UBC SAUDER SCHOOL OF BUSINESS

MBAN - STORYTELLING WITH DATA WORKSHOP

NOVEMBER 8TH, 2019 - JOYCE IP - JOYCEIP@LUMENCONSULTANTS.COM

BACKGROUND PHOTO AND LOGO FROM UBC BRAND & MARKETING

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MBAN - STORYTELLING WITH DATA WORKSHOP

THIS WORKSHOP IS NOT

Structured Problem Solving
Data Visualization (e.g. coding)
Presentation Skills

THIS WORKSHOP IS

Storytelling Framework
Audience Tailoring
Multi-channel Storytelling

STORY TELLING

honest, humble, human

WITH DATA

clear, concise, curious

1

STORYTELLING FRAMEWORK

3 types: inform, dispute, persuade

Inform

GOAL:
TO GENERATE AWARENESS/INTEREST, FACILITATE DISCUSSION AND BRAINSTORMING

TYPICAL USE CASE:
EXPLORATORY ANALYSIS

Dispute

GOAL:
TO COUNTER AN OPPOSING/INACCURATE VIEW, TO DEBUNK MYTHS/GOSSIP

TYPICAL USE CASE:
NEGOTIATIONS

Persuade

GOAL:
TO DRIVE ACTION/ BEHAVIOURAL CHANGE, TO CREATE URGENCY FOR DECISION MAKING

TYPICAL USE CASE:
CHANGE MANAGEMENT

2

AUDIENCE TAILORING

3 variables: numeracy, hierarchy, function

NUMERACY
STRATEGY
HIERARCHY
TACTICS
HIGH
LOW
DOMAIN / FUNCTION / EXPERTISE

3

MULTI-CHANNEL STORYTELLING

Framework + Audience = Channel Choice

EXAMPLES OF MULTI-CHANNEL RESOURCES

Written format: The Pudding
Video format: Data is Beautiful Youtube Channel
Different story format: Data Comics
Ideas for visualizations: Cool Infographics - The Graphic Continuum

5 QUICK TIPS

1. Know Your Strength
2. Eliminate Distractions
3. Start Simple
4. Augment With Others
5. Let Time Pass

4

WORKSHOP ACTIVITY

Good & Bad Storytellers - Why?

WORKSHOP ACTIVITY DATA: GOOD STORYTELLING SOURCES

Ranked by popularity:

1. Public figures (Elon Musk, Steve Jobs, Obama, Chris Hadfield, CTO)
2. TED talks
3. Authors
4. Some professors
5. Comedians and talkshow hosts
6. Some parents
7. Cirque Du Soleil

WORKSHOP ACTIVITY DATA: GOOD STORYTELLING TO DOs

Ranked by popularity:

1. Elicit emotion, show passion, include humour to be memorable
2. Create intrigue, ask good questions, give relatable examples to be engaging
3. Involve everyone and analyze your audience to be personable
4. Be concise, clear in your logic, speak in simple terms and include relevant data
5. Include multi-media and speak in varied tone to provoke thinking and reflection

WORKSHOP ACTIVITY DATA: BAD STORYTELLING SOURCES

Ranked by popularity:

1. Professors and teachers
2. Workshop participants self identified as a bad story teller
3. Colleagues
4. Managers
5. Mom/brother
6. Friend
7. Recruiter

WORKSHOP ACTIVITY DATA: BAD STORYTELLING TO AVOID

Ranked by popularity:

1. Rambling, lacking structure or logical flow, using too many or complex words
2. Including irrelevant info, lacking focus, including too much data/technical detail
3. Being inconsistent, causing confusion or being hard to understand
4. Being monotone, having no emotion/passion, just reading off the slides
5. Forgetting to engage, interact with and/or tailor to your audience with feedback

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QUESTIONS & FEEDBACK

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