

Unlocking Insights: How Data Storytelling Drives Decision - Making

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Indiana Department of Revenue



MY STORY

- 25 years of leadership, 7+ years at DOR
- Lead a collective of teams tasked with increasing organizational capacity and capabilities at DOR
- 2022 Tobias Leadership Center, Leadership Fellow
 - Secretary, soon to be Chair, of the IU Tobias Leadership Center Fellows Program Advisory Board
- Show Dog Dad ✨



AGENDA

In today's data-driven world, numbers alone do not drive decisions – stories do.

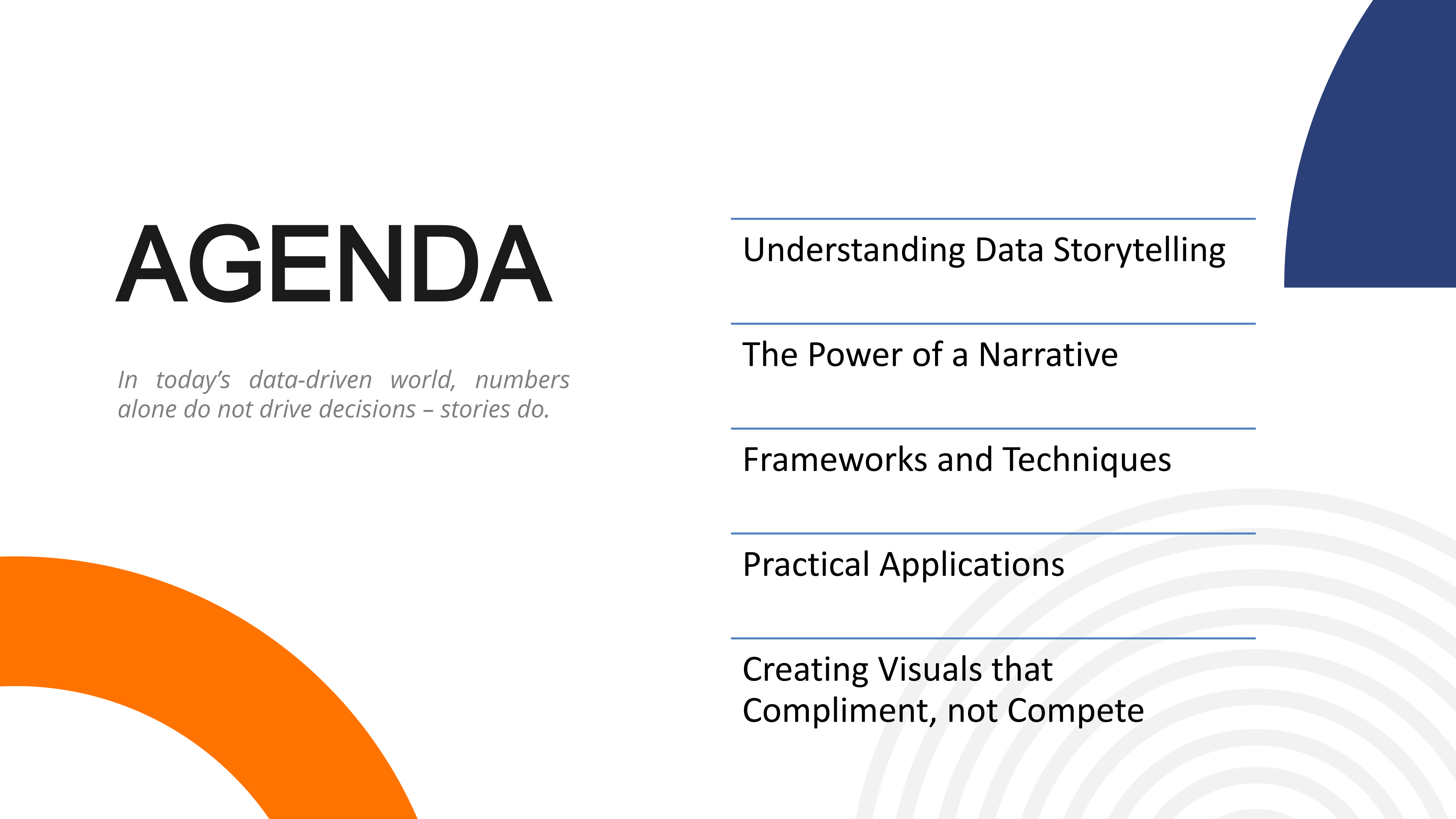
Understanding Data Storytelling

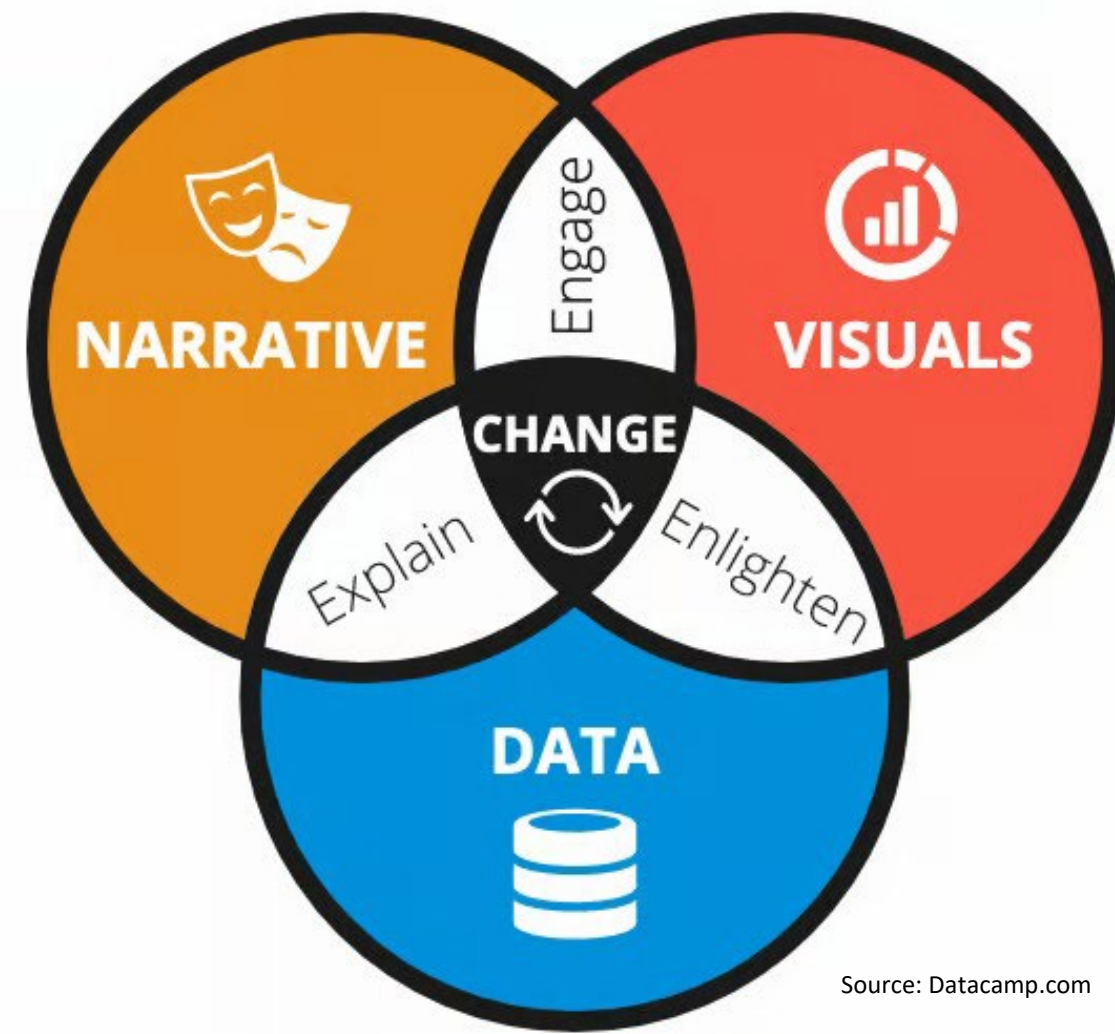
The Power of a Narrative

Frameworks and Techniques

Practical Applications

Creating Visuals that
Compliment, not Compete





WHAT IS DATA STORYTELLING?

01 **DATA**
The Factual Foundation

02 **NARRATIVE**
The Context and Meaning

03 **VISUALS**
The Illustrative Support



Engagement

Stories are **22 times** more memorable than facts alone

Most people can only handle 7 ± 2 numbers in their working memory

Clarity

Narratives help simplify complex data

Narratives help to identify the **signal** through the noise

Action

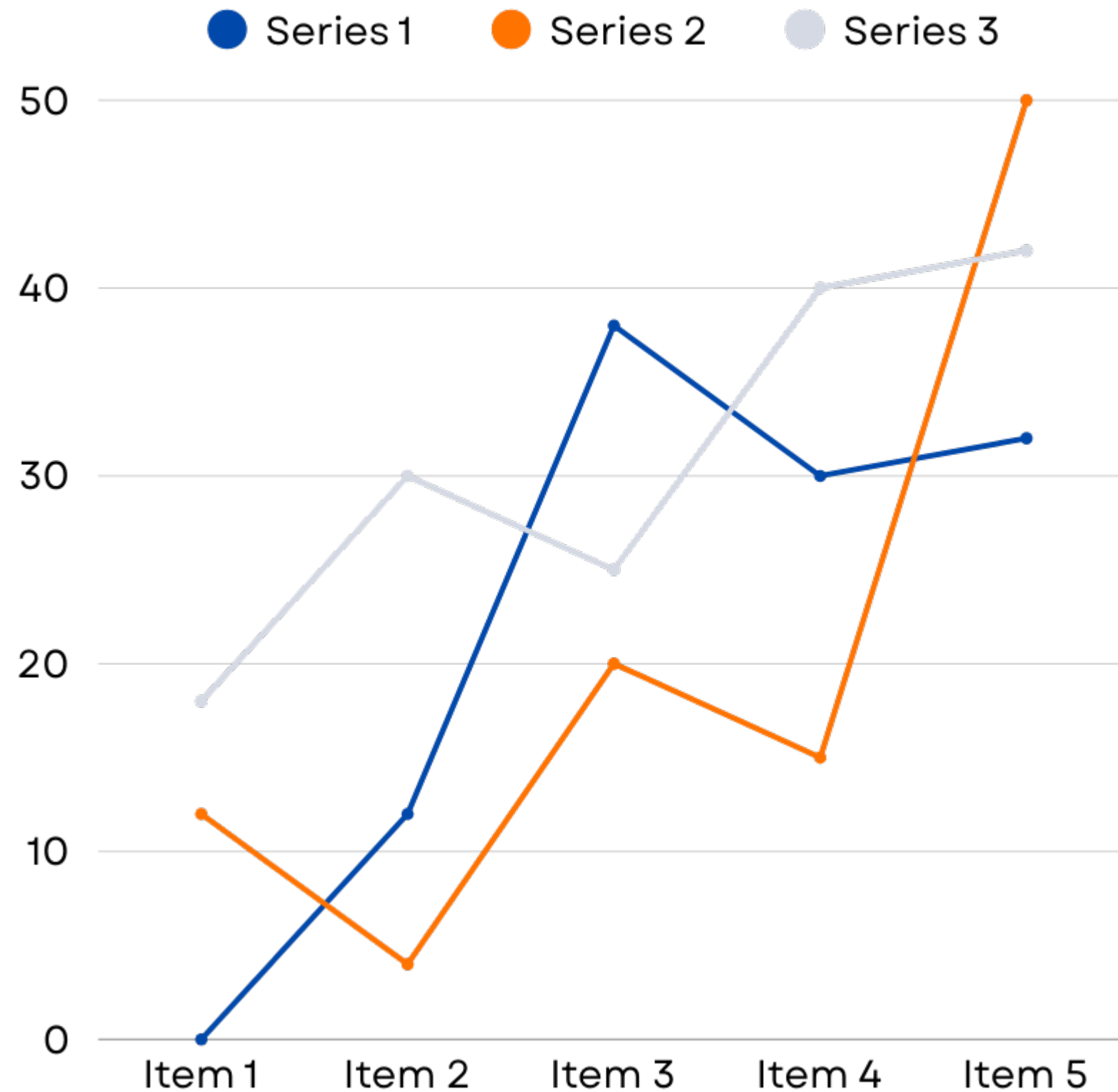
Well-told stories **inspire decisions** and change

This is your place to demonstrate and persuade



WHY IT MATTERS

Analysis



Series 1 saw a steady increase month over month with an expected peak in month 3

Series 2 shows a general uptick an overall with a dip in month 4, but a sharp increase in months 4 & 5

Series 3 had a stronger start than expected, a dip in month 3 and excellent progress through month 5

What If...

Our suite of 3 products, overall, are starting off on an impressive track over the first 5 months. However, the products are meant to compliment and build off one another, not act independently.

While upticks and growth seem promising, is it sustainable? Have we packaged these incorrectly? Was our marketing off?

What we are seeing is a broader customer base than we originally identified that find great value in the products independently, not as a set that must work together.

Let's look at some key data point to find our direction.



Mindset Shift: The purpose of a presentation is not to give information; it is to inspire action.

Story Framework

Core Message

Identify your **audience** and the core message they need to know.

Find the signal through the noise.

Structured Narrative

Problem
+
Solution
+
Benefit

Data Points

What are the key data points that need to be utilized?

Any complex data you need to simplify?

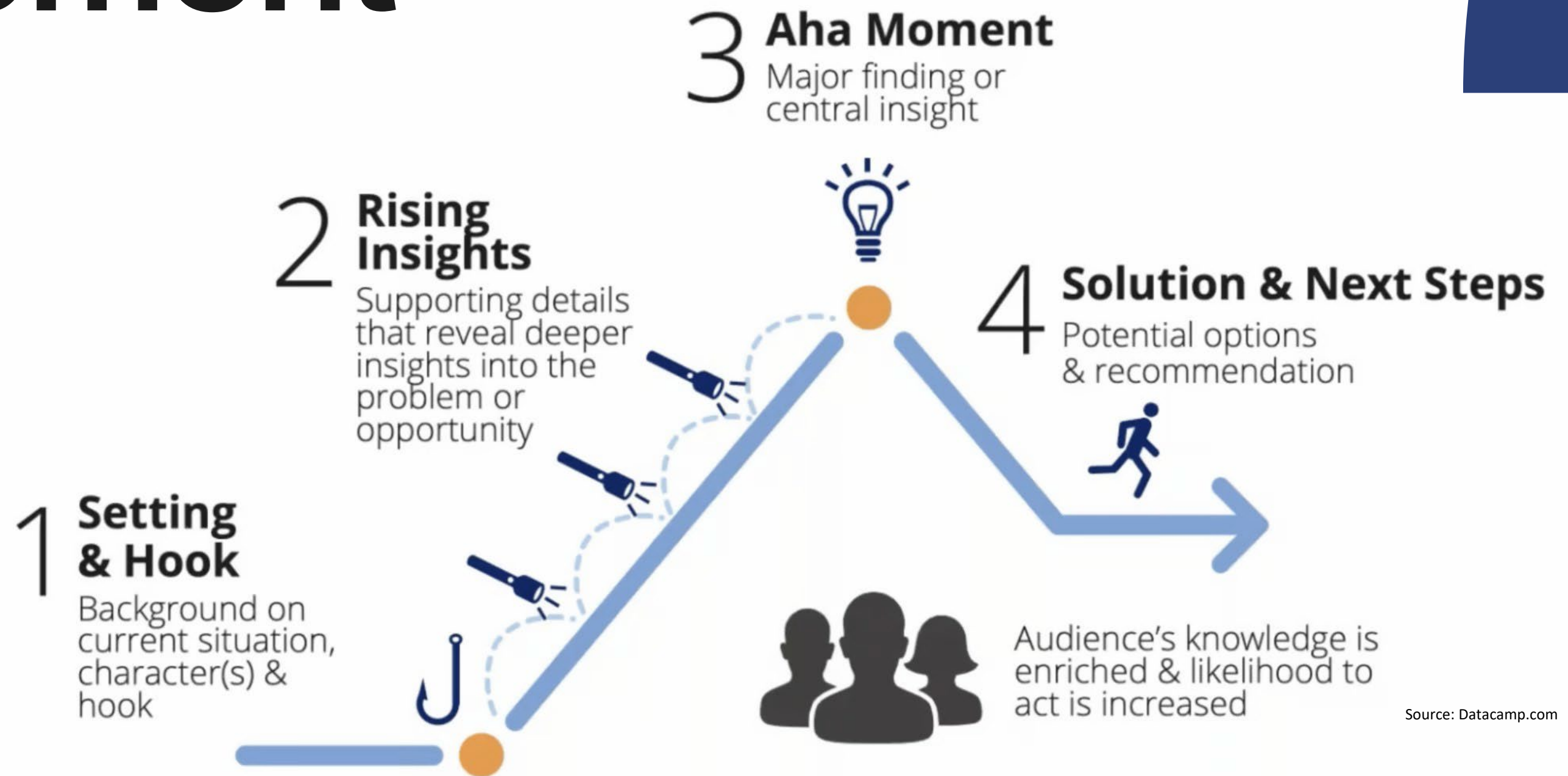
Visuals

Simple
Effective
 7 ± 2

Practice

Are you...
Engaging
Clarifying
Bias for Action

Story Refinement

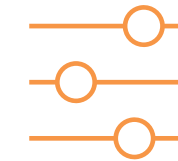


Source: Datacamp.com

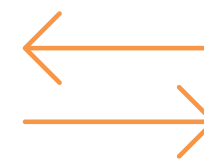
When Not to Use Data Storytelling



Immediate, Precise Data is Required



Audience Requires Raw Data for Analysis



Narrative Could Oversimplify Complex Data



Objectivity is Paramount

When to Use Data Storytelling



Inspire Action or Turn a Corner



Simplify Complex Data for
Non-Technical Audience

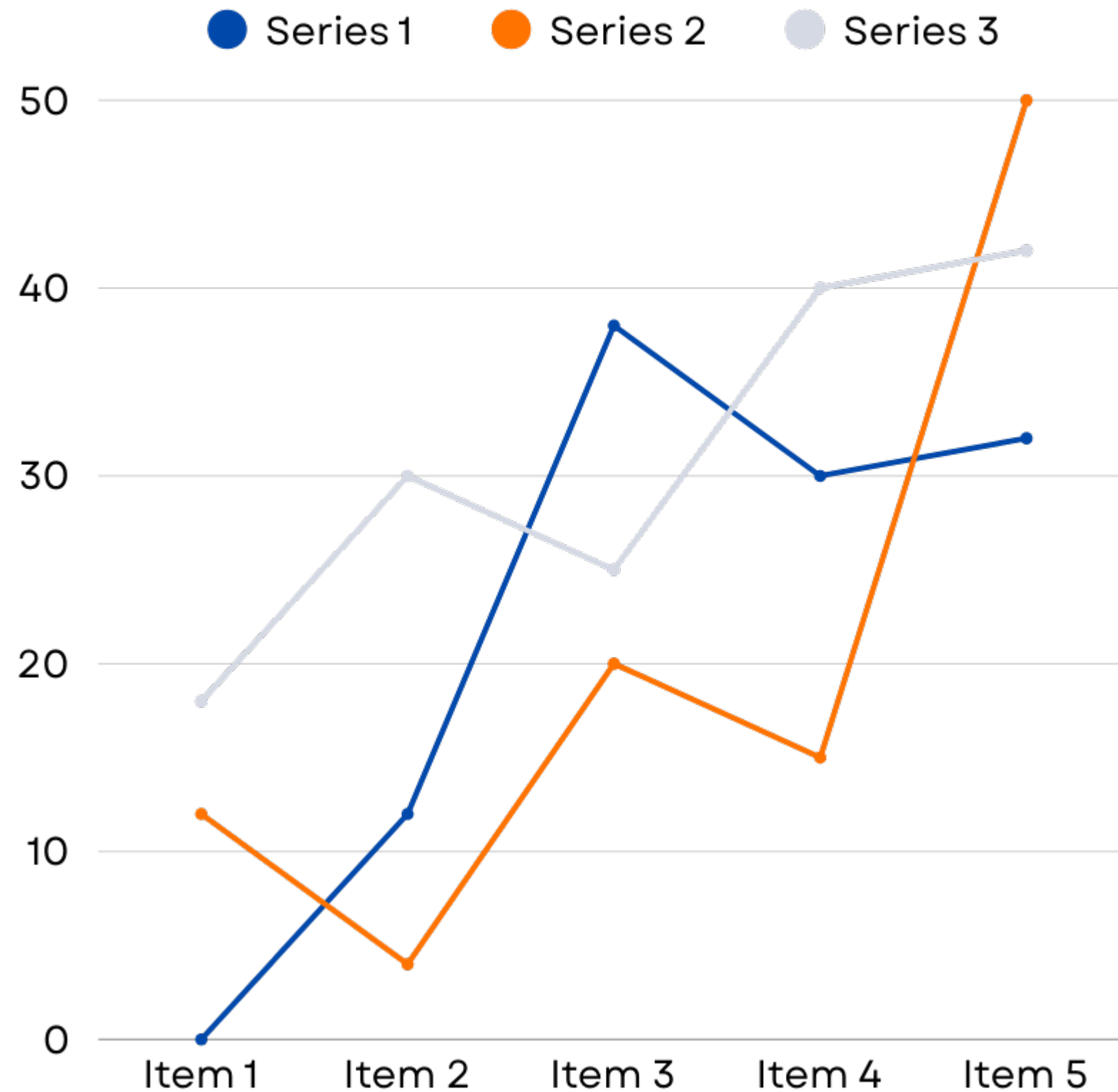


Highlight Trends and Insights
Over Time



Build Empathy and Connect
on a Human Level

Captivating Visuals

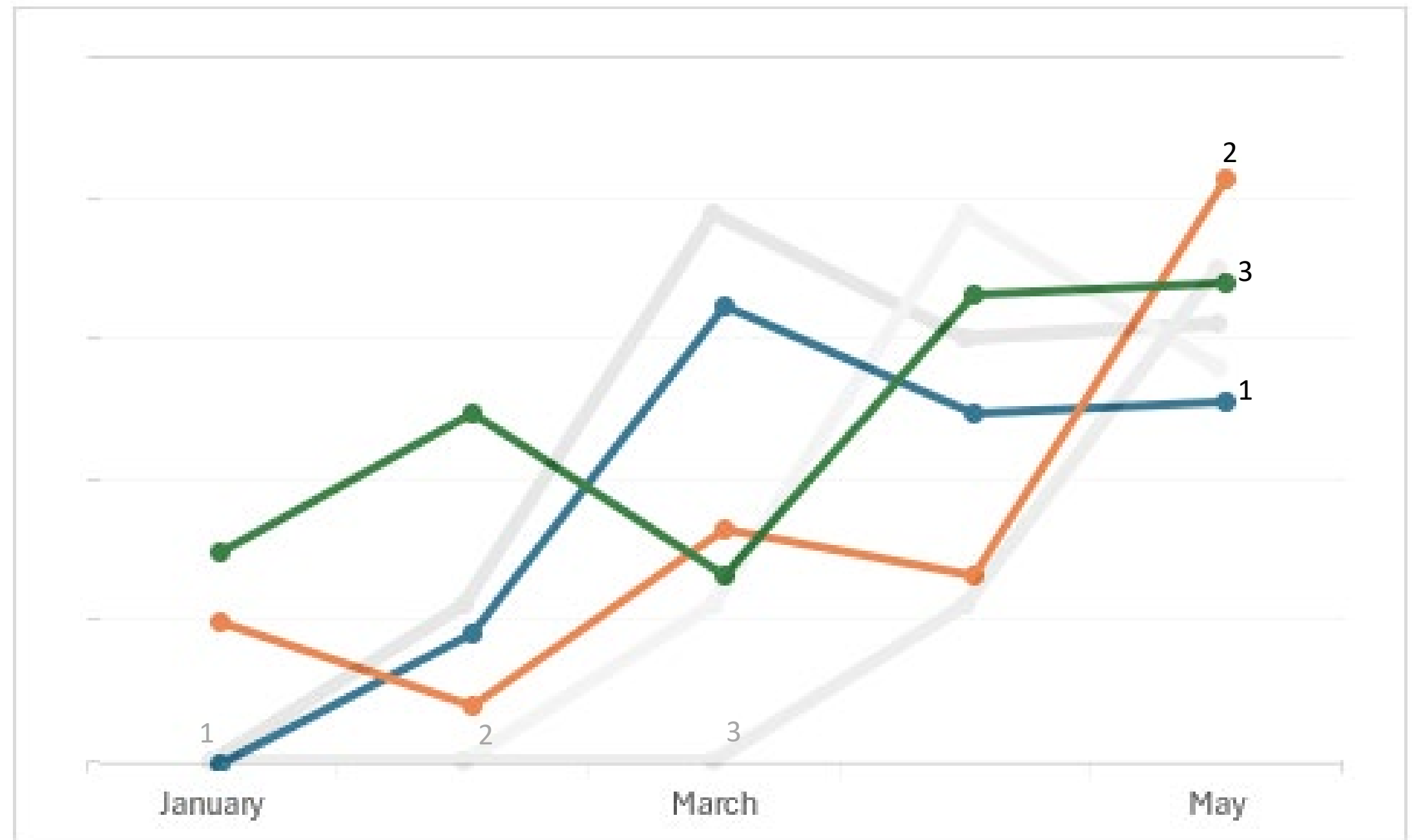
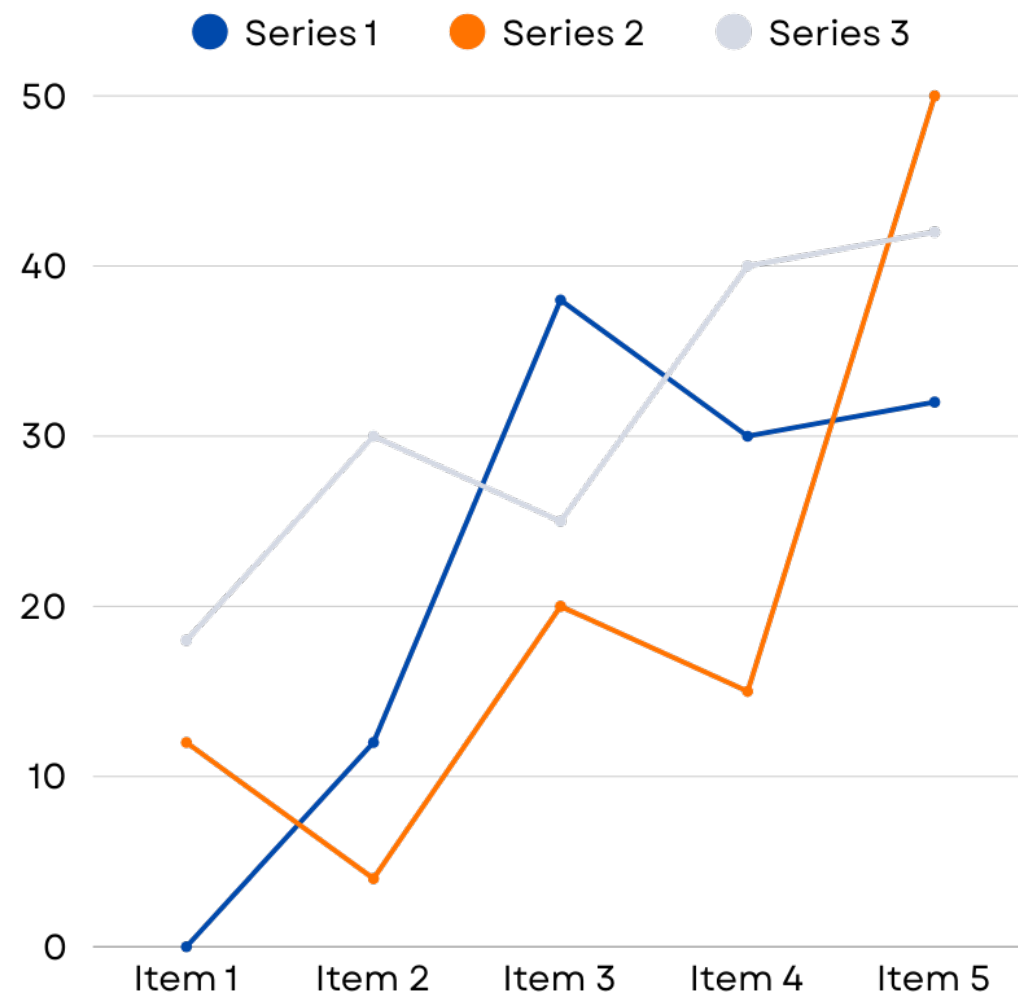


✓ Remember 7 ± 2

✓ Make it Obvious

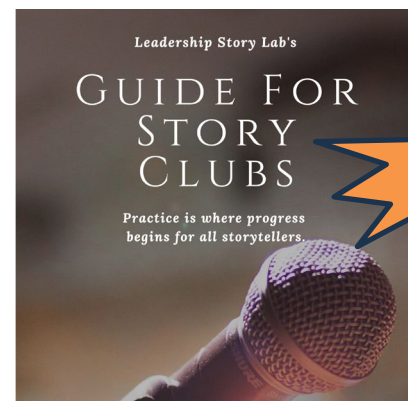
✓ Don't Prove Your Worth Here

Captivating Visuals



Starting Your Journey

1. Start telling & collecting stories
2. Start small and practice with peers
3. Start a Story Club



References & Resources



Data Minded
Podcast hosted by
Jess Carter



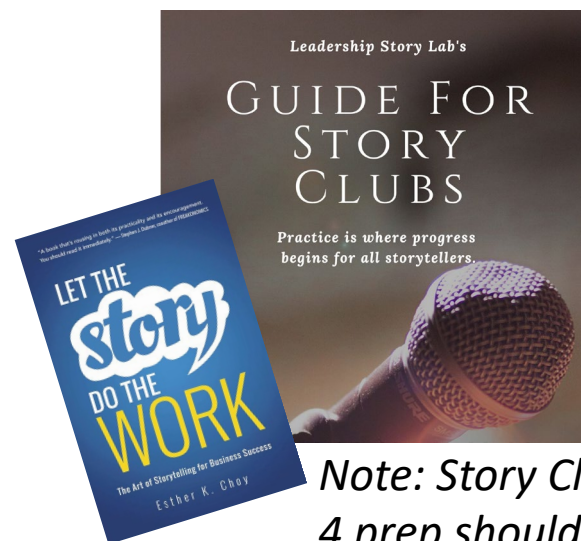
Check out website
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Classes, Certificates
& Programs



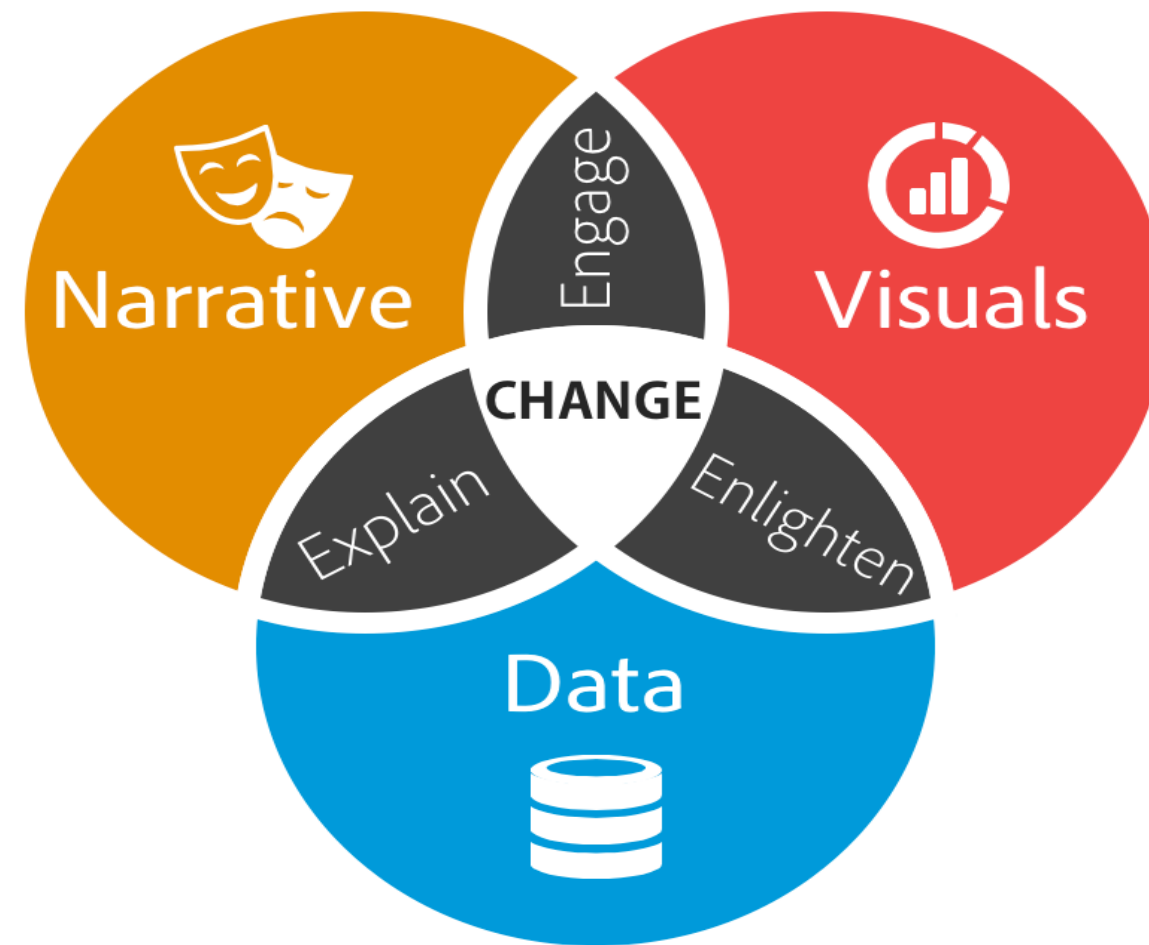
Articles – 1 free per
month



*Note: Story Club week
4 prep should be for
Chapters 4 & 5*



Leadership Insights,
Fellows Program &
Tune Up Event



Questions



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