



Data Storytelling

Metrics to Mission

October 1, 2024

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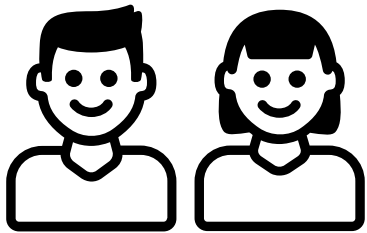
Chief Operating Officer, Tech Impact



Agenda

1. Why Storytelling
2. Impact, Outcomes, Outputs
3. Work Backwards
4. Build the Story
5. Identify the Audience

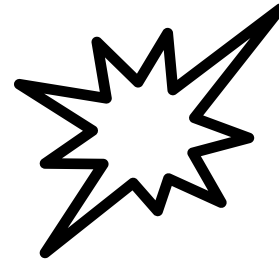
Data stories are just... stories



Characters



Setting

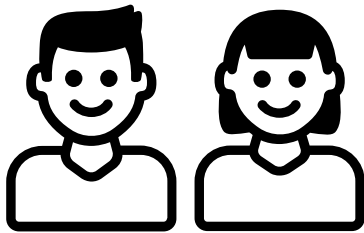


Conflict



Resolution

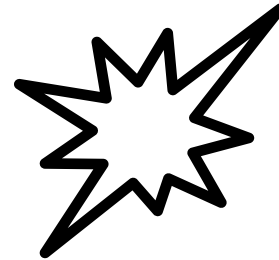
Data stories are just... stories



Audience



Context



Issue

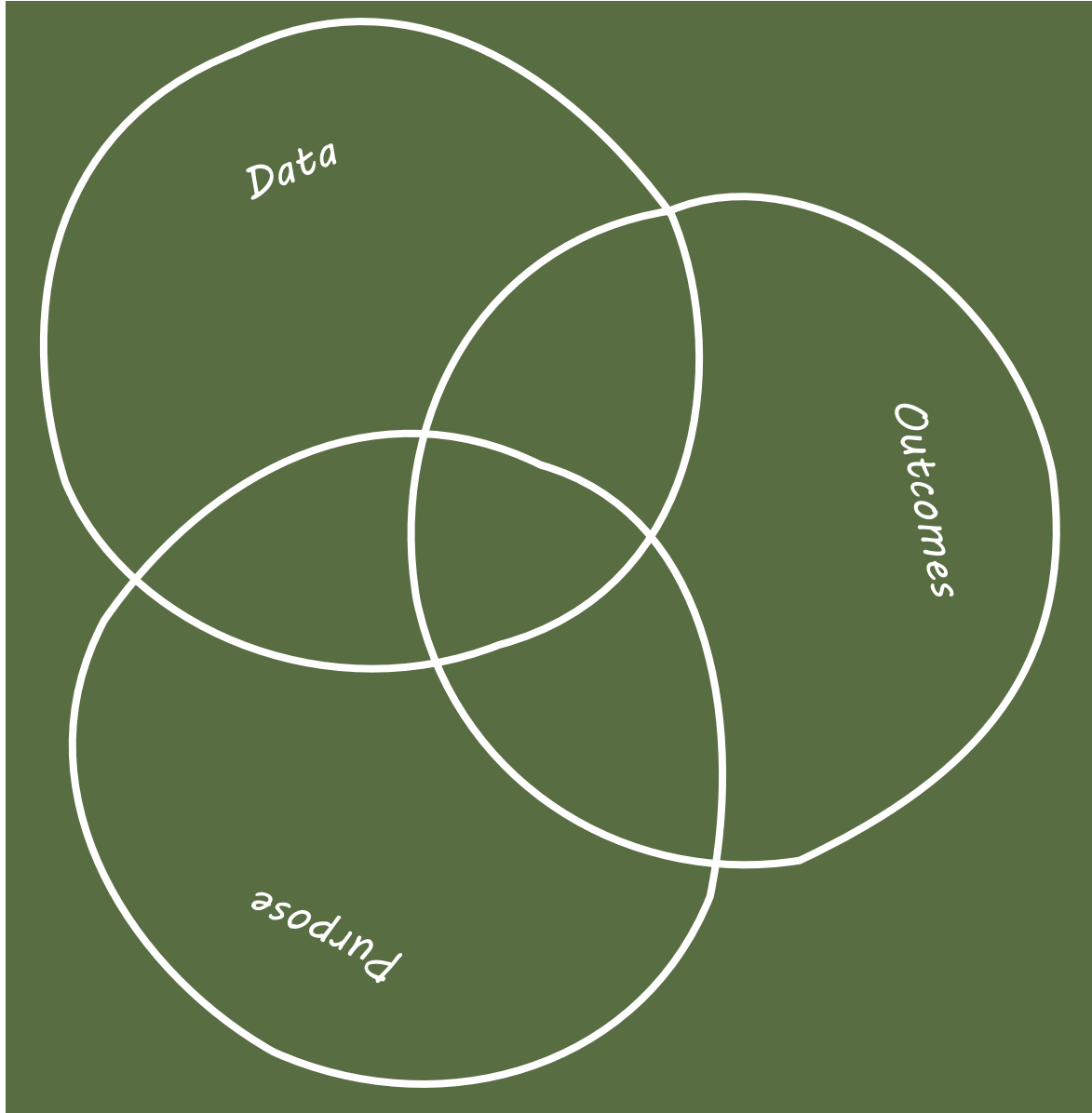


Impact



Show your **Impact**

Why Storytelling



Mission-Driven Narrative

Connect data, actions, and outcomes, with purpose and impact

Resonate with your audience

Show how your work aligns with your mission and values

Can be a long process



Communicate Impact

Cut through the noise, show results

Highlight the achievements

Use data and metrics to illustrate your impact



Show your **Impact**

Outputs, Outcomes, Impact

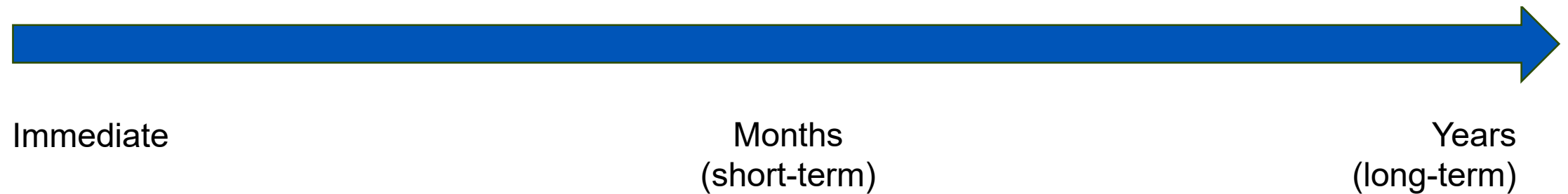
Definitions and Differences

Outputs

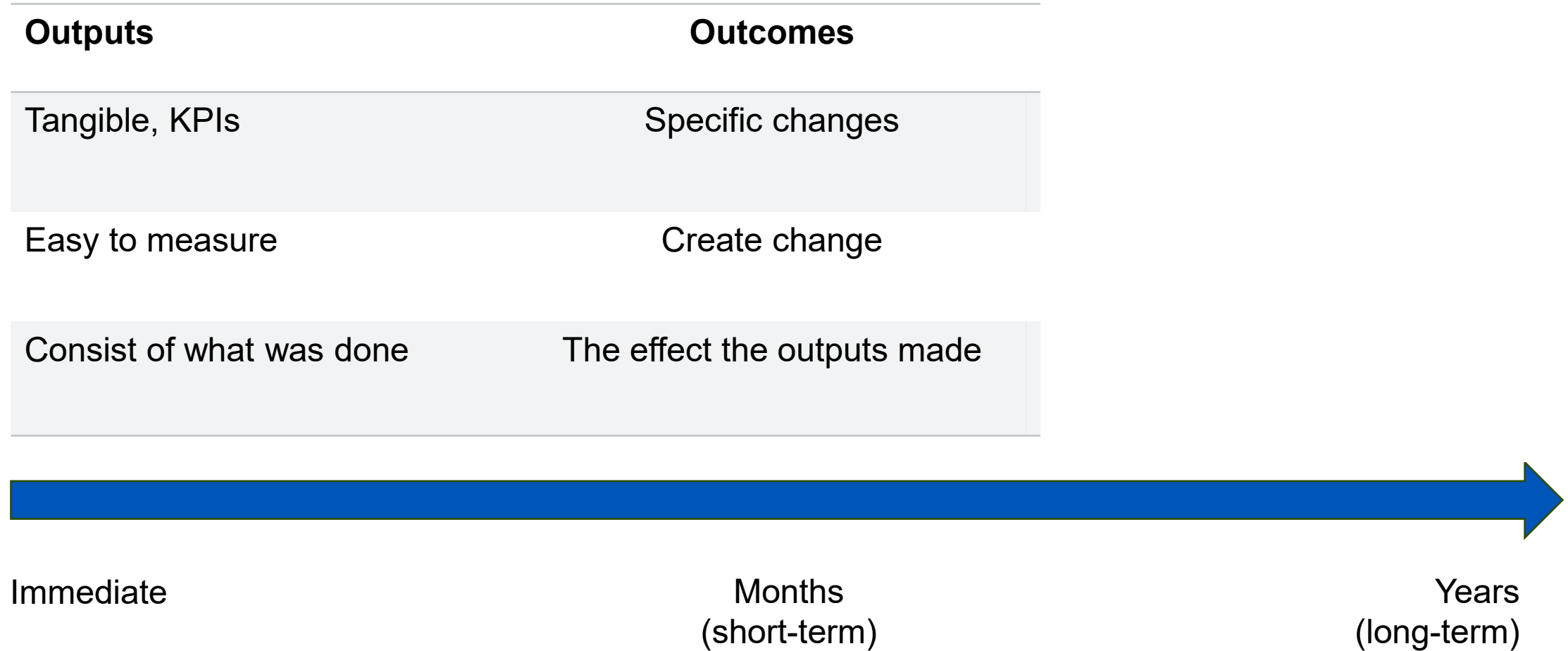
Tangible, KPIs

Easy to measure

Consist of what was done




Definitions and Differences



Definitions and Differences

Outputs	Outcomes	Impact
Tangible, KPIs	Specific changes	Cumulative, transformative changes
Easy to measure	Create change	Difficult to measure directly
Consist of what was done	The effect the outputs made	Years of outcomes create lasting change



Immediate	Months (short-term)	Years (long-term)
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For Example

Outputs

what was done?

Outcomes

what difference did we make?

Impact

what lasting change occurred

of workshops, training

Improved job skills

Decreased unemployment
because of sustained training



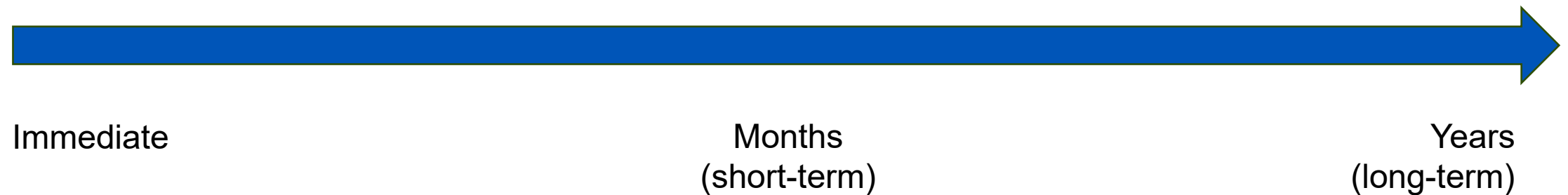
Immediate

Months
(short-term)

Years
(long-term)

For Example

Outputs <i>what was done?</i>	Outcomes <i>what difference did we make?</i>	Impact <i>what lasting change occurred</i>
# of workshops, training	Improved job skills	Decreased unemployment because of sustained training
# of meals served, pounds distributed	Food resources become available	Improved health with ongoing access to food





Breakdown the **Issues**

Work Backwards

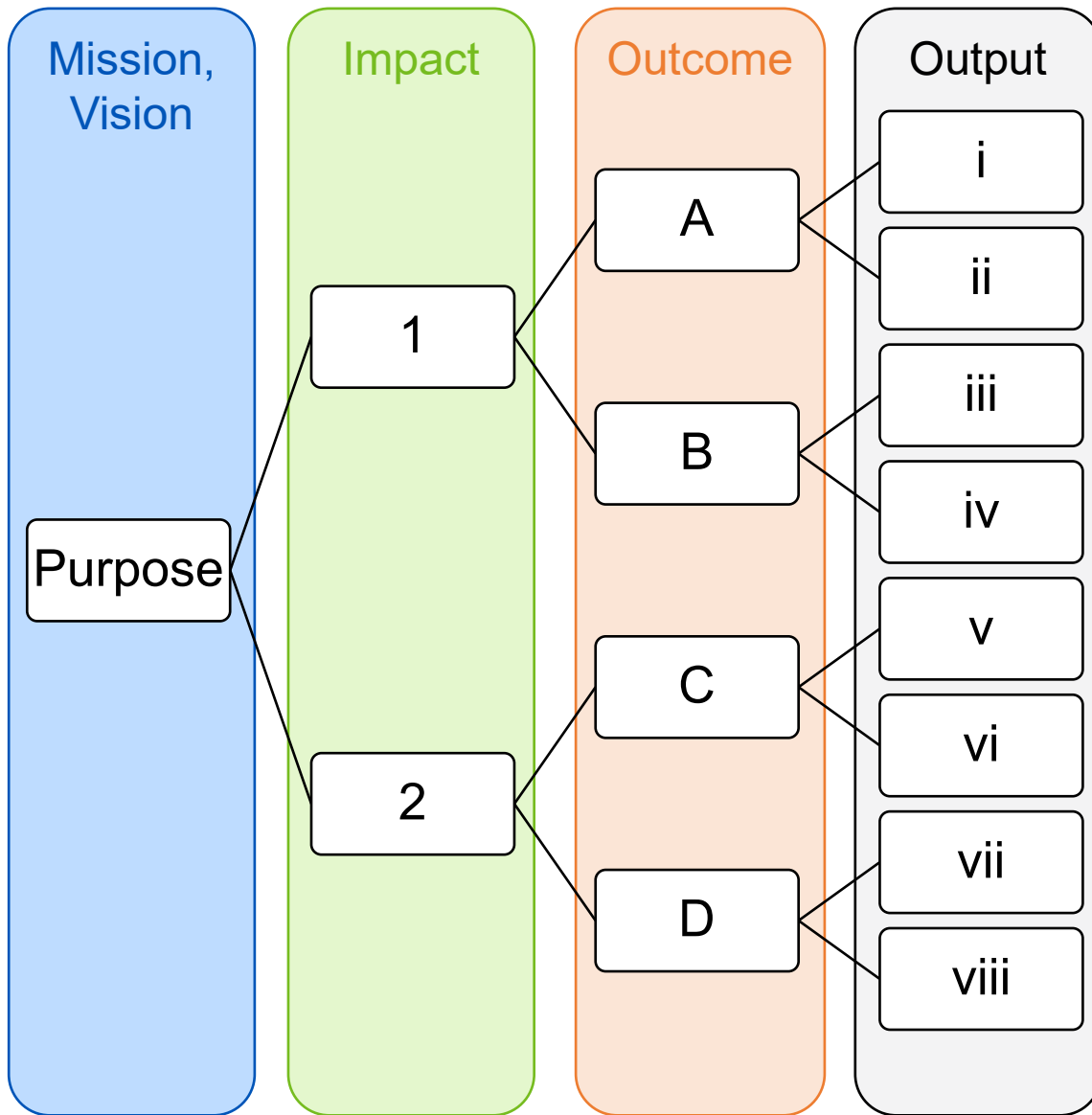
Mission to Outputs

Start with the end in mind

Identify what you want to achieve

Break it down into smaller steps





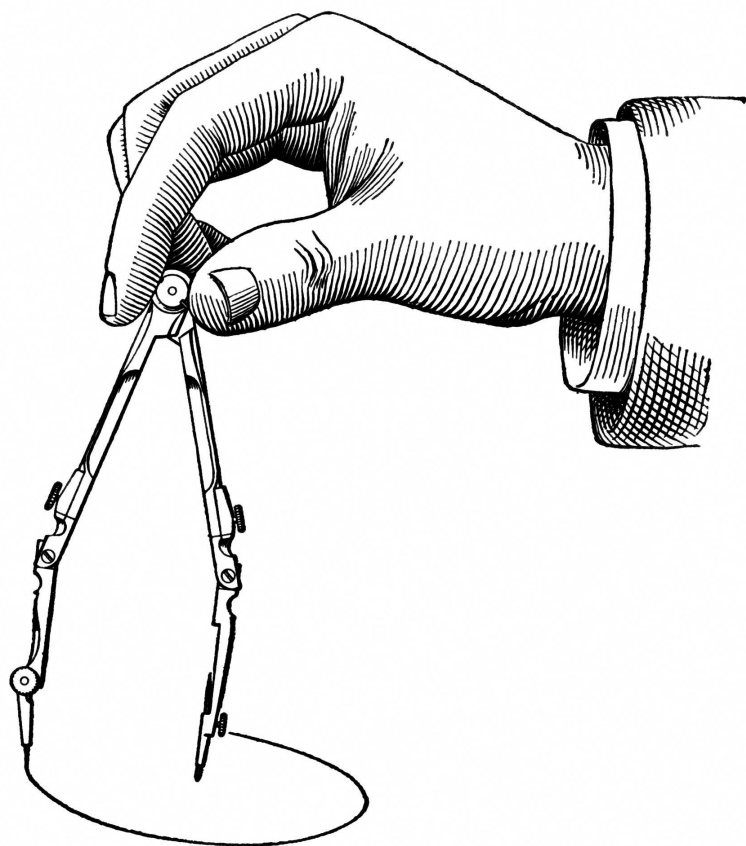
Mission to Output

Start with the mission and the desired impact

Break down impact into short-term outcomes

Identify the outputs you need to create to achieve the outcomes

**Make sure everything aligns with your mission*



Create a Measurement Plan

Identify the metrics you need to track

Make sure the metrics align with your mission

Consider:

- Outputs

- Data Sources

- Resources (tools, human, budget)

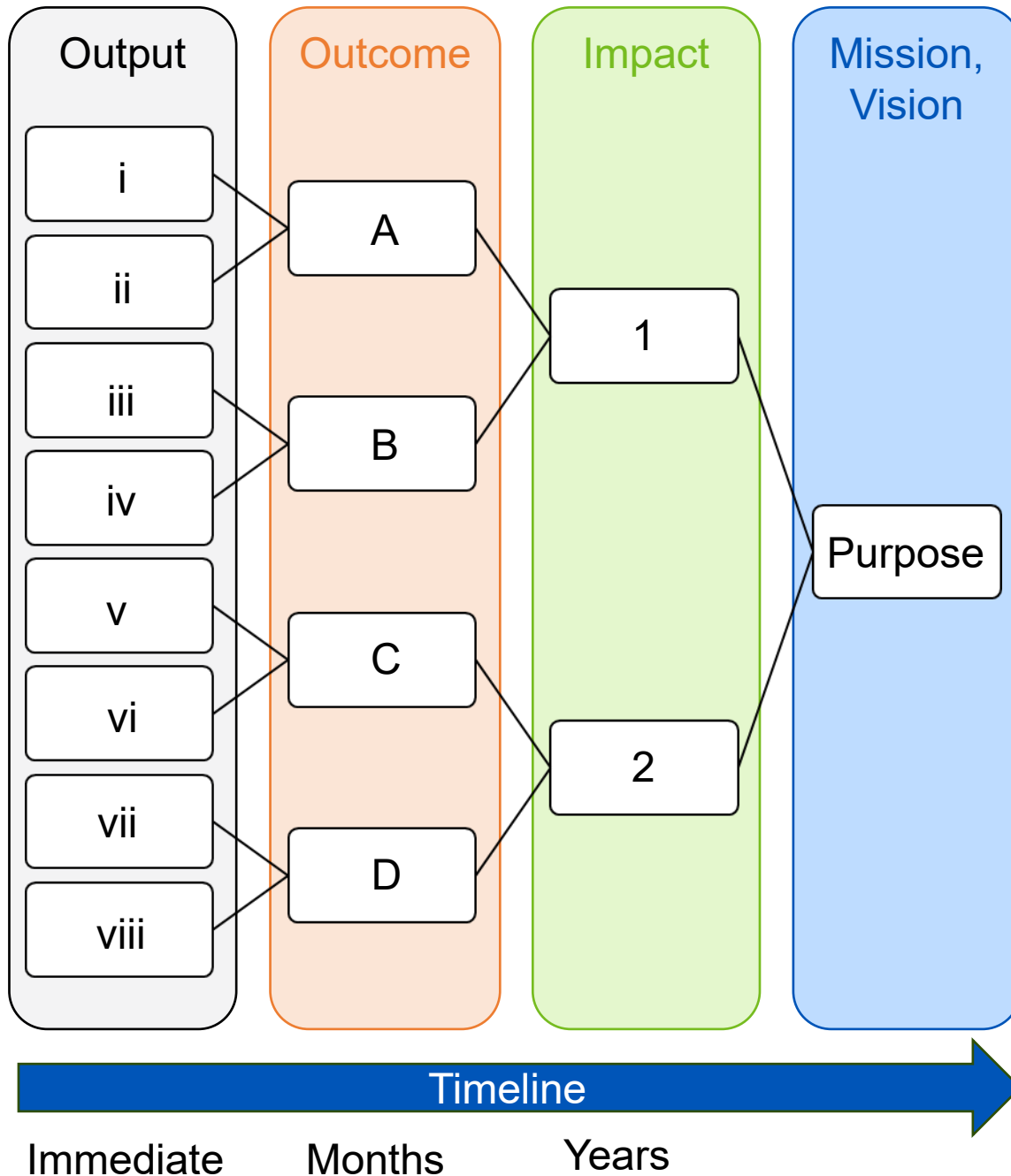
- Timeline



Add the **Context**

Build the Story

Measurement Plan



Build the story

From data to story

Use the measurement plan as a blueprint

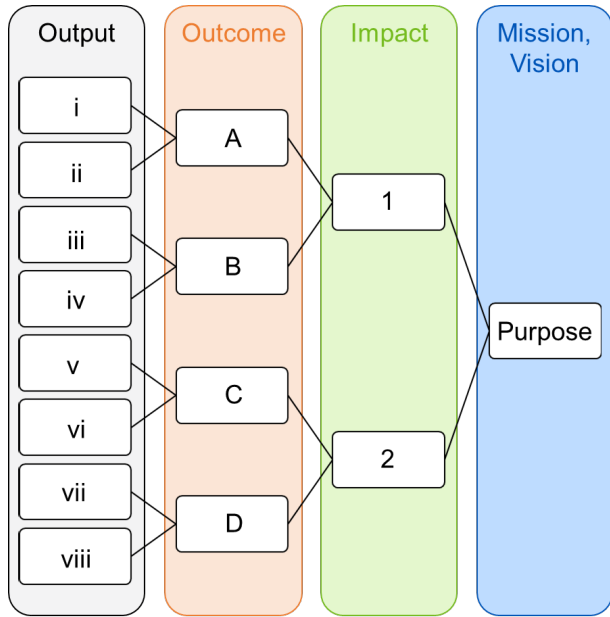
Highlight change over time – outputs lead to real change



Frame the Narrative

Start with the mission

Add the 'why' behind the work



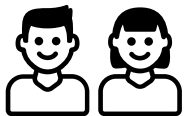
Context

Add Context

Create a story that people can relate to
Simplify complex data

Use data to illustrate the story: Start big
and drill down

*Data can update automatically, but the
narrative can't...as easily*



Understand your **Audience**

Identify the Audience



Identify the Audience

Who are the stakeholders?

Identify what's important to each stakeholder

Understand their perspective

Tailor the story to the stakeholder

Understand the Audience

Who are you speaking to?

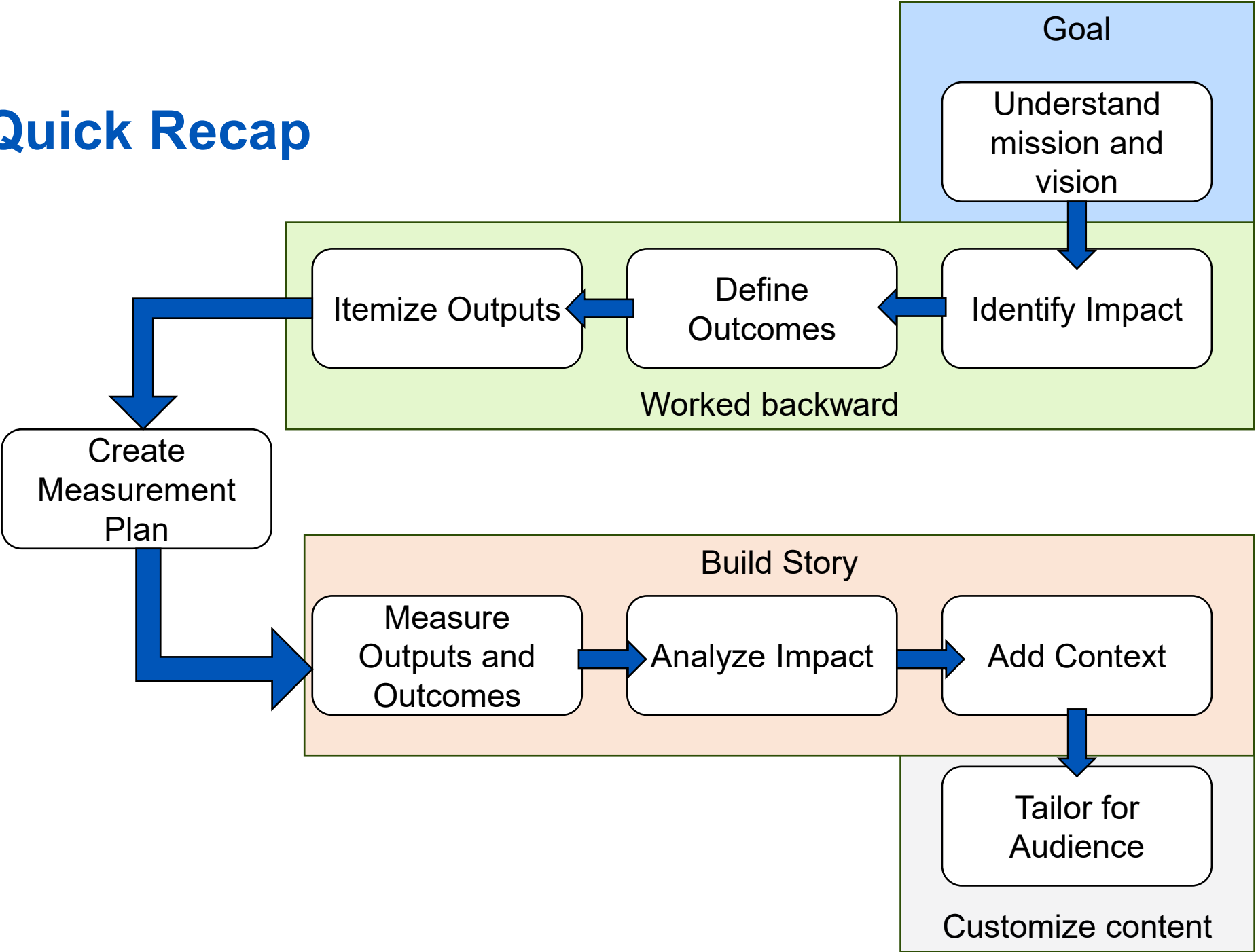
Internal vs. External?

Informed vs. Novice?

What do they care about?



Quick Recap



EXAMPLE

Wilmington Alliance

Thank You