

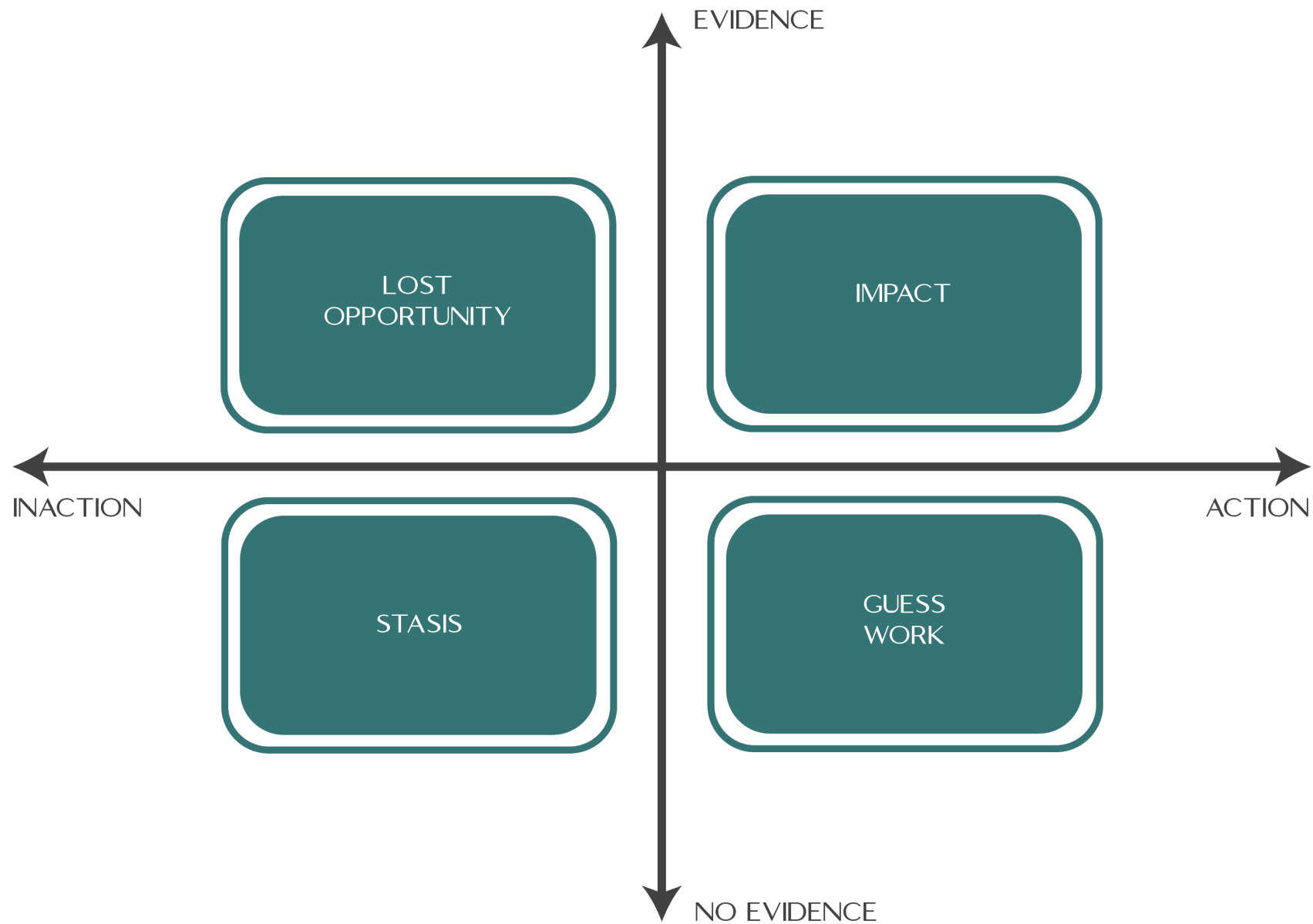
# DATA STORYTELLING: WHAT DOES YOUR DATA TELL YOU?

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## MY VIEWS ON DATA...

- Data-informed not data-driven
- Use multiple sources of data
- Look for good things, not just deficits
- Always remember to think like a scientist





EFFECTIVE DATA STORYTELLING INVOLVES TWO  
QUESTIONS:

What are the insights  
in the data?

What do I do about the  
insights?

# WHAT IS AN INSIGHT?

“Intuition is the use of patterns they’ve already learned, whereas insight is the discovery of new patterns.”

— **Gary Klein, in “Seeing what others don’t: The remarkable ways we gain insights”**

# PRINCIPLES...

- We recognise that each data set reflects a small piece of the story - there is so much it doesn't tell us.
- We acknowledge that all data sets have noise and bias – using multiple sources of information is better.
- No single person has all the answers – we value dialogue, not a one-way transfer of information.
- No data set/value belongs to a single individual or team – many factors contribute to the results.
- We have our greatest impact when we are curious about the numbers and ask questions – blame isn't a part of this process.
- We use statements such as 'yes, and' rather than 'yes, but'.
- We use collaborative language - we, us, our team, rather than you, they.
- We value everyone's perspectives as we all have something to offer this conversation.

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