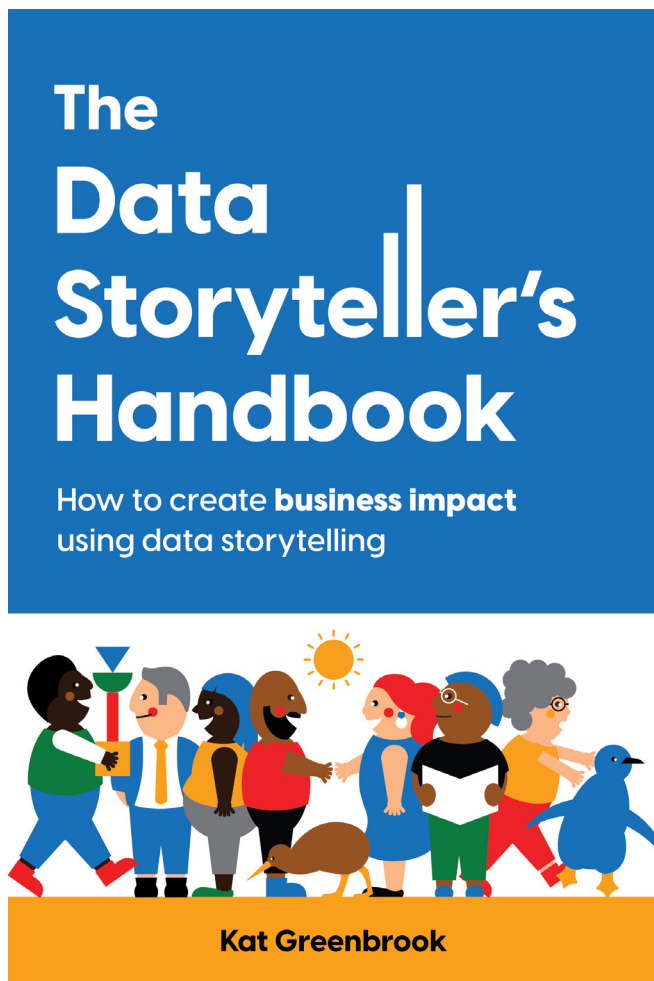


Data Storytelling Templates



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

GOAL HIERARCHY

Example

Yours

Increase profits

Wider Goal

Wider Actions:

Cross Sell
Products

Optimise
Pricing

Retain customers

Wide Goal

Wide Actions:

Supporting Action
Customer
Churn
Model

Targeted
Retention
Email

Loyalty
Program

Understand why customers leave

Your Goal

Start Here
Your Action:

Other Actions:

Example Action
Customer
Analysis

Other Actions
Customer
Feedback
Analysis

Competitor
Analysis

Customer
Survey

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.

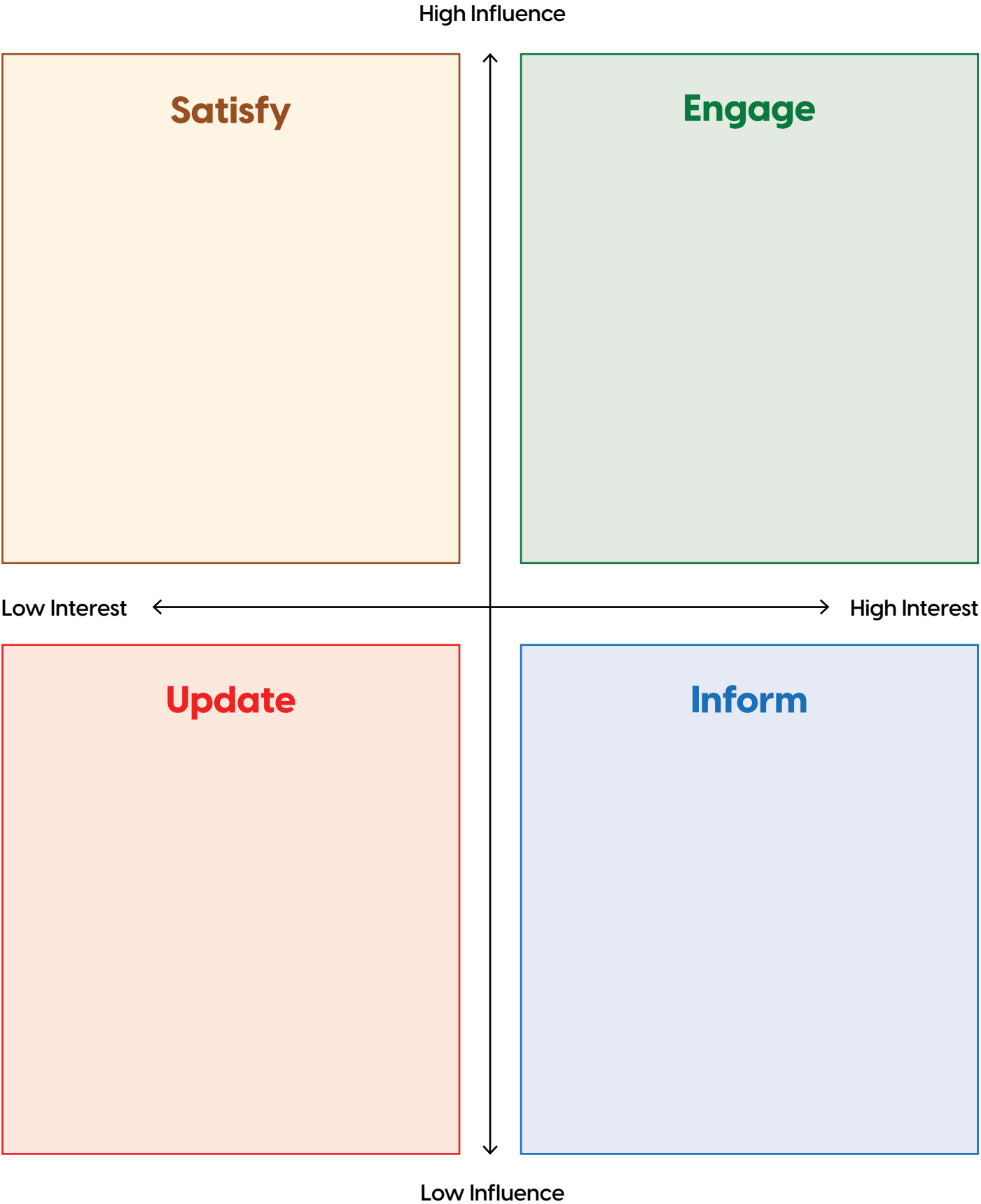
What are you using data storytelling for?

☐ 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



EMPATHY SPECTRUMS

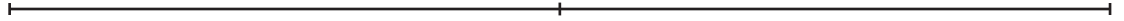
Audience 1:

Audience 2:

How well do they understand your topic?

Novice

Expert



How do they prefer to be communicated with about this?

Summary

Detail



How are they likely to react to your message?

Spontaneous (gut)

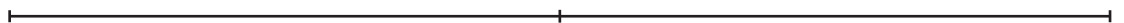
Thoughtful (facts)



How interested are they to receive your information?

Low interest

High interest



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

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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? ☐ Main ☐ No difference ☐ Supporting

7. Reason Why are the **Characters** different?

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

9. Reaction How can you respond to 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**?