

Data Storytelling for Business Impact

1: Create the Context

- What Is the Situation?
- What Is the Desired Outcome?
- What Message to Send?
- Who Is the Audience?
- What Tone to Convey?

2: Craft the Story

- Story Components
- Characters and Personas
- The Story Lifecycle
- Kinds of Stories
- Creating the Narrative
- Key Elements of a Great Story

3: Visual Design

- What Needs to Be Visualized?
- Mapping the Story to the Visual
- Common Visuals
- Use Cases for Visuals
- Visual Design Best Practices
- Visuals to Avoid
- Summary

4: Refine the Visual Story

- Avoid Overload
- Visual Perception
- Visual Order
- Use of Contrast
- Test the Visual

5: The Stakeholders' View

- Look and Feel
- Usability
- Access
- Add the Aesthetics
- Size, Color, Placement

6: Story Delivery

- Walkthrough
- Testing
- Acceptance
- Summary