

CT Academy | Module 6 Storytelling & Decision Making

Overview

This module contains the exercises for Module 6, Storytelling & Decision Making. An overview of this module together with a list of learning materials, tools and recommendations are on the [course website](#). This module introduces techniques for communicating analytical results through clear stories and visuals. Participants explore how to tailor messages to different audiences and build dashboards for exploration, explanation, and situational awareness. Emphasis is placed on using evidence to support decisions, understanding different types of reasoning, and matching the strength and depth of data to the decision being made.

Learning Objectives

The learning objectives for this module are to:

- Teach participants how to turn analysis into persuasive, ethical, and context-sensitive stories.
- Strengthen participants' ability to connect data to decision frameworks, especially in public service and policy contexts.
- Teach participants to understand different types of reasoning and match the strength and depth of data to the decision being made

Data Lab

The data lab for Module 6 will have the following format:

- Review and discussion of some existing story telling dashboards and visualizations (good and bad)
- A review of examples provided by the group participants supported by examples provided by the instructor
- Further discussion on what storytelling means at different levels in your department or organization

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Reflective and Active Exercise

This exercise aimed at your putting everything you have learned together. As part of the course, you will have access to a dataset (GoC Financial Sample Data CLEAN.xlsx) that has different tables containing different types of financial information but is it HIGHLY encouraged for this exercise that you use your own data if possible.

This exercise is completely open; we are looking for you to put together not just the things you learned in Module 6 but also all of the relevant items from Modules 1 to 5.

In this exercise we would like you to:

1. Identify the need for a piece of financial analysis or report
2. Identify the stakeholders that will use the information from the report
3. Interview the stakeholders and gather requirements
4. Create a storyboard that helps you to understand what data analysis you need to tell the story you need to tell
5. Identify your data sources, perform your analysis and store the data somewhere convenient
6. Using the skills you acquired in Module 4 build your storytelling data product. This can be a dashboard, excel file, website, PowerPoint – whatever tool is easiest for you to use and that meets the stakeholder requirements
7. Try and use a new analysis technique (if appropriate) that was reviewed in Module 5
8. See if you can tell a story with your new data product following the guidelines in Module 6

Note that there is only one activity in the table below (that ties in with the above list) but don't underestimate the level of effort required to complete it to a high mastery level!

NOTE: Mastery levels are not exclusive, you might need (or want) to do Mastery Level 1 AND 2 AND 3 to get to the result that you need

	Mastery Level Examples		
Activity	Mastery Level 1	Mastery Level 2	Mastery Level 3
Create a data product	A data product that summarizes existing data in a manner easy to understand, e.g., a simple dashboard built in Excel	A data product that gives a deeper insight into your data – something that will help stakeholders make decisions	A data product that is engaging and will compel the stakeholder to return and re-use it. It should not just provide insight but also be visually stimulating and engaging and tell a story (wherever appropriate)