

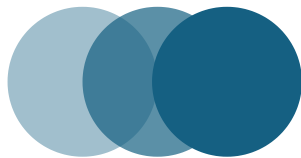
Storytelling With Data

The audience drives the message

There are six story order options to be chosen based on your audience and your situation.

Downstream

The Standard Story



Beginning Middle End

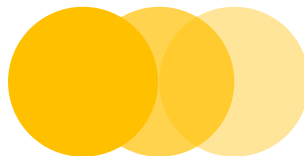
Audience: Interested clients, workers, investors

Outline:

‘Once upon a time...’
‘Unfortunately...’
‘Here’s what we did...’
‘Finally, we won.’

Upstream

The BLUF (bottom line up front)



End Middle Beginning

Audience: CEOs, bosses, higher ups

Outline:

‘Here’s the deal...’
‘Here’s our rationale...’
‘Here’s the problem it solves.’

Cross-stream

The Record Scratch



Middle End Beginning

Audience: Team members, partners, co-workers, fellow travelers

Outline:

‘As you’re aware...’
‘As you’re aware, we’ve been...’
‘Which is why we need...’
‘Remember why we started...’

Downstream

“Don’t be anxious” story



Beginning End Middle

Audience: People who are worried about the outcome

Outline:

‘Once upon a time...’
‘Don’t worry; we won.’
‘Here’s how it happened...’

Upstream

The “Calling in a Favor”



End Beginning Middle

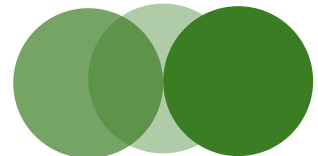
Audience: People with limited time that need a quick reminder

Outline:

‘Here’s what we need...’
‘Remember, you said...’
‘Here’s our rationale.’

Cross-stream

The Half-time Speech



Middle Beginning End

Audience: People who already know the journey and need motivation

Outline:

‘It was a tough first half...’
‘Remember why we started...’
‘Which is why we need...’

Storytelling With Data

What is the point of your slide?

How to present the data behind your story.

Price of 40 lb. cheddar cheese blocks

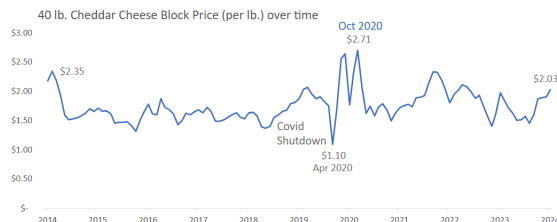
	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
2014	2.22	2.19	2.36	2.24	2.02	2.02	1.99	2.18	2.35	2.19	1.95	1.59
2015	1.52	1.54	1.55	1.59	1.63	1.71	1.67	1.71	1.66	1.67	1.62	1.46
2016	1.48	1.47	1.49	1.42	1.32	1.50	1.66	1.78	1.62	1.60	1.88	1.73
2017	1.69	1.62	1.43	1.50	1.63	1.60	1.66	1.69	1.64	1.73	1.66	1.49
2018	1.49	1.52	1.56	1.61	1.64	1.56	1.54	1.63	1.64	1.59	1.40	1.38
2019	1.41	1.56	1.59	1.66	1.68	1.79	1.82	1.88	2.04	2.07	1.97	1.88
2020	1.91	1.83	1.76	1.10	1.67	2.56	2.65	1.77	2.33	2.71	2.05	1.62
2021	1.75	1.58	1.74	1.79	1.68	1.50	1.64	1.72	1.76	1.78	1.74	1.89
2022	1.91	1.94	2.17	2.34	2.33	2.19	2.01	1.81	1.95	2.03	2.12	2.09
2023	2.00	1.89	1.94	1.76	1.57	1.40	1.62	1.98	1.85	1.72	1.63	1.51
2024	1.52	1.58	1.45	1.61	1.88	1.89	1.91	2.03				

SOURCE: Cheese Reporter

What is the point of your slide?
This should become the **header**.

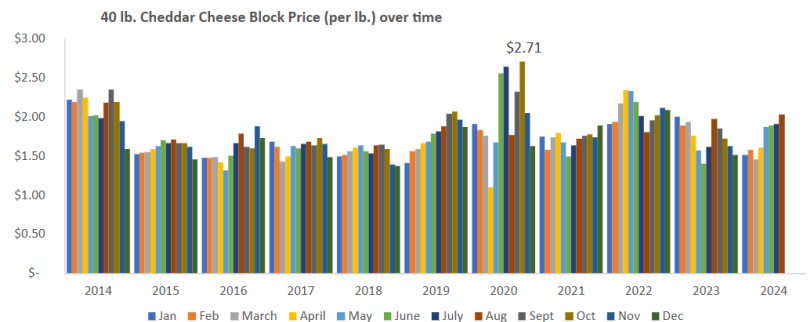
Draw the audience's eye to the point of your information by highlighting specific numbers and dates.

The price of cheddar cheese blocks hit an **all-time high** in October of 2020.



Good

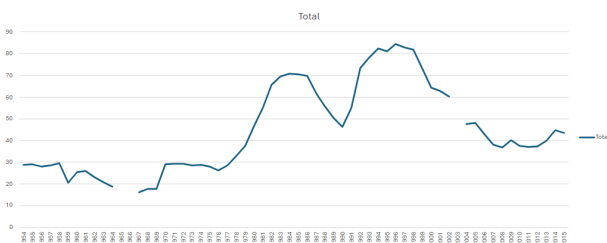
Limit unnecessary information. Keep graphs **clean** and **concise** without sacrificing the message of the slide.



Bad

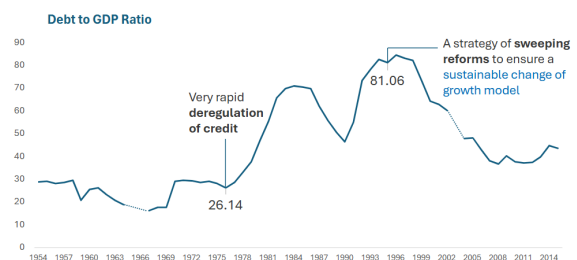
Labeling is still important, make sure that you label enough of the slide to make recall possible without overloading your audience.

Sweden: Debt to GDP Ratio from 1954 to 2015



Bad

Sweden: Debt to GDP Ratio from 1954 to 2015



Good