



DigDATAble

INVEST IN YOUR DATA

DigDATAble Ltd

Facilitator's Guide

How to run a C-A-R-A™ Workshop

Facilitator's Guide — Running a C-A-R-A™ Workshop

Equip your team to turn analysis into action with C-A-R-A™

1. Introduction

This guide will help you run an engaging and effective workshop using the **C-A-R-A™ Framework**, developed by **DigDATAble**. It's designed for teams who need to turn complex work, especially technical or analytical projects, into clear, actionable business stories.

What is C-A-R-A™?

C-A-R-A™ stands for Challenge, Approach, Result, and Application — a 4-part narrative model that helps any professional clearly explain their work and its value.

2. Workshop Goals

- Understand each part of the C-A-R-A™ framework and how they support data storytelling.
- Practice applying C-A-R-A™ to real scenarios such as dashboards, automations, or audits.
- Help team members create concise stories aligned to stakeholder needs.

3. Pre-Workshop Setup

Materials: C-A-R-A™ Canvas (PDF or editable), whiteboard or shared document, pens or digital devices, optional annotation stickers.

Room Setup: Small group tables or breakout rooms of 3–5 people.

4. Workshop Agenda (90 mins)

- ✓ 09:00–09:10 — Welcome & Workshop Goals
- ✓ 09:10–09:25 — Introduce the C-A-R-A™ Framework
- ✓ 09:25–09:35 — Walkthrough 2 examples using the Canvas
- ✓ 09:35–10:00 — Group Activity: Fill in C-A-R-A™ Canvas
- ✓ 10:00–10:15 — Team Presentations
- ✓ 10:15–10:25 — Debrief & Group Reflection
- ✓ 10:25–10:30 — Wrap-up & Next Steps

5. C-A-R-A™ Practice Prompts

Here are examples to use during group sessions:

- “Explain your last dashboard using C-A-R-A™.”
- “Describe how a recent automation project used C-A-R-A™.”
- “Tell a C-A-R-A™ story about a failed project and what was learned.”

6. Group Activity Template

Use the C-A-R-A™ Canvas to guide story creation. Example prompt:

“A sales team manually collected customer feedback each week.”

Filled example:

C: Feedback collection was inconsistent and manual.

A: Built a simple form and dashboard to capture responses automatically.

R: Time saved; insights were available faster.

A: Dashboard now used in weekly planning.

7. Facilitator Tips

- Keep the session engaging by timing each activity tightly.
- Remind participants to avoid jargon and write clearly for a senior leader.
- Use the stickers or highlighters to emphasise 'Result' and 'Application' parts.

8. Optional Slides

You can use a slide deck to introduce the framework and walk through examples. <https://digdatable.co.uk/cara-framework>

9. Licensing Note

C-A-R-A™ is a proprietary framework by DigDATAble Ltd. Not for commercial redistribution without permission.