

Module 1: Data Storytelling Basics

- The Power of Stories
- Data Story Examples
- Flash Stories #1
- The Nature of Stories

Module 2: A Data Driven Business Story

- Business Need
- Data Selection
- Data Analysis
- Visualizing the Story
- Telling the Story

Module 3: Story Crafting

- The Dynamics of Stories
- Story Framing
- Kinds of Stories
- Stories that Stick
- Stories that Work
- Flash Stories #2

Module 4: Story Crafting

- Images
- Words
- Infographics
- Animations
- Video
- Exercise - Crafting a Story of Data Breaches

Module 5: Summary and Conclusion

- Summary of Key Points
- Resources for Storytellers
- Recommended Reading