

Data Storytelling Templates



These digital templates are introduced and explained throughout *The Data Storyteller's Handbook*:

Goal Hierarchy

PGAI Framework

Stakeholder Matrix

Empathy Spectrums

Time Data Story Canvas

Character Data Story Canvas

Use them, alongside the book, to help navigate your data storytelling process.

The Data Storyteller's Handbook is your practical, illustrated guide to becoming a skilled data storyteller. It's based on a proven workshop structure and is designed to quickly enhance your data communication skills.

I'd love to hear any data stories you create!

Kat Greenbrook

kat@roguepenguin.co.nz

rogue  penguin

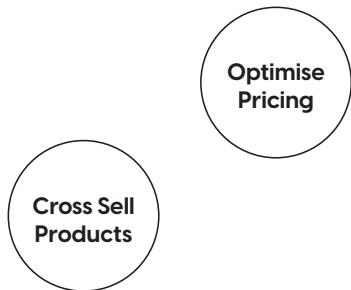
GOAL HIERARCHY

Example

Yours

Increase profits

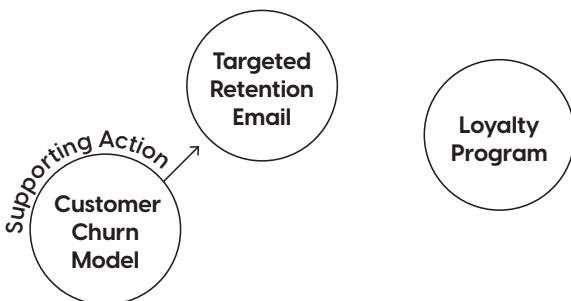
Wider Goal



Wider Actions:

Retain customers

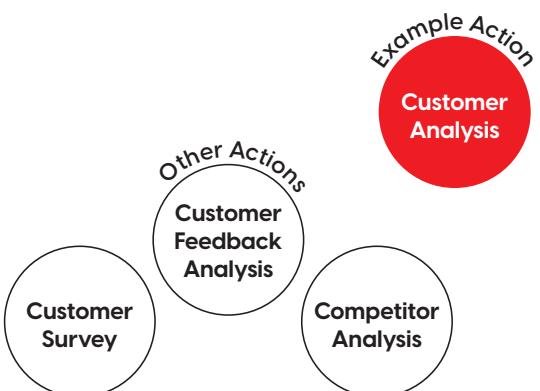
Wide Goal



Wide Actions:

Understand why customers leave

Your Goal



Start Here
Your Action:

Other Actions:

The use of this template is detailed in *The Data Storyteller's Handbook*.

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Problem What is the business struggling with?

Problems go hand-in-hand with opportunities (which help to set goals). Use your below goal to help identify your business problem.

Goal What outcome would minimise the problem?

Enter Your Goal from the previous page.

Action What could/did the business do to achieve the goal?

Enter Your Action from the previous page.

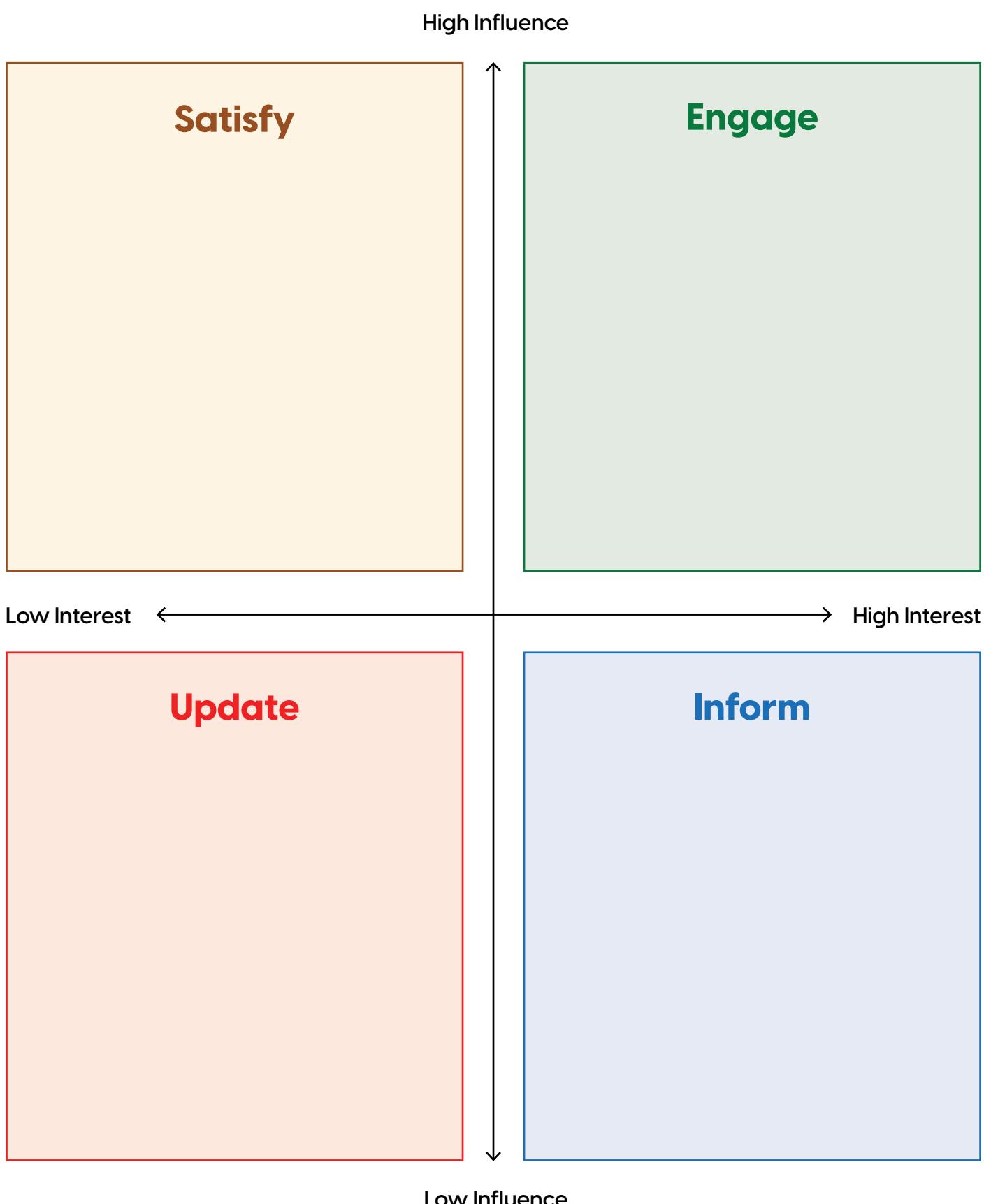
What are you using data storytelling for?

To influence this action To share this action

Impact What business value could/did the action create?

Summarise the Wide and Wider Goals/Actions from the previous page.

STAKEHOLDER MATRIX



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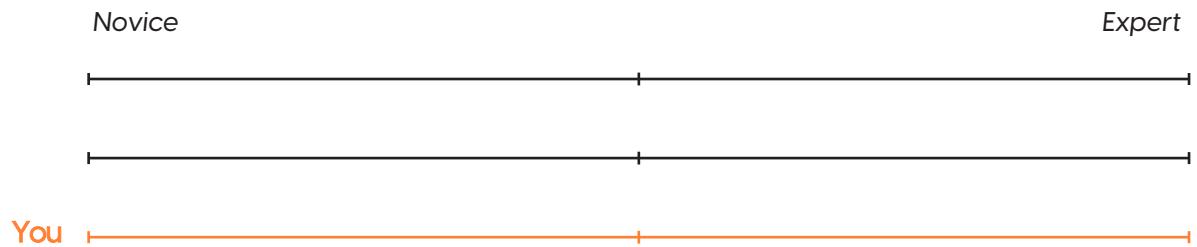
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EMPATHY SPECTRUMS

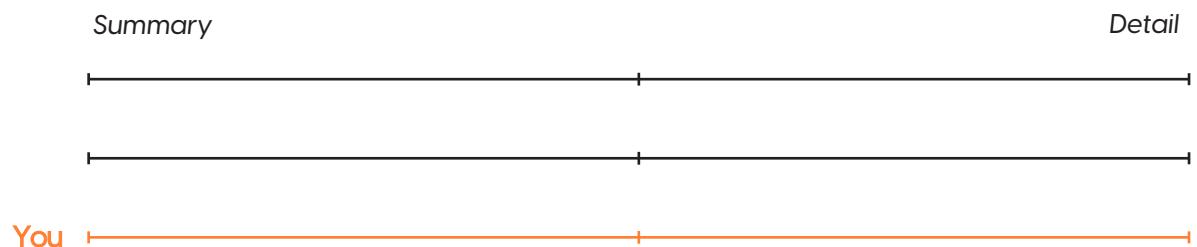
Audience 1:

Audience 2:

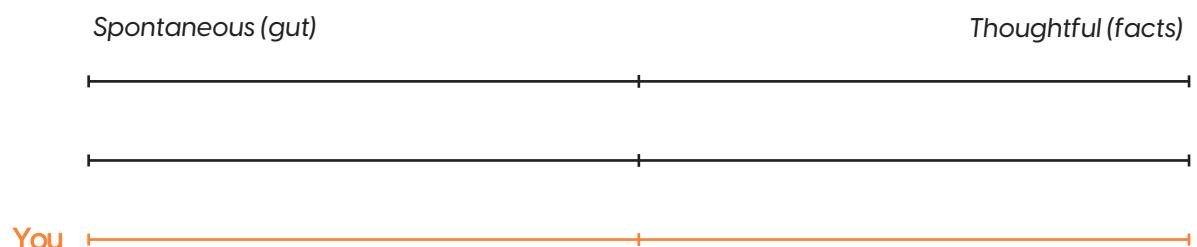
How well do they understand your topic?



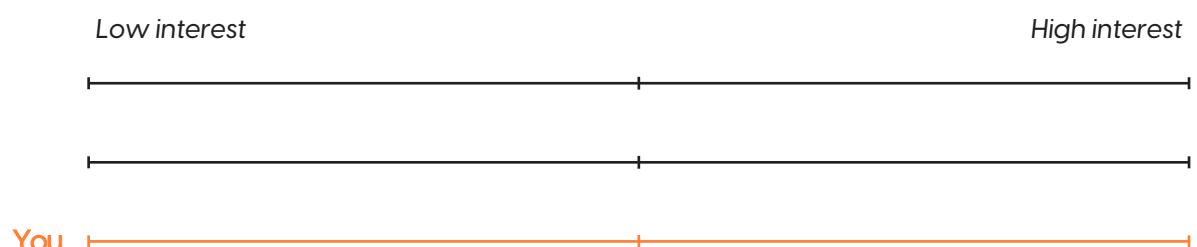
How do they prefer to be communicated with about this?



How are they likely to react to your message?



How interested are they to receive your information?



TIME DATA STORY CANVAS

1. Data Metric What **Data Metric** is changing?

2. Character Whom (or what) does the **Data Metric** describe?

3. Times

Select two time points when the **Data Metric** will be measured (to highlight its change).

Time 1

Time 2

4. Data Change (measurements)

Record the **Data Metric**'s measurements at **Times 1** and **2**. Calculate the difference between data measurements (or the **Data Metric**'s Change).

Data (Time 1)

Data (Time 2)

Change

5. Character Change (an expression) **Times** + **Character** + **Data Metric** + **Data Change**

6. Impact How was the **Character** impacted by the change? Positively No change Negatively

7. Reason Why did the **Character Change** happen?

8. Unknowns What don't you know about the **Character Change**?

9. Reaction How do you respond to the **Character Change**?

What was learned from the **Reason**?

What can be done to remove **Unknowns**?

What can be done to improve the **Impact**?

10. Context What else does your audience need to know to understand the **Character Change**?

CHARACTER DATA STORY CANVAS

1. Characters Whom (or what) are you comparing?	Main	Supporting
2. Data Metric What Data Metric are you comparing?		
3. Time When will the Data Metric be measured?		
4. Data Difference (measurements) Record the Data Metric 's measurements at the Time . Calculate the difference between data measurements.		
	Difference	
5. Character's Difference (an expression) Time + Characters + Data Metric + Data Difference		
6. Advantage What Character is in a better position? <input type="checkbox"/> Main <input type="checkbox"/> No difference <input type="checkbox"/> Supporting		
7. Reason Why are the Characters different?		
8. Unknowns What don't you know about the Character's Difference ?		
What was learned from Reason ?	What can be done to remove Unknowns ?	What can be done to improve Advantage ?
10. Context What else does your audience need to know to understand the Character's Difference ?		

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