



# Crafting Compelling Narratives: Developing Data-Driven Stories

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## What is data-driven storytelling?

Data-driven storytelling has 4 components:

1. Precise Data
  - Well, as precise as possible.
  - Track your assumptions.
2. The Emotional Impact of a Captivating Story
  - The why?
3. Visual Graphic Communication
  - Tailor it to iterate the storytelling.
4. Knowing Your Audience
  - Who are you speaking to?
  - What is important to them?
  - What motivates them?

## Examples

What has worked for you?

What do you need help communicating?

## Key Takeaways

- Data-driven storytelling helps give credibility to your ideas.
- Don't just present pretty pictures – “The news anchor is nothing without the newsroom.”
- Proactively collect data to bolster support for **future** goals.
- Organize and tailor the data to reach different audiences.
- Listen... Is the story resonating? If not, revamp and anticipate perception.