

Data Storytelling Templates

The Data Storyteller's Handbook

How to create **business impact**
using data storytelling



Kat Greenbrook

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

Business 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 the perfect resource to quickly enhance your data communication skills.

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

Kat Greenbrook

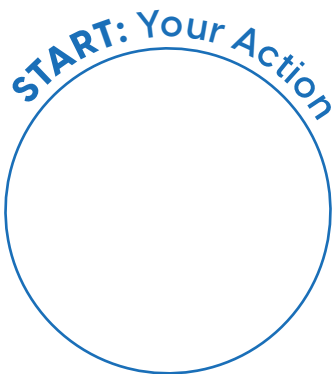
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BUSINESS GOAL HIERARCHY

Wider Business Goal:

Wide Business Goal:

Business Goal (also the goal of your action):



Problem What is the business struggling with?

Goal What outcome would minimise the problem?

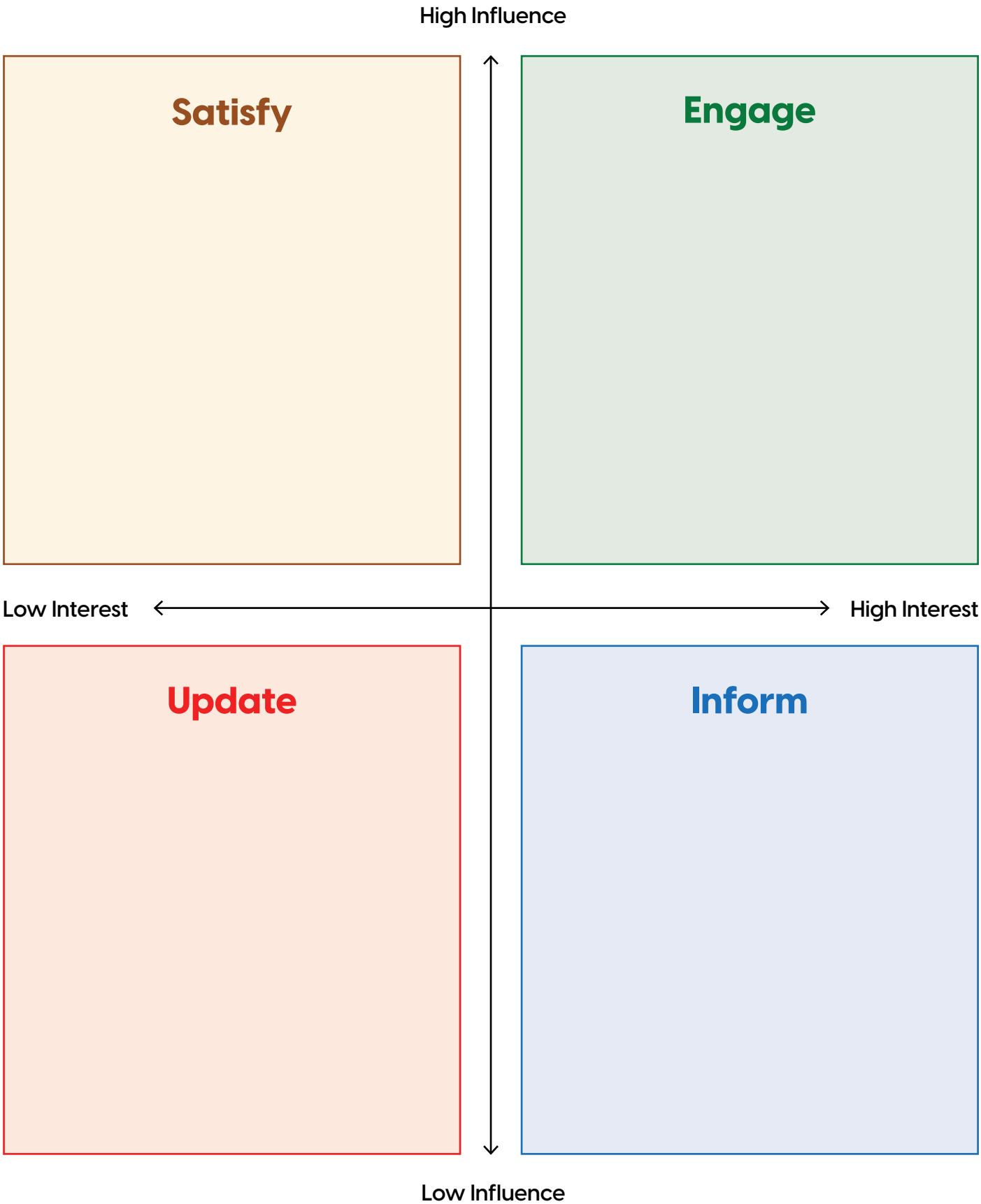
Action What could/did the business do to achieve the goal?

What are you using data storytelling for?

- To influence this action To share this action

Impact What business value could/did the action create?

STAKEHOLDER MATRIX

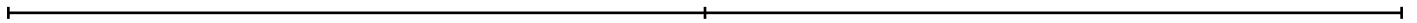


Audience(s):

How well do they/I understand this topic?

Novice

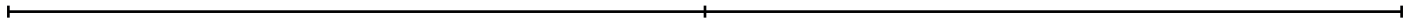
Expert



How do they/I prefer to be communicated with about this?

Summary

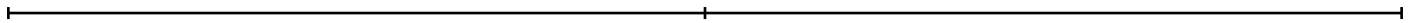
Detail



How are they/I likely to react to my message?

Spontaneous

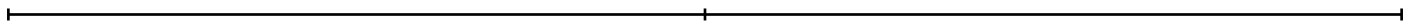
Thoughtful



How interested are they/I to receive this information?

Low interest

High interest



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**?