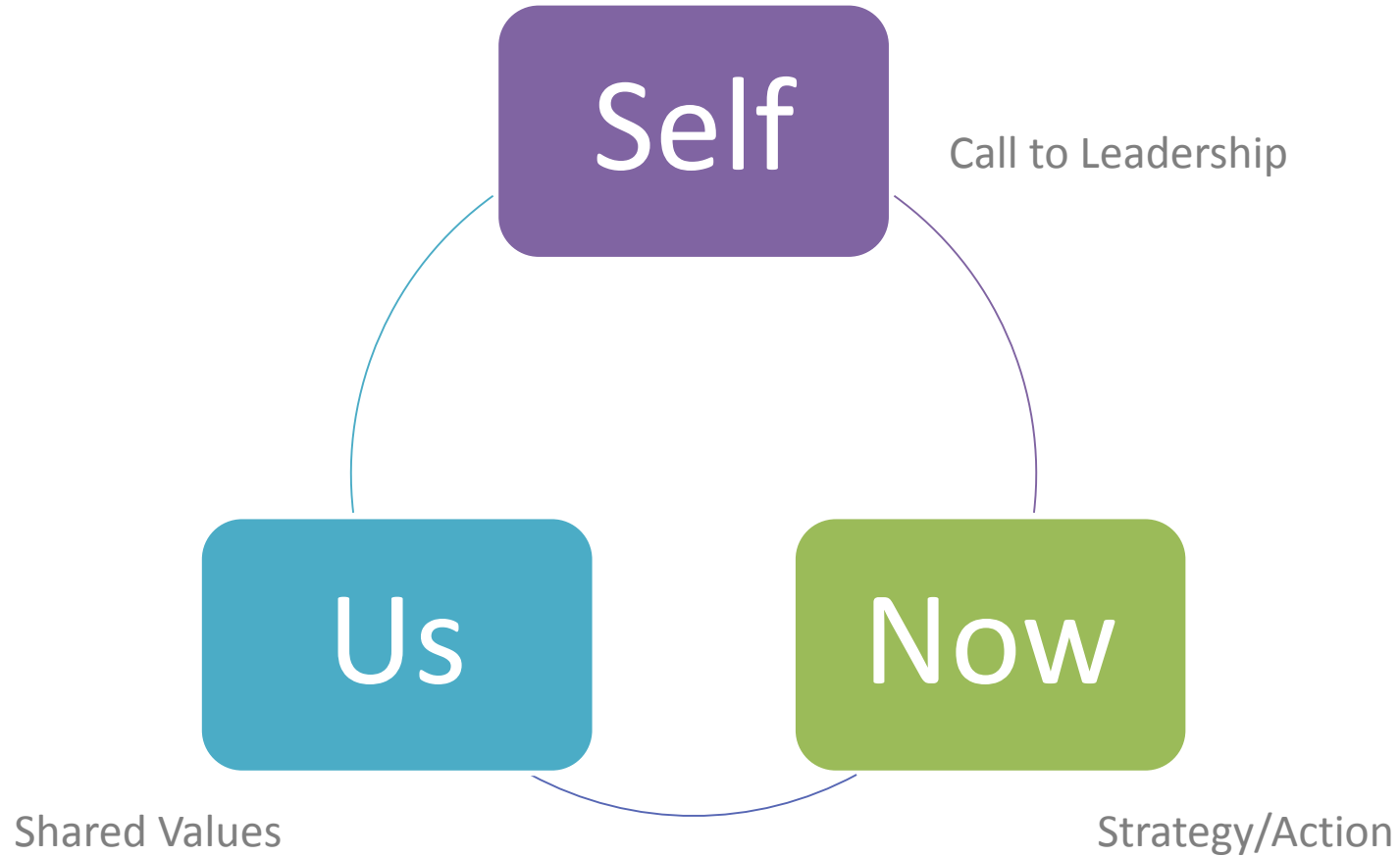


It is about what you say.

Public narrative is the art of
translating *values into action*

People use public narrative to interpret themselves to others, engage others in a sense of shared community, and inspire others to act on challenges that community must face.

It is learning to tell a
story of self,
a **story of us,** and
a **story of now.**



Story of Self: Why were you called to the work you are doing?

What is the purpose in which you will ask others to join you in the work you are doing?

Story of Us: To what values, experiences or aspirations do you hope to appeal to others when you ask them to join you?

Story of Now: What urgent challenges to these values does your team or community face now?

What outcomes could you achieve by acting together, beginning now?



"The source of energy at work is not in control, it is in connection to purpose."

Don Berwick

What motivates you doesn't motivate (most of) your employees

1. The company
2. Impact on society
3. Impact on the customer/patient
4. Impact on working team
5. Impact on “me”



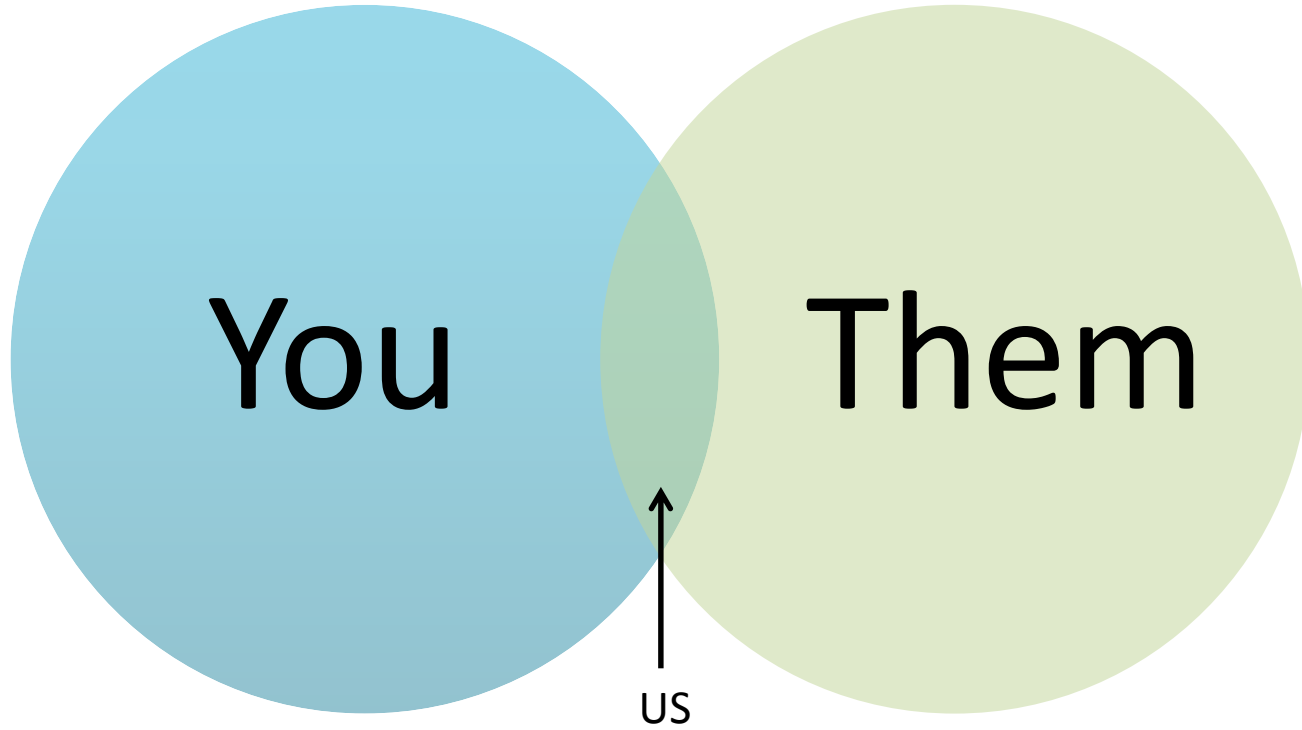
15 minutes

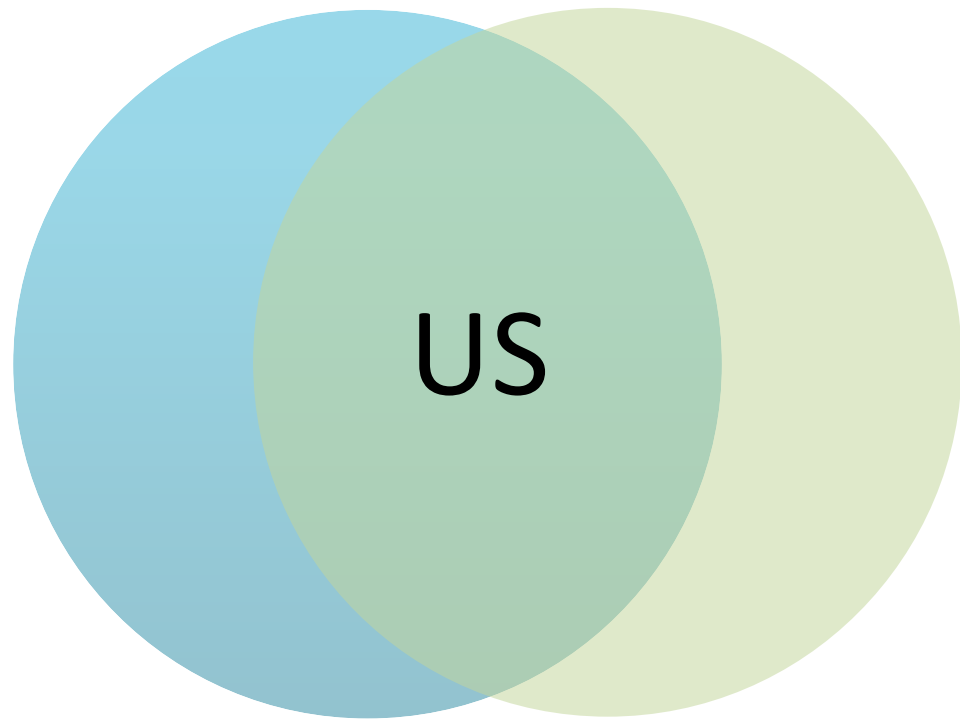
Crafting Your Public Narrative

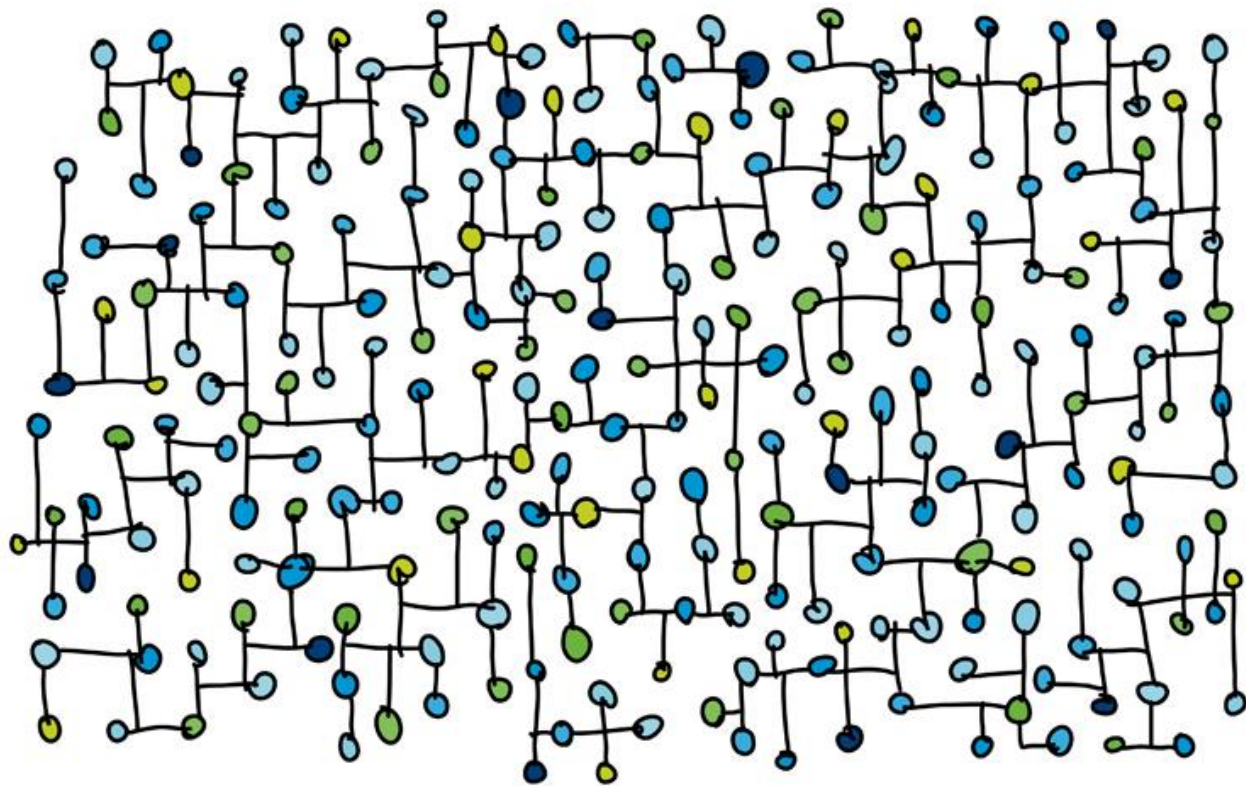
10 minutes

Choosing the Structure












Why are values important?







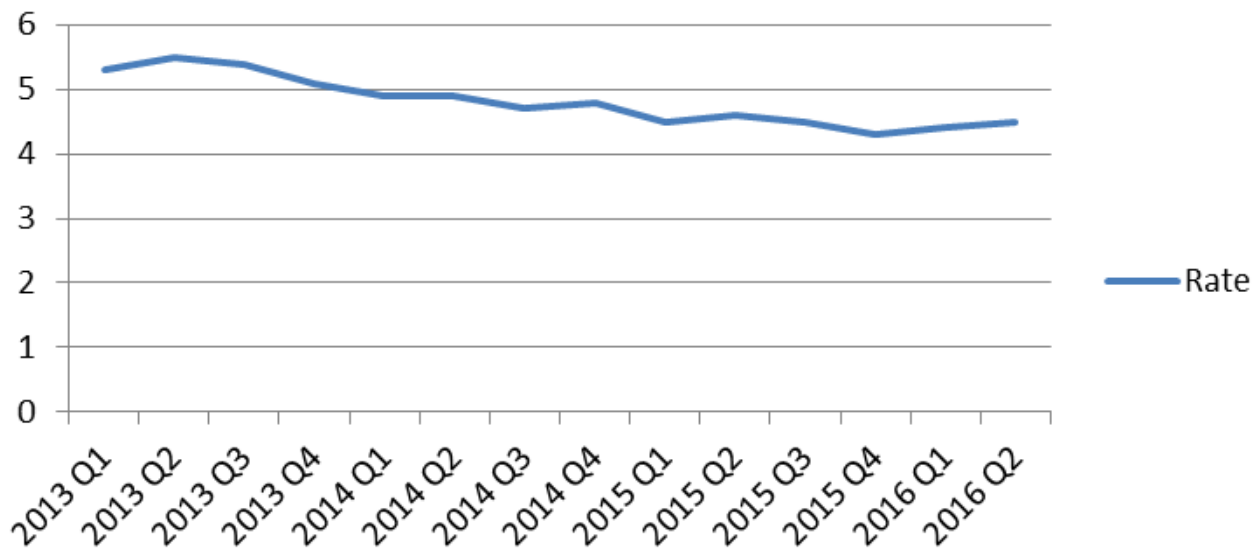
make a connection

RNK	TEAM	TOTAL	T	Y	W	M	GP	P/G	+	↕	PT
1	 C\$ (Chelsea)	249	0	11	57	249	262	0.95	0	0	7
2	 Mrs. Stroumbouloupoulos (Fatima)	238	0	19	63	238	259	0.92	0	0	6
3	 McDavid and Goaliath (Kimber)	233	0	9	53	233	248	0.94	1	0	6
4	 Pool Beyond Hope (Anthony)	229	0	11	49	229	252	0.91	2	0	6
5	 Sassy FedEx Guy (Chloe)	222	0	14	56	222	256	0.87	0	0	4
6	 Catsouttathebag (Cathy)	220	0	15	55	220	244	0.90	1	0	5
7	 Where the Streits Have No Names (Ben)	219	0	15	56	219	244	0.90	0	0	8
T8	 Don't Domi Like That (Jami)	213	0	19	50	213	257	0.83	0	0	7
T8	 DekeDangle (Ryan)	213	0	12	55	213	253	0.84	1	0	7
10	 Paddington Baertschi (Kevin)	210	0	5	33	210	259	0.81	0	0	7
11	 DFL Again! (Colleen)	204	0	12	41	204	250	0.82	0	0	11

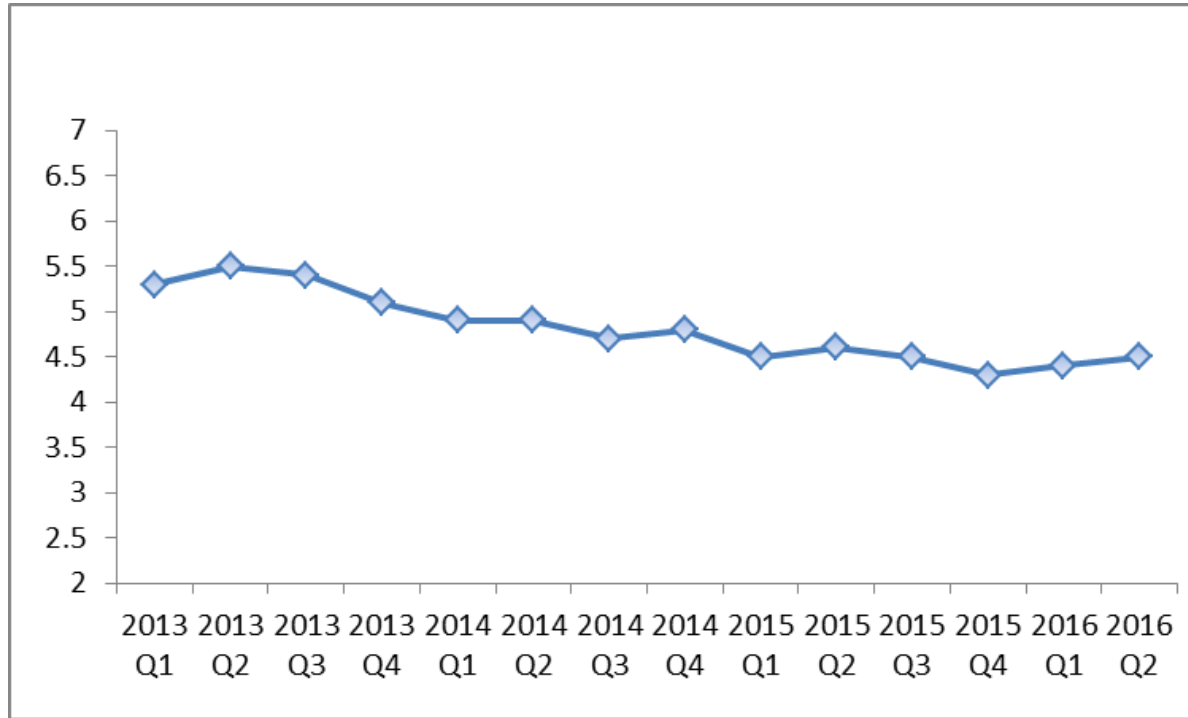
Facts are boring

and statistics don't warm hearts.

Post Surgical Infection Rate in BC 2013-2016



The post surgical infection rate in BC is 4.4%.



10,000 is a big number.

It`s too big.

It`s the number of patients that get a post surgical infection each year in BC.

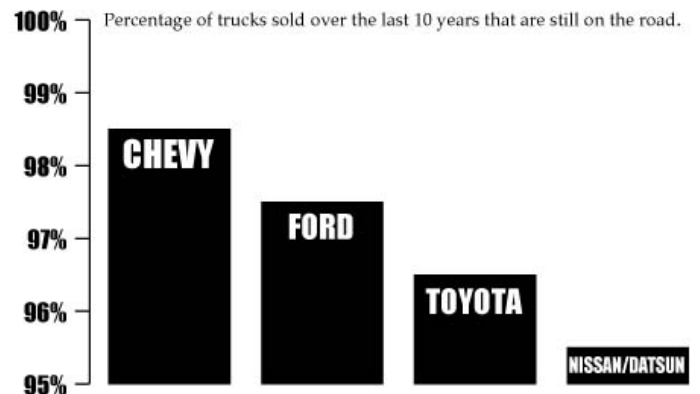


COURTESY ROYAL CARIBBEAN

Make numbers resonate
and put them in terms that people understand.



Be honest.



**More than 98% of all Chevy
trucks sold in the last 10 years
are still on the road.**

Over the years, no other truck is that dependable, foreign or domestic.

"Best full-size pickup in initial quality."—J.D. Power and Associates

"Best truck line overall in sales satisfaction."—J.D. Power and Associates

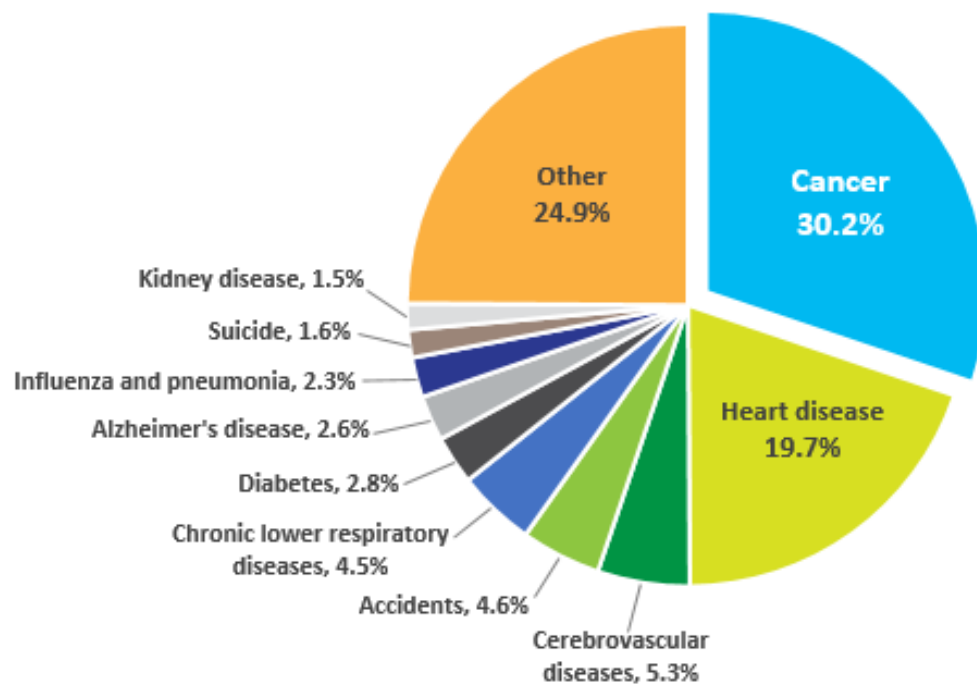
No deductible, 3-year/36,000-mile Bumper to Bumper Plus Warranty

Chevrolet. The Most Dependable, Longest-Lasting Trucks.

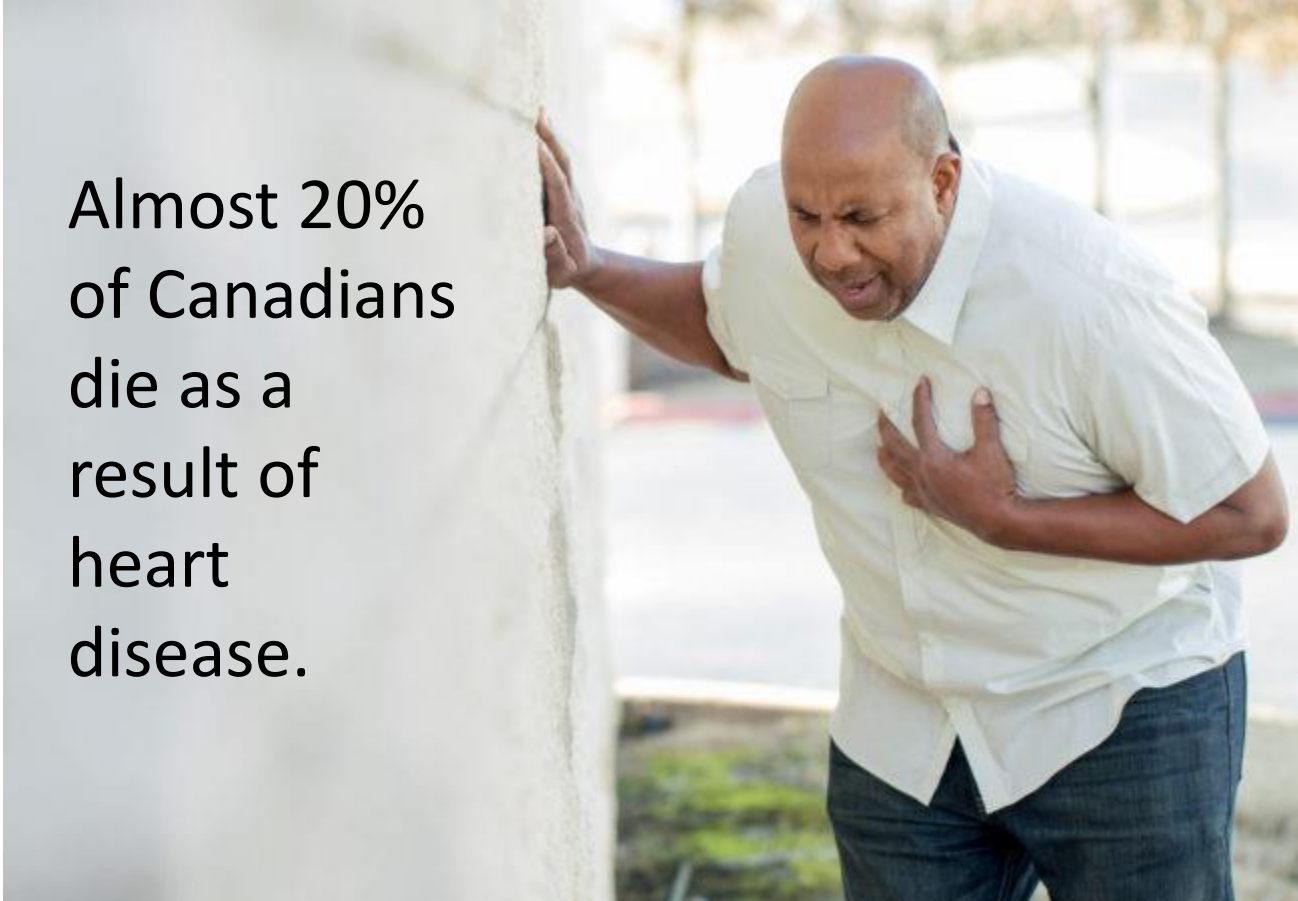
LIKE A ROCK

Single numbers hold more impact.

Proportion of deaths due to cancer and other causes, Canada, 2012



Almost 20%
of Canadians
die as a
result of
heart
disease.



20%



Details *details* DETAILS DETAILS Details
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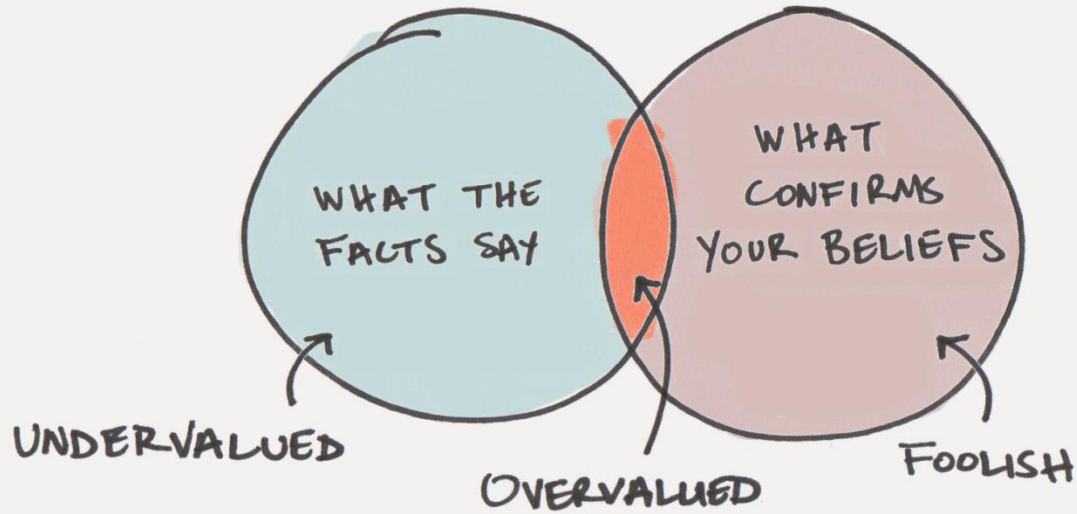
10 minutes

Making Data Resonate

AVOID BIAS

NEXT EXIT 

THE CONFIRMATION BIAS

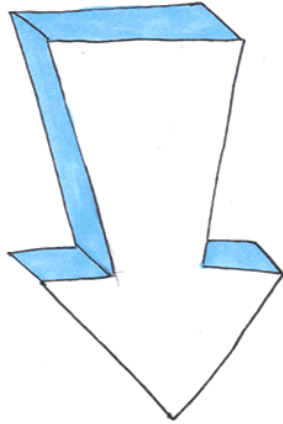


Irrelevant
but *plausible*.





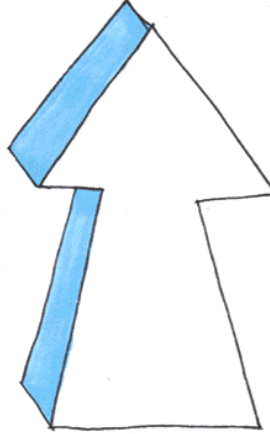
UNDERESTIMATE



how long
projects will
take

+

OVERESTIMATE



how quickly
we can get
things done

=

THE
Planning
FALLACY

Perspective	Performance (%)
Employee turnover	54%
Recruiting	78%
Retention	66%
Training and Development	24%
Total Performance	57%



When an idea is communicated effectively,
people follow and change. Words that are
carefully framed and spoken are the most
powerful means of communication there is.

Nancy Duarte



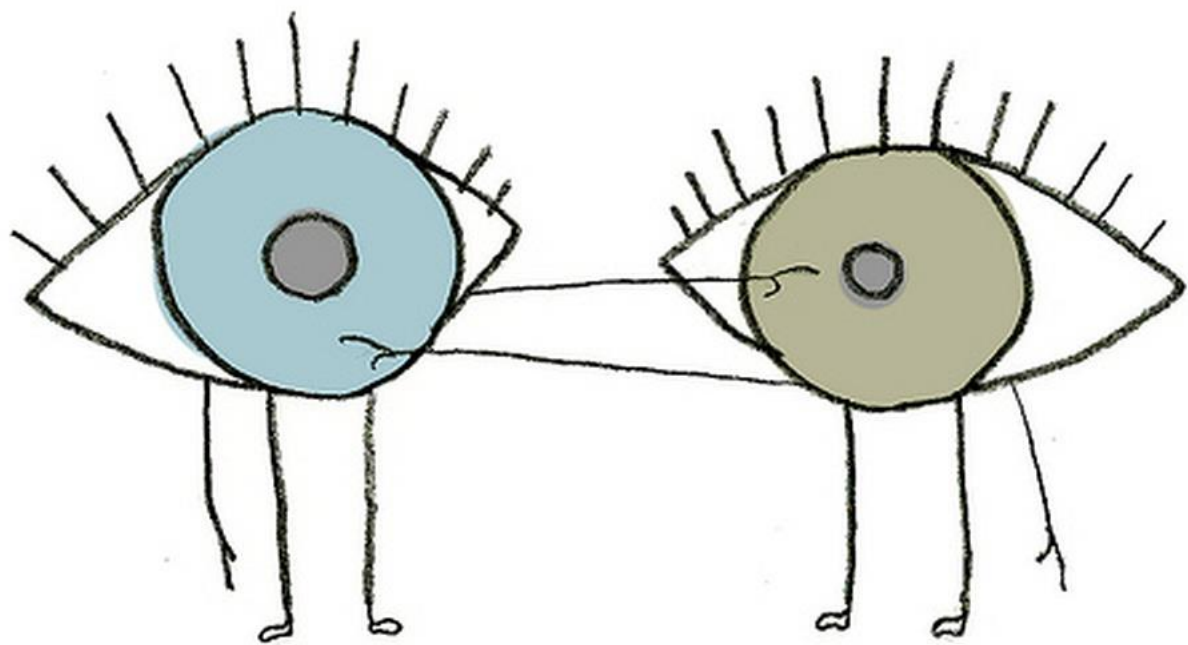
15 minutes

Putting it All Together



You be you, and I`ll be me.

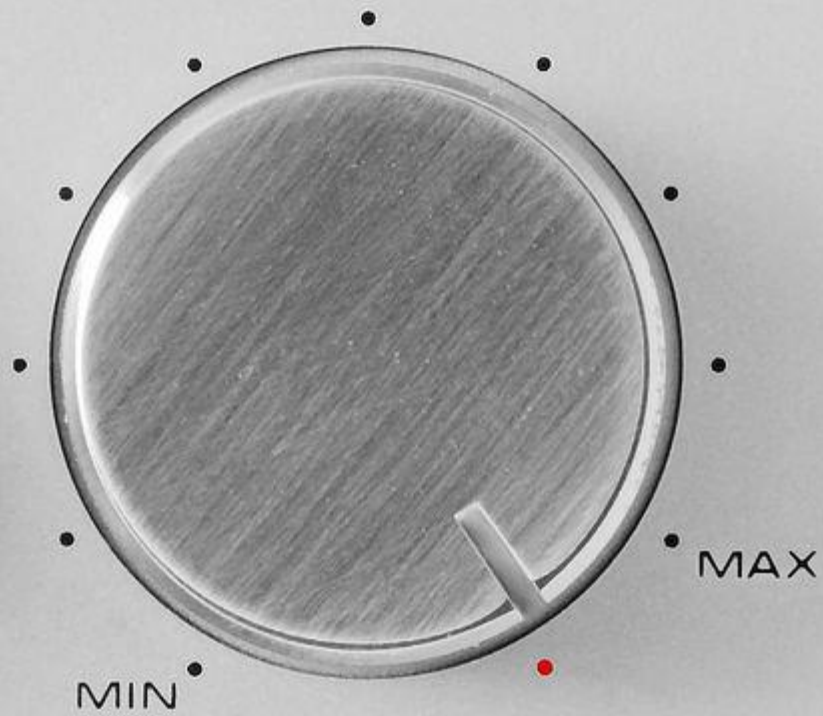




eye contact



VOLUME





A PowerPoint without a presenter is just another document.

So make a handout.

10 Ways to Ruin a Presentation

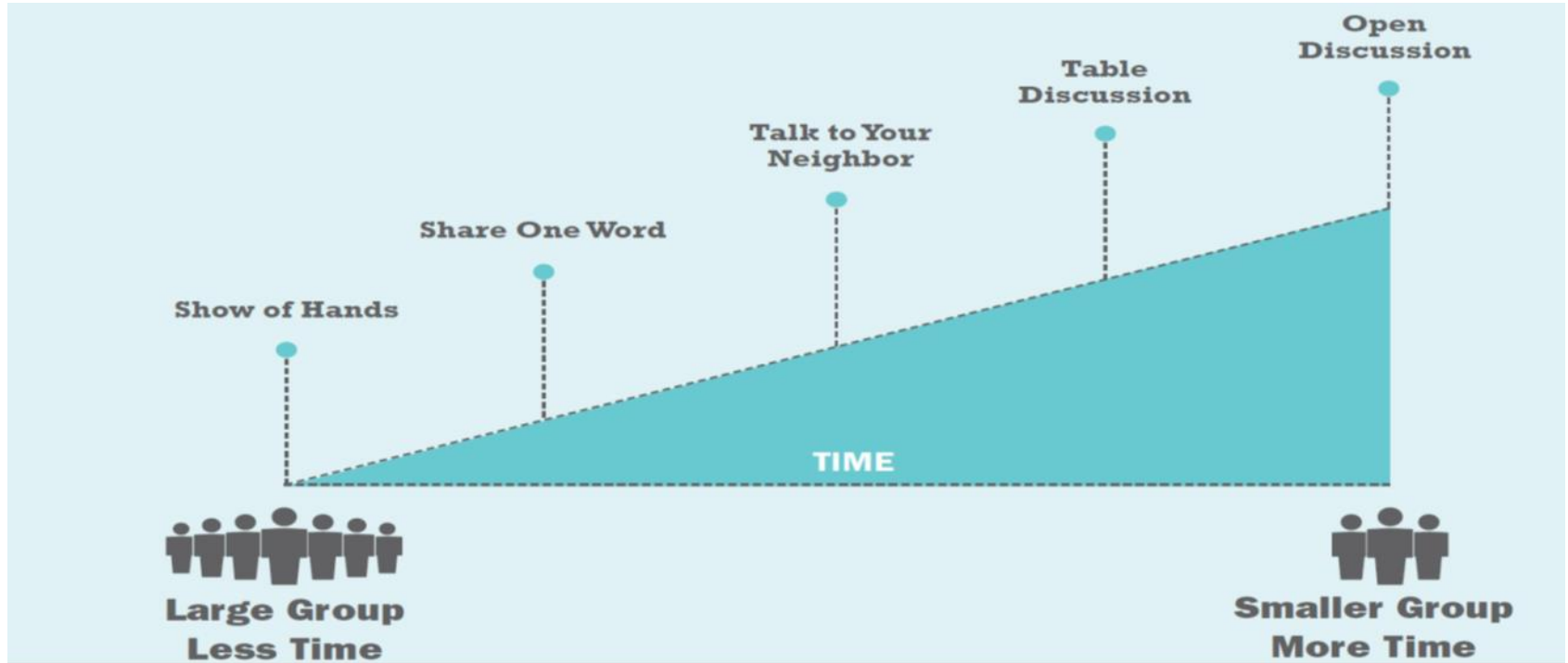
- Jump right into your content without introducing yourself or your topic
- Don't worry about what your audience is interested in, just talk about what you think is most important
- Cram your slides with lots of bullets, text, data, and pictures
- Use a lot of jargon and constantly refer to theorists and colleagues in your field
- Don't bother practising to get more comfortable and make sure the timing is right
- Talk all about yourself and your accomplishments
- Don't worry about having credible sources for your information
- Face the screen instead of the audience and read the slides word for word
- Get totally sidetracked and start talking about something completely different
- Assume you won't have any unexpected technical problems

practice rehearse

prepare REVIEW edit repeat

STUDY organize

Audience Participation



How I feel about my work today...



Congratulations!

YOU are giving
a presentation



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