Storytelling and resonating

Telling Stories with Data

November 13, 2017

Plan for today

Lessons in storytelling

Project 2

Practice + questions

Lessons in storytelling

Structure and meaning

Content

Form

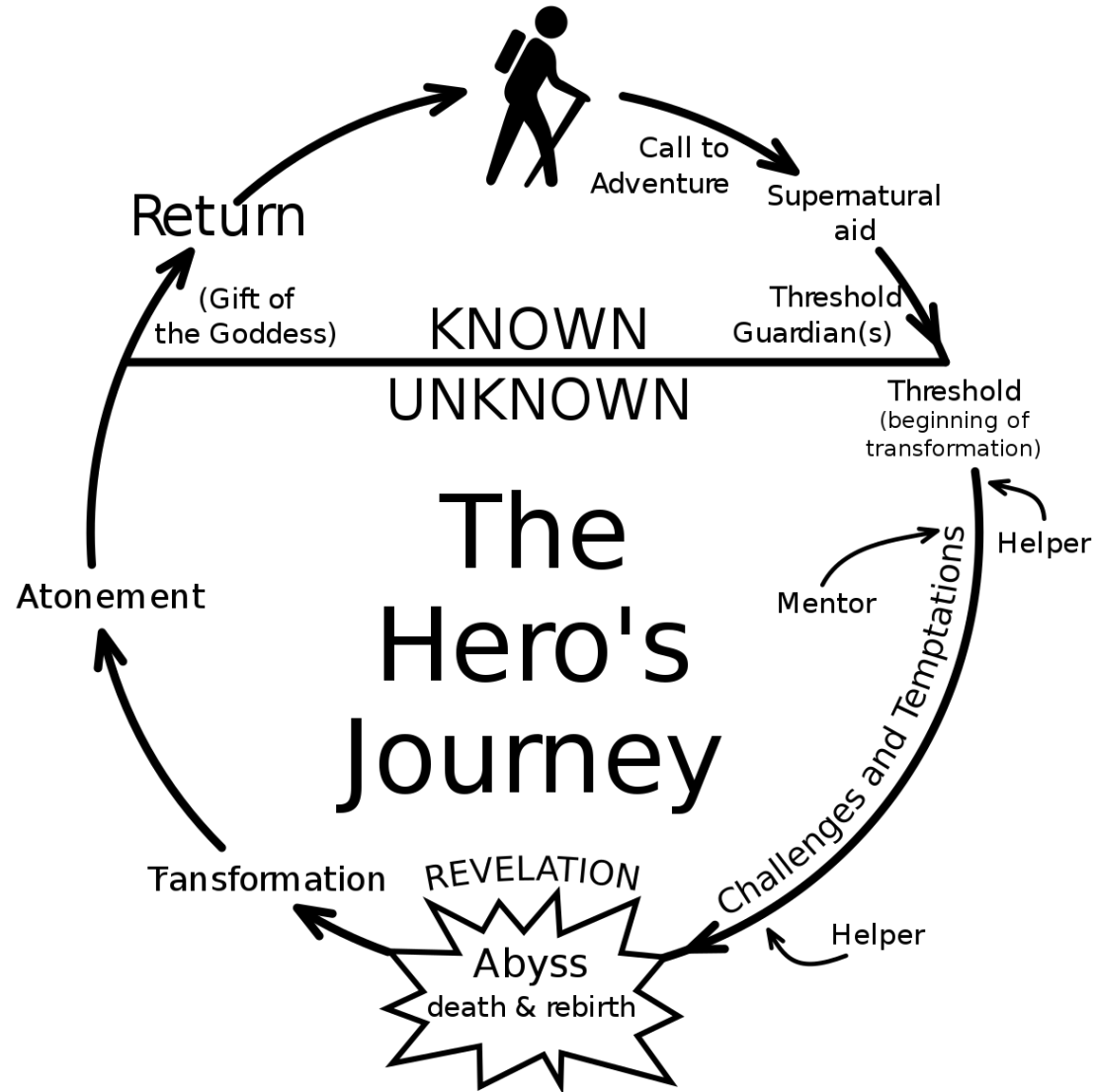Beginning   Introduce plot; show *what is*

Middle   Contrast *what is* with *what could be*

End   Call to action to create *what could be*

Stories are how we translate core, essential **content** to different **forms** for specific **audiences**
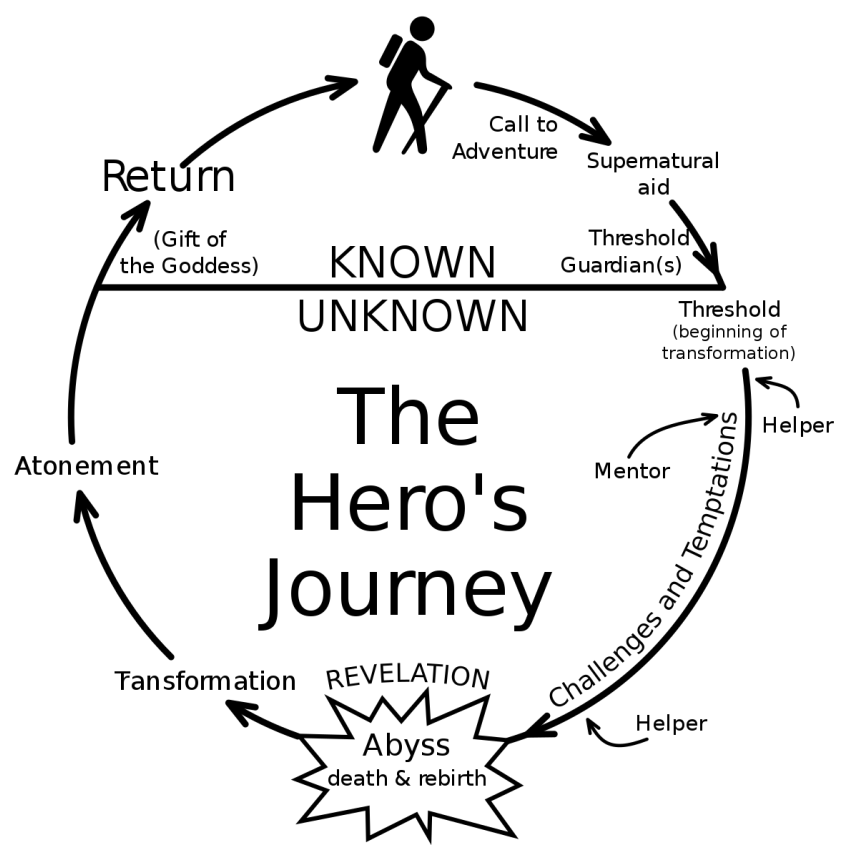
The Monomyth

The Hero's Journey

KNOWN / UNKNOWN

Call to Adventure

Supernatural aid

Threshold Guardian(s)

Threshold (beginning of transformation)

Helper

Mentor

Challenges and Temptations

Helper

REVELATION

Abyss
death & rebirth

Transformation

Atonement

(Gift of the Goddess)

Return

Every story is the same

The Hero's Journey

Call to Adventure
Supernatural aid
Threshold Guardian(s)
Threshold (beginning of transformation)
Helper
Mentor
Challenges and Temptations
Helper
REVELATION
Abyss death & rebirth
Transformation
Atonement
Return
(Gift of the Goddess)
KNOWN
UNKNOWN

1. YOU
2. NEED
3. GO
4. SEARCH
5. FIND
6. TAKE
7. RETURN
8. CHANGE

What does this have to do with research and data analysis?

Who is the hero?

You are not the hero

- About us
  - Company history
  - Market cap
  - # employees and # locations
- About our product and service
  - What it is
  - How it works
  - Why it's better than the alternative
- Call to action (ideally)

XYZ Co. Equity Partners, LLC

- Founded in 1988 in Anchorage, Alaska
- Invest in companies who:
  - Provide professional IT services
  - Offer exceptional technical and project management expertise
  - Deliver complex data and information management solutions as systems and/or applications integrators
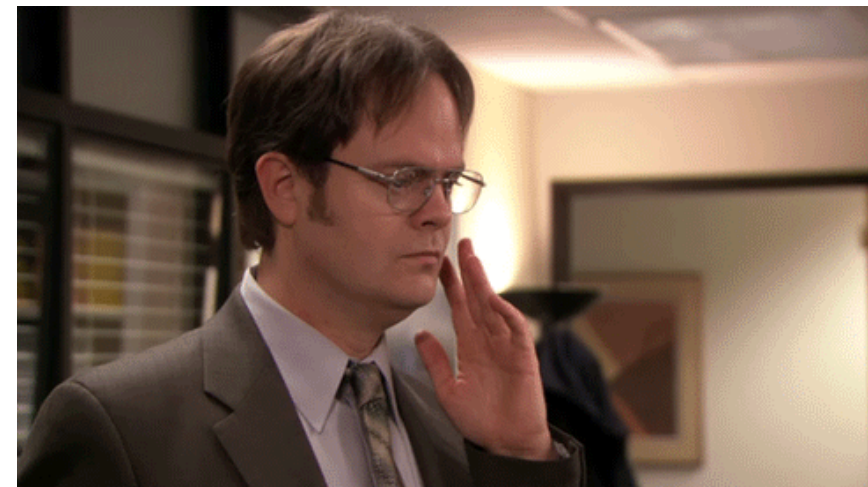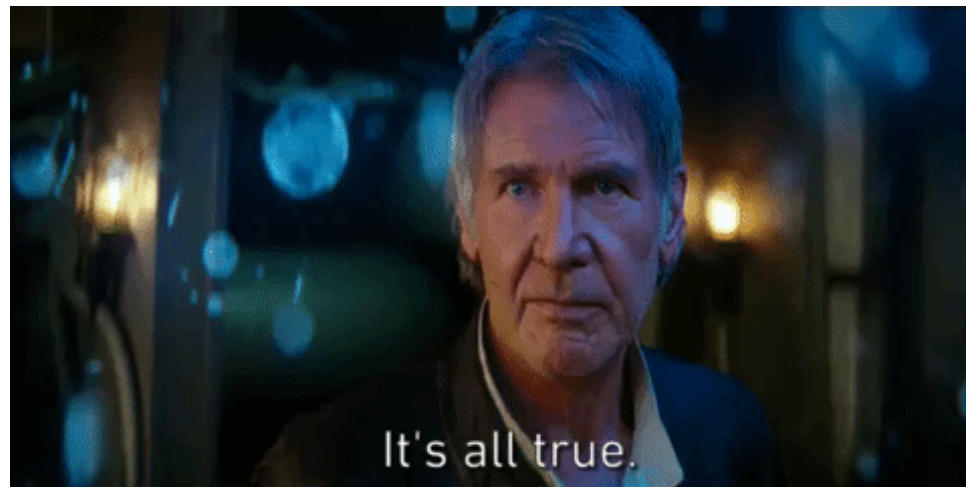- Average annual revenue: $51.5M

XYZ Co. Software

- Established in 1984
- Headquarters: San Francisco, CA
- Integrated P&C Insurance software and services
- Focused on Alternative Risk & Self-Insured markets
- Recognized leader in risk management solutions
- Over 100 customers in U.S. and Canada
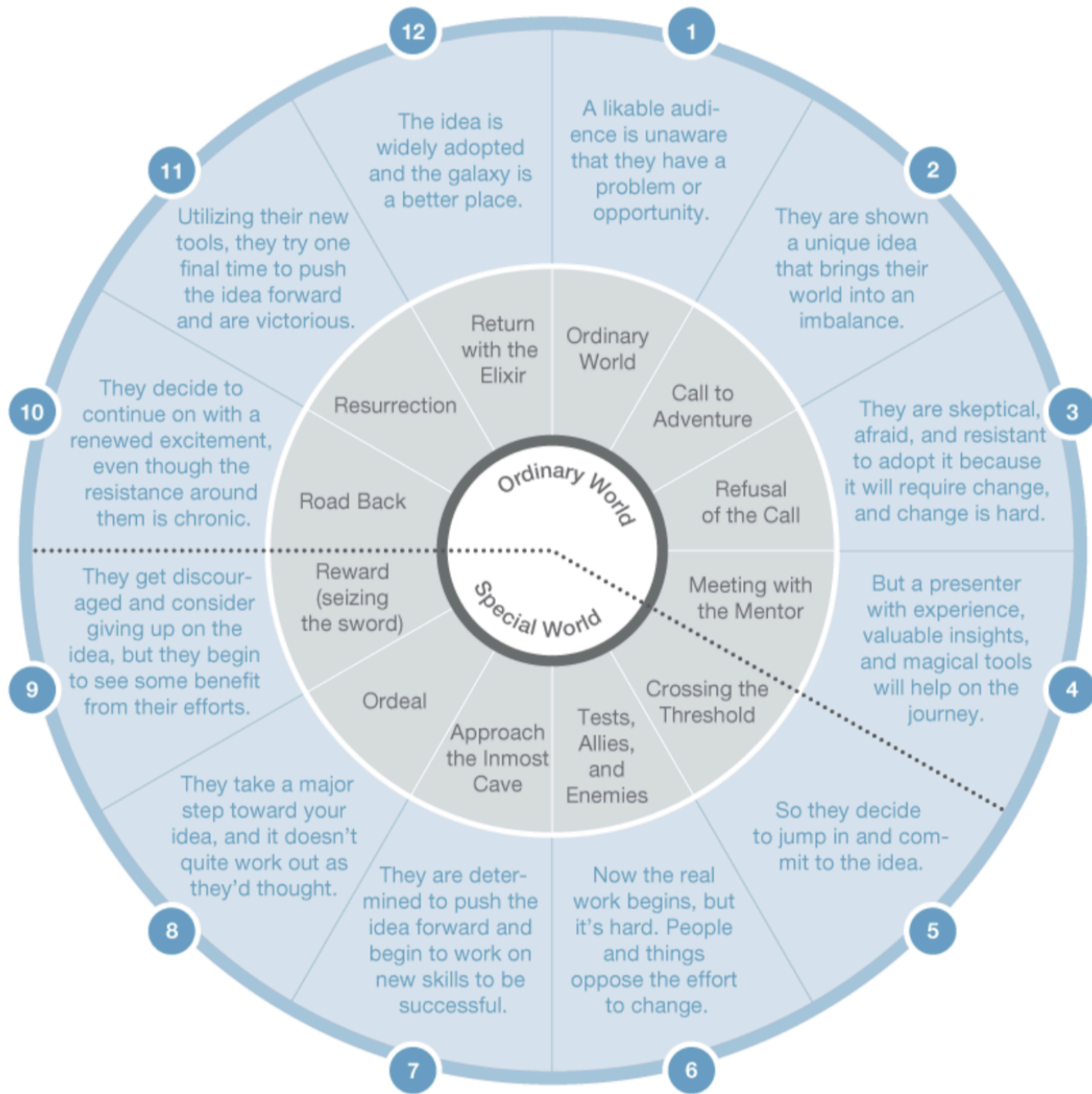
Yes, this seems hokey!
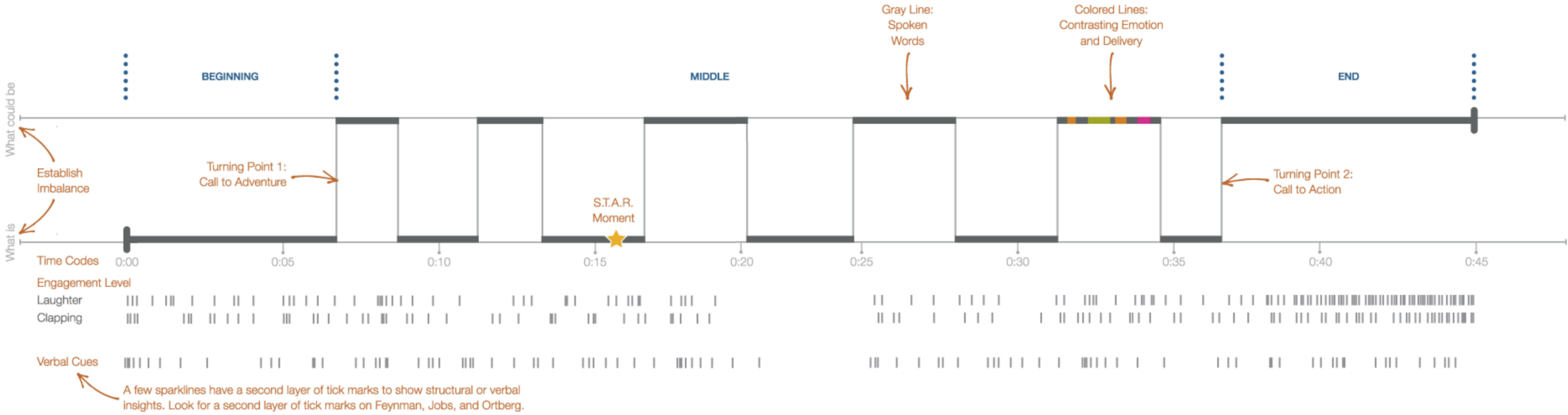
But it's still true.

Project 2

storiesf17.classes.andrewheiss.com/assignment/02-project/

Project 2: Selma and Sparklines

Due by **11:59 PM** *on Tuesday, November 21, 2017*

"INCORPORATING STORY INTO PRESENTATIONS has an exponential effect on outcomes."[1] Powerful presentations and speeches have latent structures hidden in them that make them resonate with audiences, helping listeners see *what is* and gain a vision of *what could be*.

BEGINNING   MIDDLE   END

Gray Line:
Spoken
Words

Colored Lines:
Contrasting Emotion
and Delivery

What could be

What is

Establish
Imbalance

Turning Point 1:
Call to Adventure

S.T.A.R.
Moment

Turning Point 2:
Call to Action

Time Codes   0:00   0:05   0:10   0:15   0:20   0:25   0:30   0:35   0:40   0:45

Engagement Level
Laughter
Clapping

Verbal Cues

A few sparklines have a second layer of tick marks to show structural or verbal
insights. Look for a second layer of tick marks on Feynman, Jobs, and Ortberg.

Practice + questions