



---

## Informative Storytelling (1 Day)

### Description:

Improving the ability to tell a story is crucial to the success of any data analysis work. **Research shows that people are 20 times more likely to remember information if it's part of a story.** In this course, we layout the basic components of storytelling and use a connect-the-dots approach to help the analyst maintain consistency from the initial problem or question, through the analysis and to the solution.

Participants will learn to use the context to build a framework for their visualization and information building efforts. This will help them to communicate the results of their work and properly show how the data supports their conclusions. They will continue to check their visuals against the contextual framework of their project to maintain consistency and integrity.

By following this process, when it is time to present the solution, participants will be able to identify the visuals that were most effective for them throughout the process and will refine them so they can be effectively communicated to their audience.

The use of informative storytelling will improve the audience's ability to follow the storyline. They will understand logical connections between the information presented. It will be clear how the original data supports the information they are receiving. It will also be clear how the information solves the problem or meets the requirements of their objectives.

This course is a skill-building course intended for anyone who works with data as part of their job. The participants' ability to identify and communicate the storyline found in data is as applicable to their own work. It is also applicable to those needing to communicate information to decision-makers and stakeholders.

By default, many of the activities are administered using MS Excel because of its vast availability. However, additional tools such as Tableau and Power BI can be included upon request.

### Objectives:

Upon completion of the **Informative Storytelling** course, participants will be able to:

- Explain what informative storytelling is and why it's an important component of identifying and building information
- Describe how to use visualization to create a contextual framework
- Identify story angles in data
- Differentiate the difference between Data, Information, Stories and Narratives
- Choose the most effective visuals to communicate information
- Improve their ability to be persuasive communicating information, solutions, and recommendations
- Describe the importance of creating conditional visualizations, real-time dashboards, and interactive visuals.
- Communicate information and stories within Big Data concisely and effectively
- Apply critical thinking to visualization work
- Improve the identification of visuals pertaining to Section 508 compliance