

# WORKSHOP 3

## How do you tell a story with data?

Facilitated by  
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Developed by  
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**DATA**  
to  
*Action*

**ABNN**  
Alberta Nonprofit Network

June 4, 2019

**CC** empowering  
**VO** nonprofits



**PolicyWise**  
for Children & Families

## Workshop overview

15 min.	Intro and welcome activity
5 min.	Why tell a story with data
20 min.	Story Part 1: Asking good questions
30 min.	Story Part 2: Contextualizing data
15	Reflections on your work
5 min.	How did you find the workshop?

# Perspective (and context) is everything



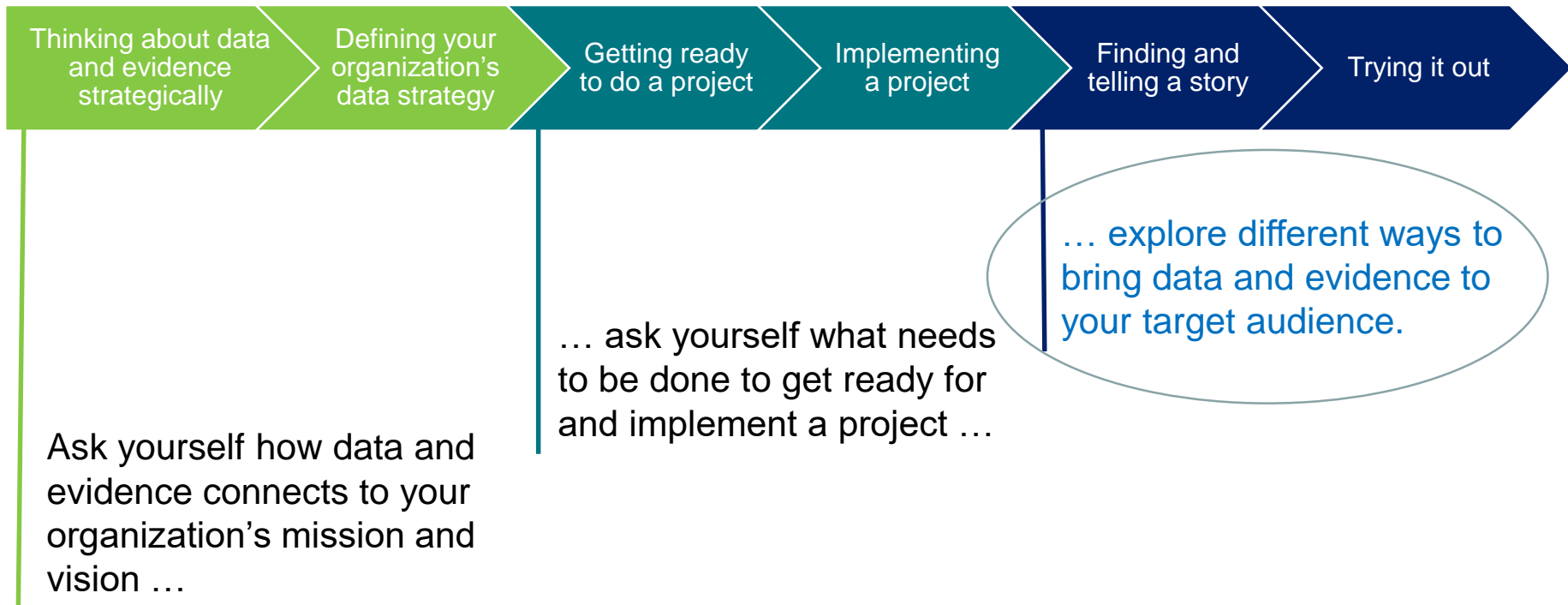
# “Data” is one piece



# Workshop connections

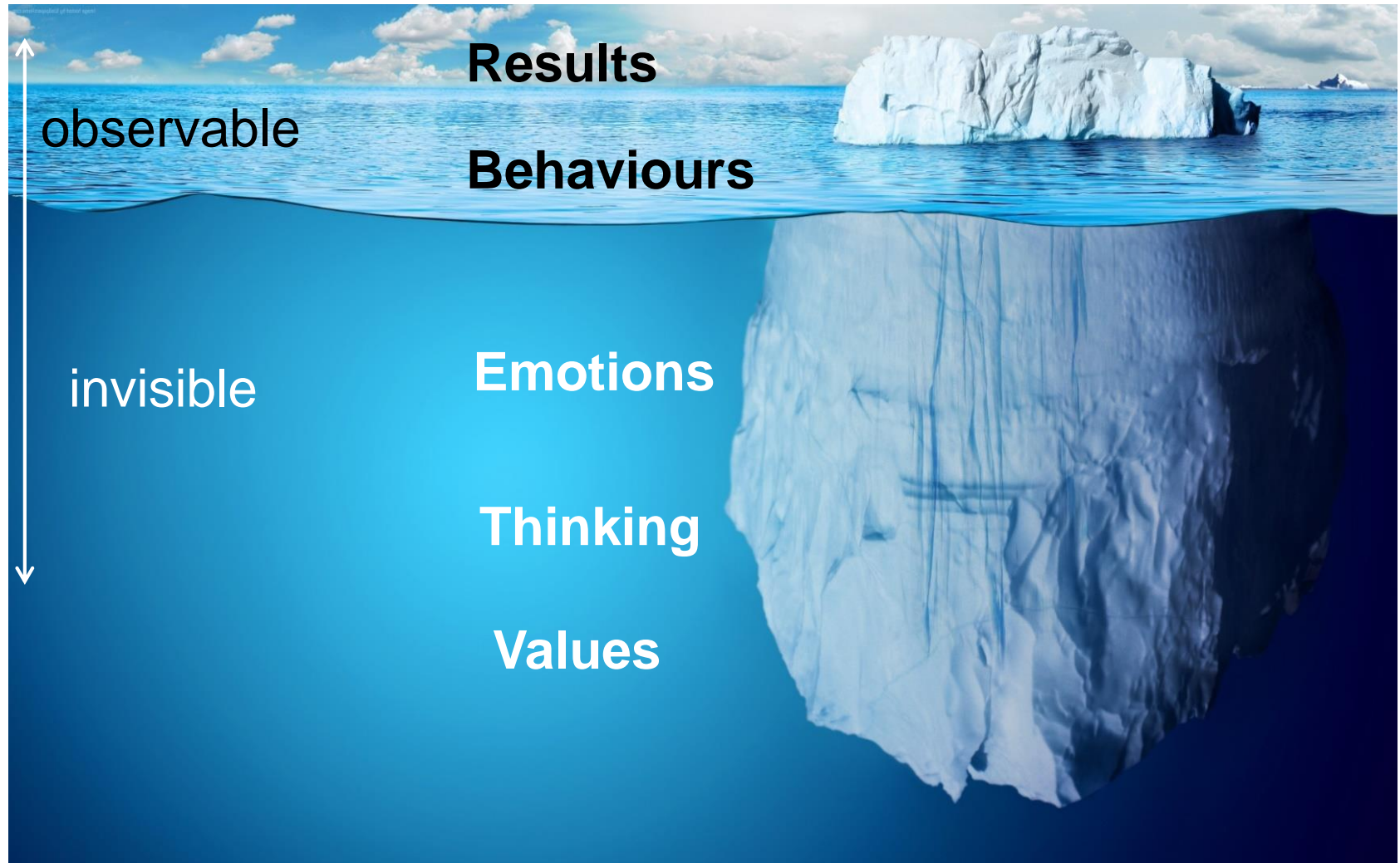


# Workshop connections





# Why tell a story with data





		Who is the audience?	
		Internal?	External?
What & Why is information needed?	Short-term (operational) decisions?		
	Long-term (strategic) decisions?		

# Story Part 1: Asking good questions

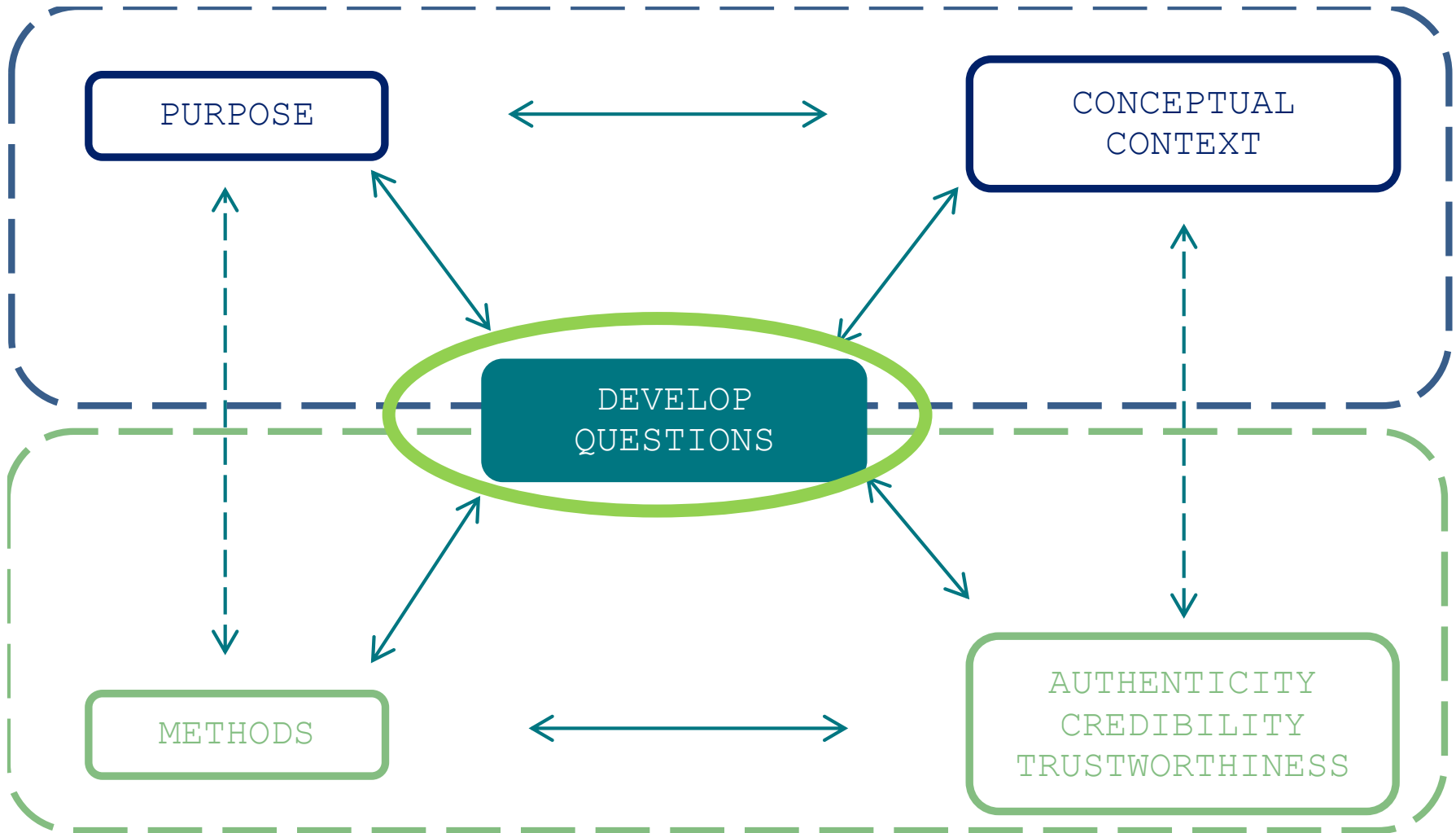


Why?

What if?

How...?

# Getting to the question



# Story Part 2: The role of context in telling a story



# Telling a Compelling Story: 5 Principles

## 1. Join a community and a conversation

Avoid walking into a party, announcing your presence and asking people to pay attention.

What is the focus of your work? Whose behavior do you want to change (who is your 'they')?

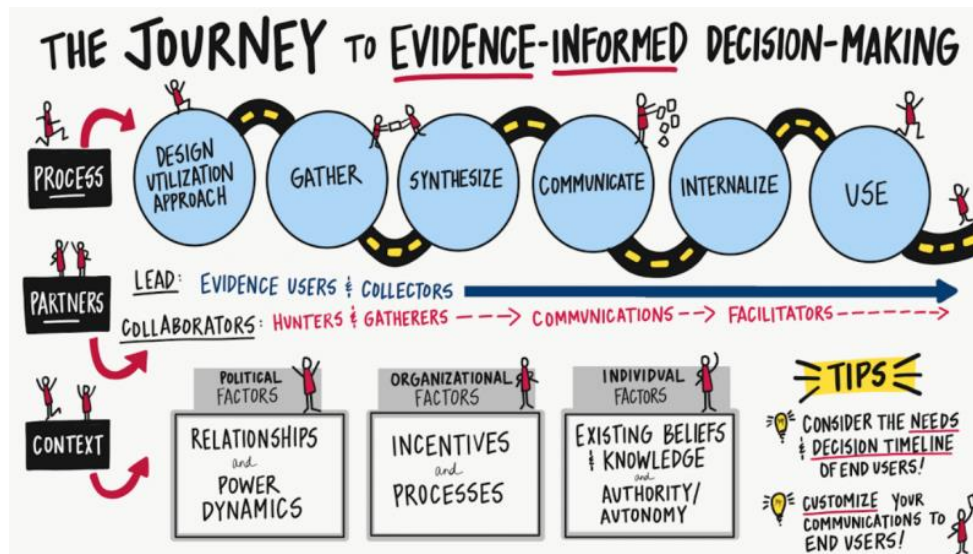
**Frame your message to bring that group value.**

- 1. Would changing behavior make them feel good ... or see themselves as they want to be seen?**
- 2. Does your framing connect to how they see the world and provide for actionable solutions?**

# Telling a Compelling Story: 5 Principles

## 2. Communicate in images

Abstract concepts (terms) leave space for people to make assumptions about meaning.



Use visual language to help people connect with your work. Think about what main message might come out of your project.

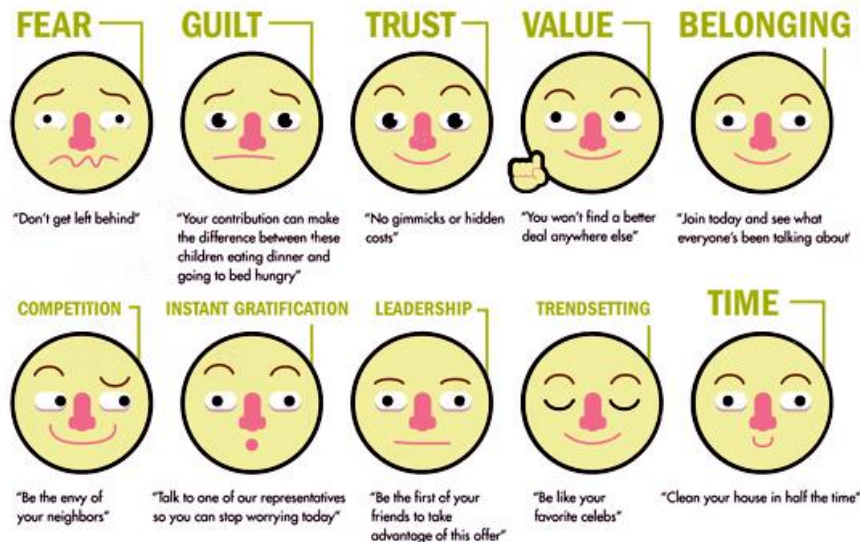
- What image were you trying to create in your listeners' minds?
- Can you draw it?

# Telling a Compelling Story: 5 Principles

## 3. Invoke emotion with intention

People avoid information (evidence) for three reasons:

1. It makes them feel bad (invokes guilt, fear, anger);
2. It obligates them to do something they do not want to do;
3. It threatens their identity, values, and worldview.



**Invoke pleasant emotions in your messaging: Hope, pride.**

- **What are you trying to get people to do, and how would they feel if they were doing it?**
- **What emotions could you try to evoke? Why?**

# Telling a Compelling Story: 5 Principles

## 4. Create meaningful calls to action

“Follow us on Facebook” ... “Click here for more information” ...  
**“Use data and evidence”**

Many calls do not tell people how to make a difference.

- If people feel they can't make a difference, they are less likely to take action.
- If calls are not easily incorporated everyday life, people may not take action.



**Three rules to creating motivating calls to action:**

- 1. Be specific**
- 2. Help people see how the call (solution) will help solve the problem**
- 3. Outline something people know how to do**

**Draft a call to action in support of your work.**



# Telling a Compelling Story: 5 Principles

## 5. Tell better stories

People are more likely to remember information they get in story form. Stories convey new perspectives, lower counter-arguing, increase perspective taking and empathy, and capture and maintain attention.

- Stories have characters; a beginning, middle, and end; plot, conflict, and resolution
- They are not vignettes or messages.

**Go beyond sharing messages to telling interesting stories with a beginning, middle, and end.**

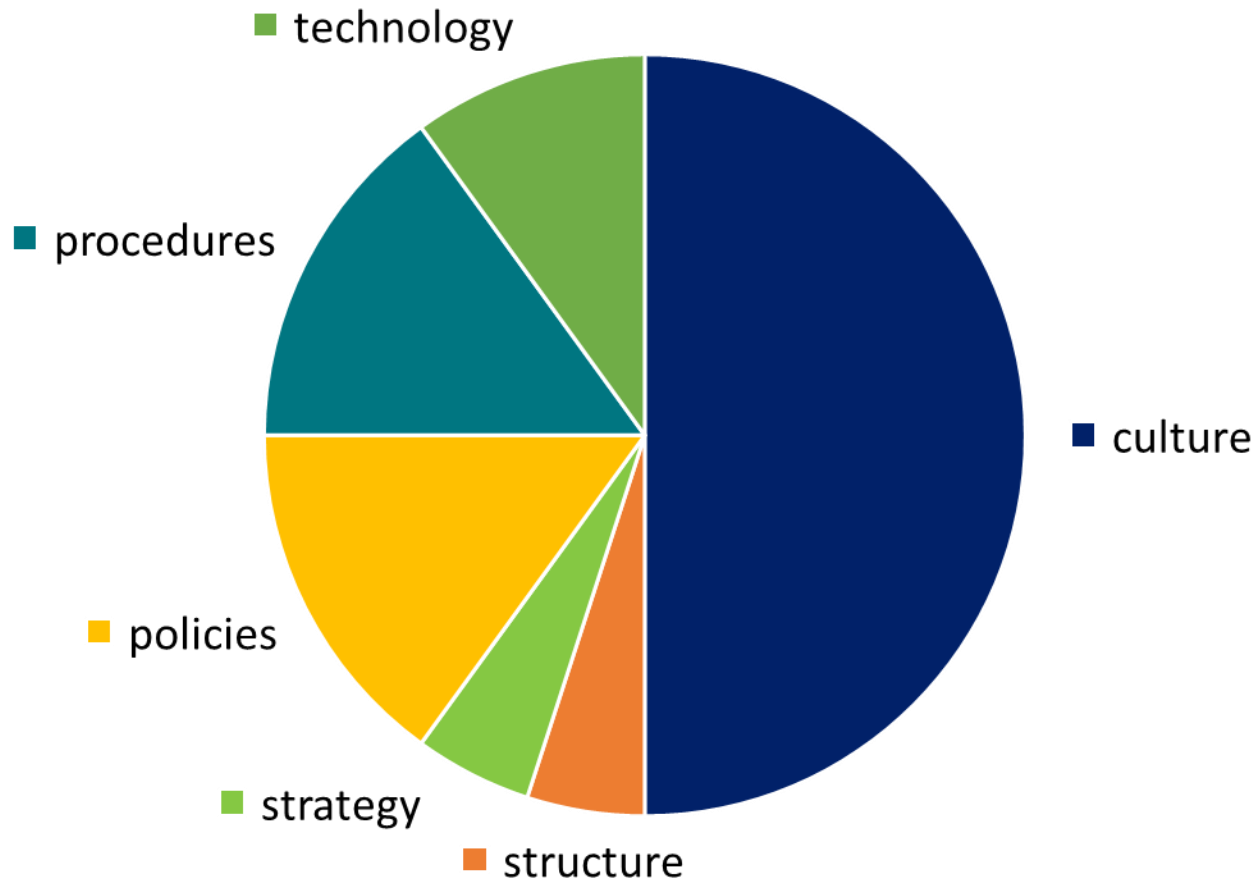
- **What story are you telling?**
- **Who are the characters?**
- **What's the plot?**



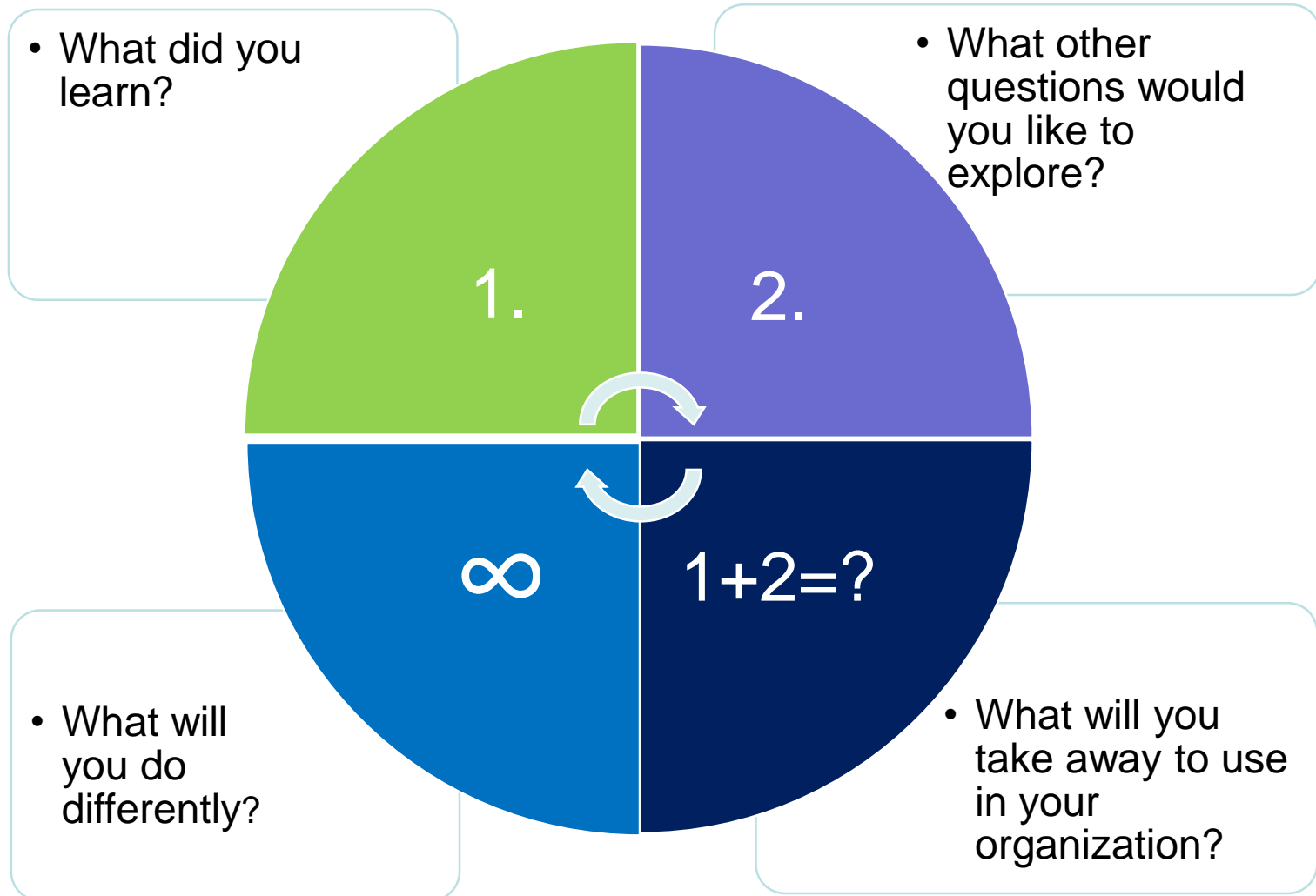
# Reflections on your work



# Telling stories with data for change



# How did you find the workshop?



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