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