

# VSys Voices: Transform Your Data Visualization into a Data Story



# Presenters



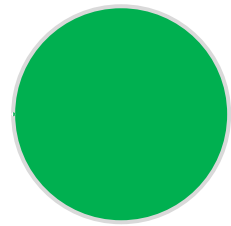
**Dana Litwin, CVA**, is a globally recognized strategic advisor, speaker, and advocate for civic service. Since 2002 she has guided organizations nationwide to produce breakthrough volunteer and community engagement programs. Dana is the creator of the YouTube channel “Priceless Advice for Leaders of Volunteers”, served as President of the Association of Leaders in Volunteer Engagement (ALIVE), and is a founder and facilitator of the National Alliance for Volunteer Engagement. [www.danalitwin.com](http://www.danalitwin.com)

**Roseanna Galindo, CCBA, CAVS**, is a certified business analyst with 30+ years in volunteer leadership, founded Periscope Business Process Analysis to improve data communication for business professionals. A former DVS and healthcare leader, her work on the Volunteer Satisfaction Index (VSI) is internationally recognized. An advocate for data literacy, she guides leaders in data storytelling. Her blog, “Periscope Insider” on PeriscopeBPA.com, blends communication and data, championing data literacy, healthcare, and volunteer leaders worldwide. <https://www.periscopebpa.com>



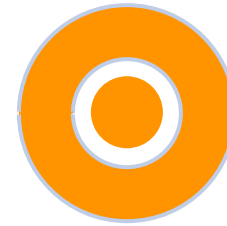
# Target audience for today's webinar

## SKILL LEVEL



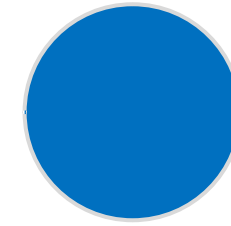
### Minimal Knowledge

Looking for some basic information, key principles and “how-to’s” on the subject.



### Working Knowledge

Integrated practices and moving beyond basic concepts. Looking for breadth and depth on a topic



### Authoritative Knowledge

Looking for advanced knowledge, integration and concepts that are innovative and cutting edge.



# By the end of today's session, you will be able to:

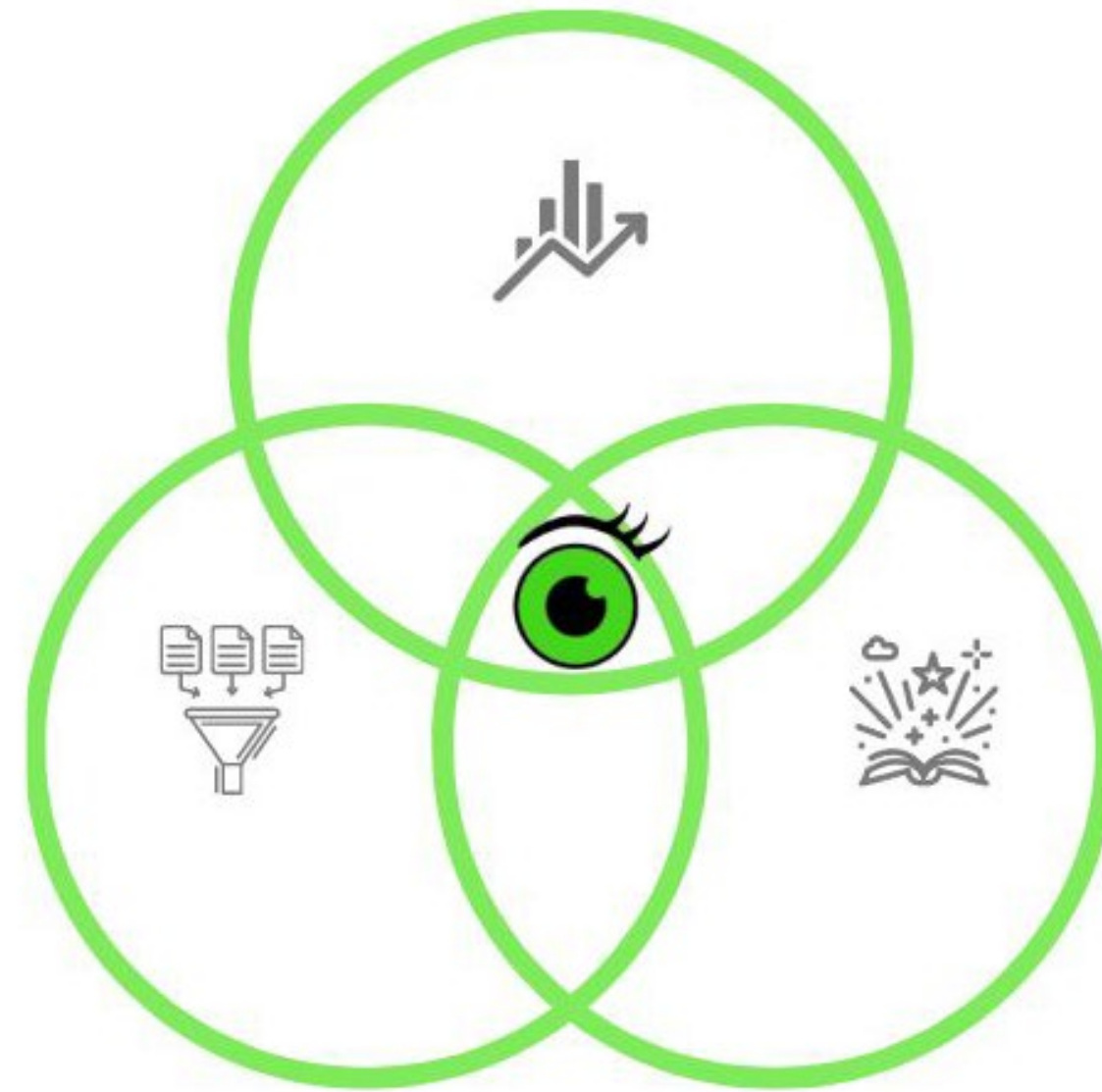


1. Describe the difference between a data visualization and a data story
2. Identify the ten types of stories to tell with data
3. Explain the elements of the data story arc
4. Apply essential data narrative principles in the creation of a data story



# Data Storytelling

- Data storytelling resides at the center of data, visualization, and narrative



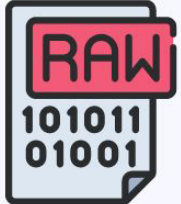
[www.PeriscopeBPA.com](http://www.PeriscopeBPA.com)




# Data Discourse

- Data Showing
- Data Sharing
- Data Visualization
- Data Storytelling

**DATA**  
The raw facts and figures waiting to be unlocked.



**DATA SHOWING**  
Data in its pure form, without added interpretation.



**DATA SHARING**  
Making data accessible to others for diverse interpretations.



**DATA VISUALIZATION**  
Translating data into graphs & charts for clarity and insights.



**DATA STORYTELLING**  
Weaving data into narratives, explaining the "why" and "how".



**DASHBOARDS**  
A hub of data visualizations, offering comprehensive overviews for informed decision-making.



# Data Visualization

S-E-E is an easy to remember three step process for creating effective data visualizations

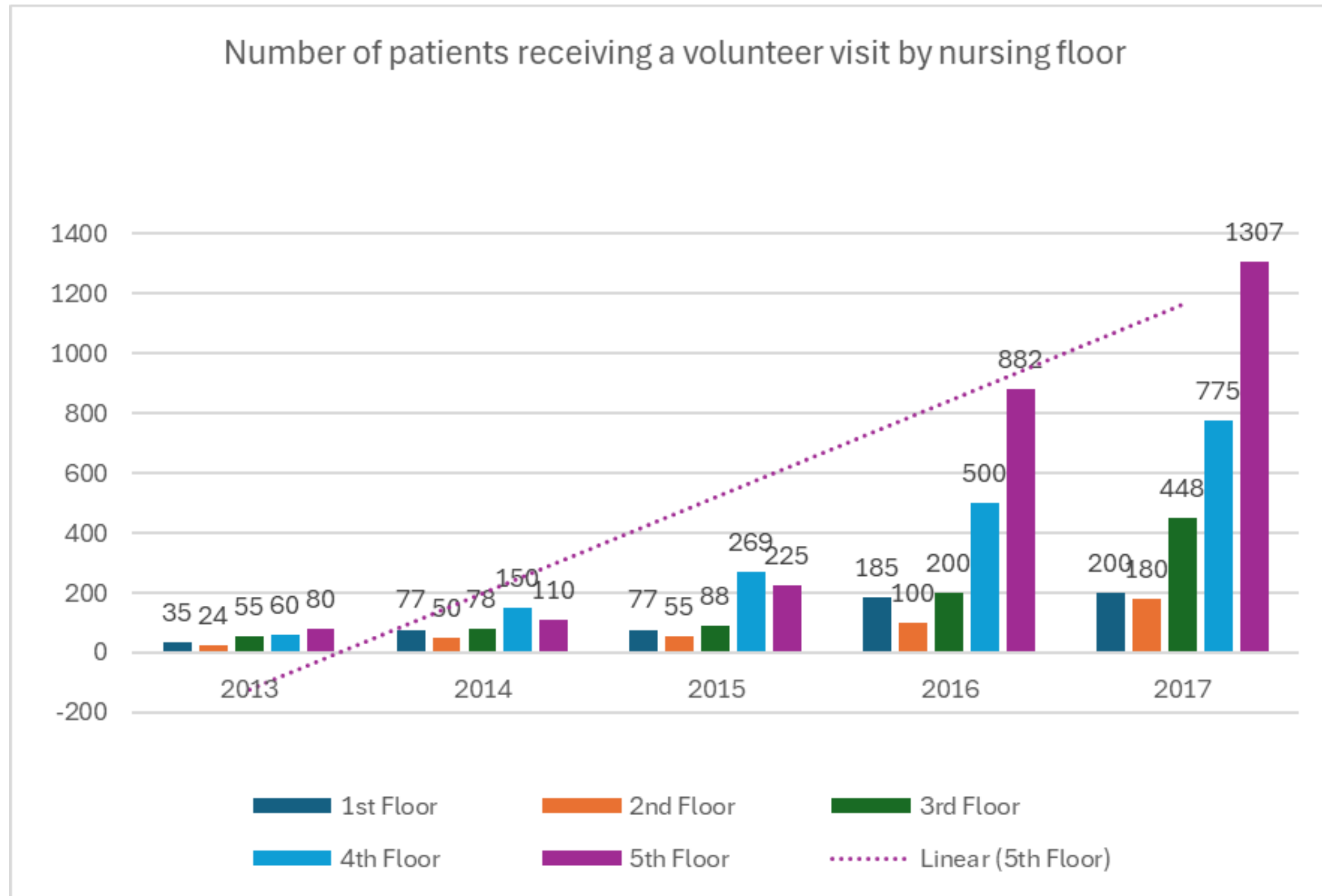
- Select the right tool
- Eliminate the noise
- Emphasize the key takeaway



S-E-E

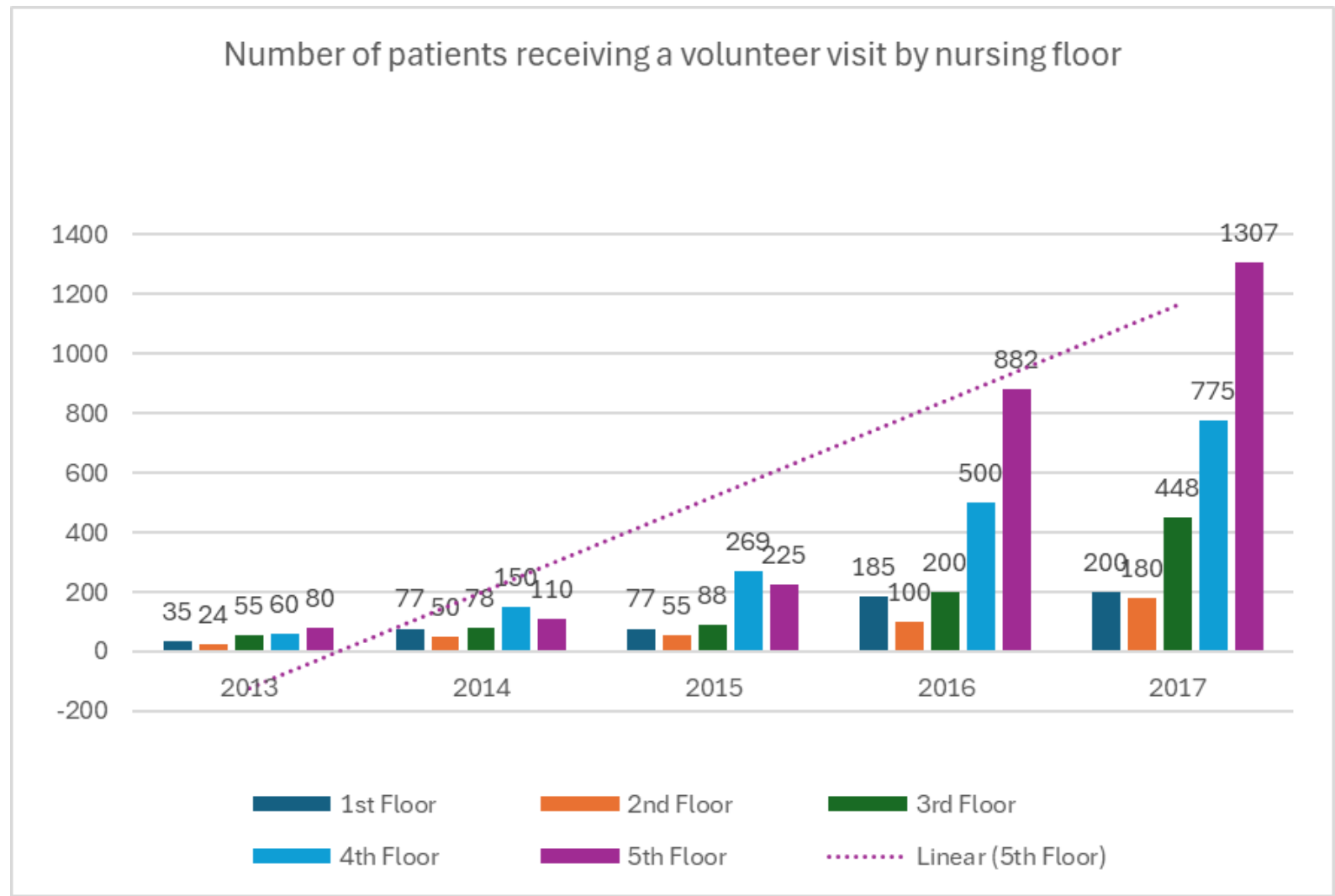


# Example of a Computer Software Generated Graph (Excel)

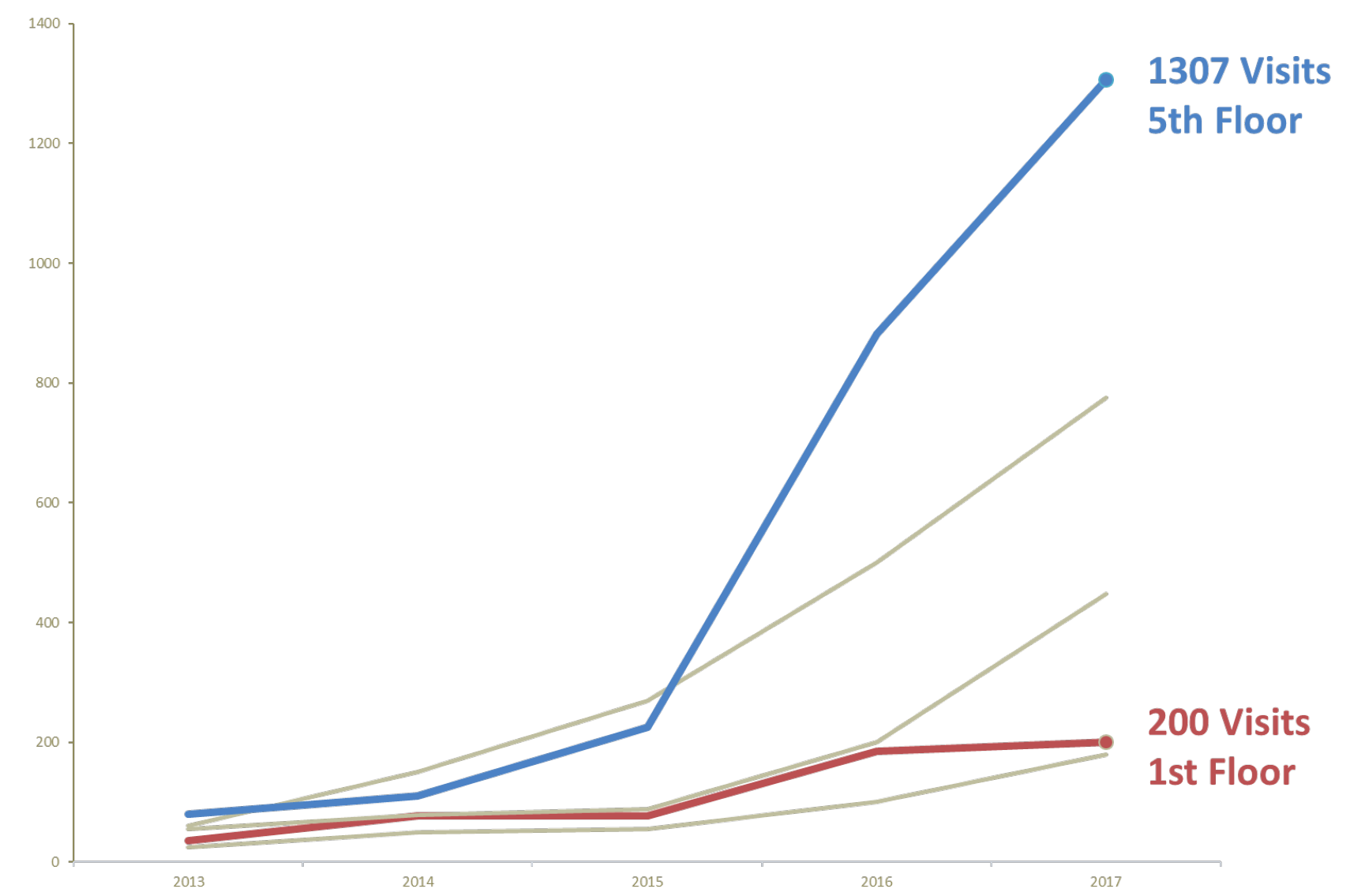




# Example after S-E-E Visualization Process Applied



Number of patients receiving a volunteer visit by nursing floor





# Data Narrative



# Data Narrative Frameworks

Story crafting tools provide a framework for shaping the narrative of a data story.

- Data Story Type
- Data Story Arc
- Data Story Format



# Find Your Type: 10 Types of Stories to Tell With Data

Adapted from the work of Tom Davenport

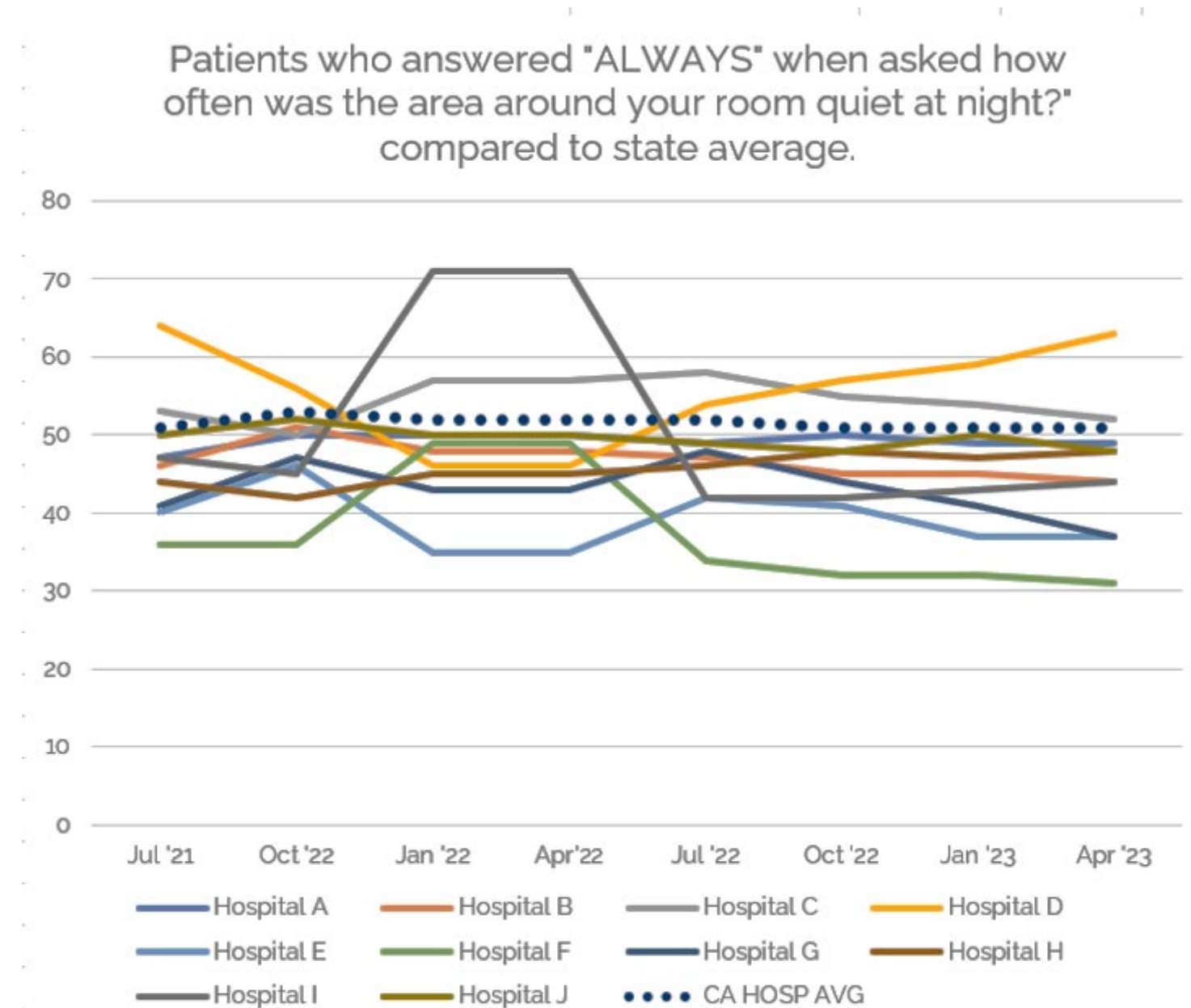
1. Past Reporting
2. Present Reporting
3. Future Reporting
4. The WHAT Story
5. The WHY Story
6. The HOW Story
7. Focus Story
8. “Eureka” Story
9. Correlation Story
10. Causation Story



# A Data Story Type Comparison Example

The image to the right is publicly reported patient experience data for the period of July 2021 to April 2023.

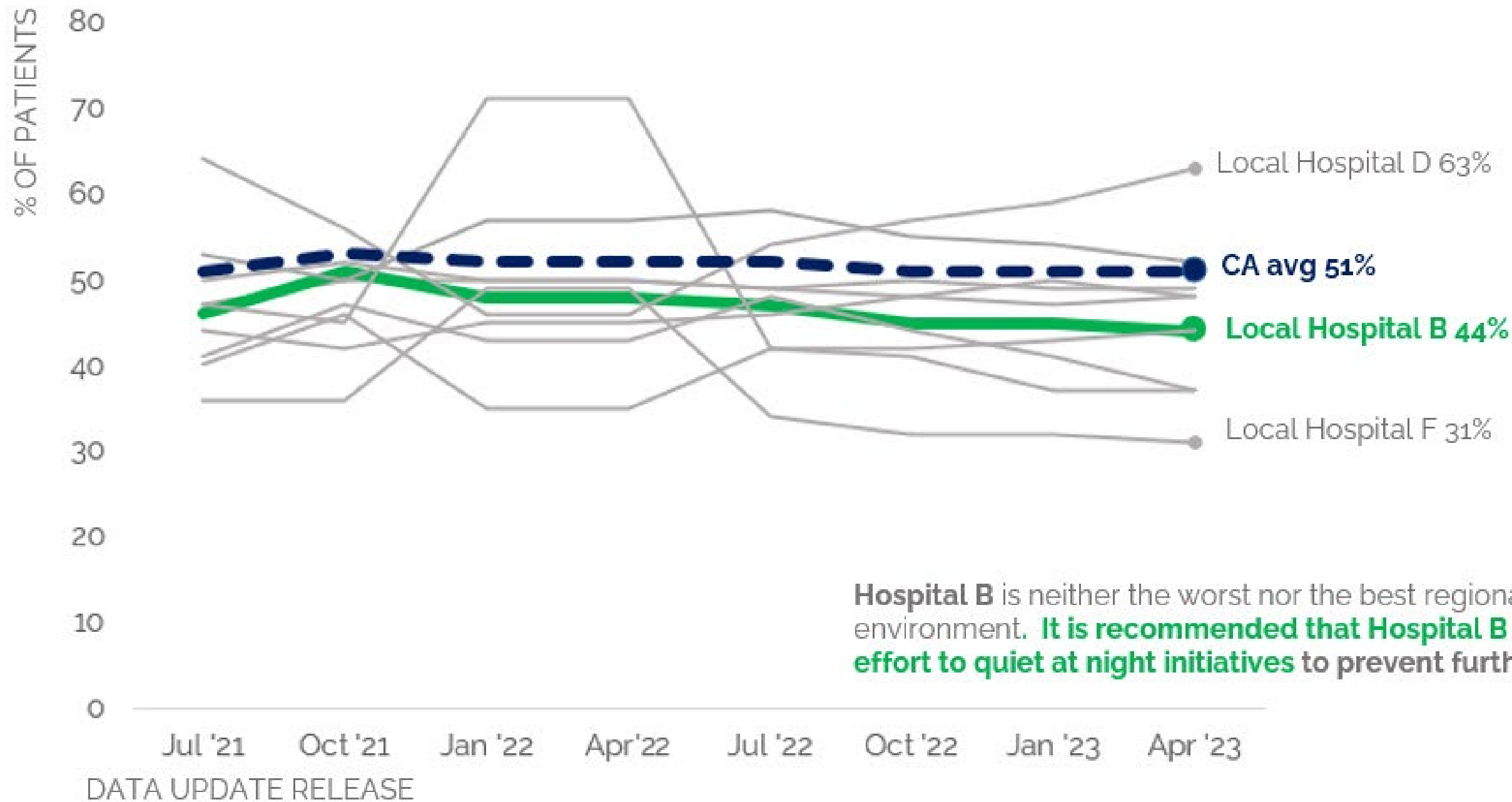
The software generated visual is a “spaghetti graph”



# The Present Reporting Data Story Example

**44% of Hospital B patients reply "Always"** when asked how often the area around their room was **quiet at night**.

**Hospital B is currently below the California Hospital average** which is between 51 and 53%.



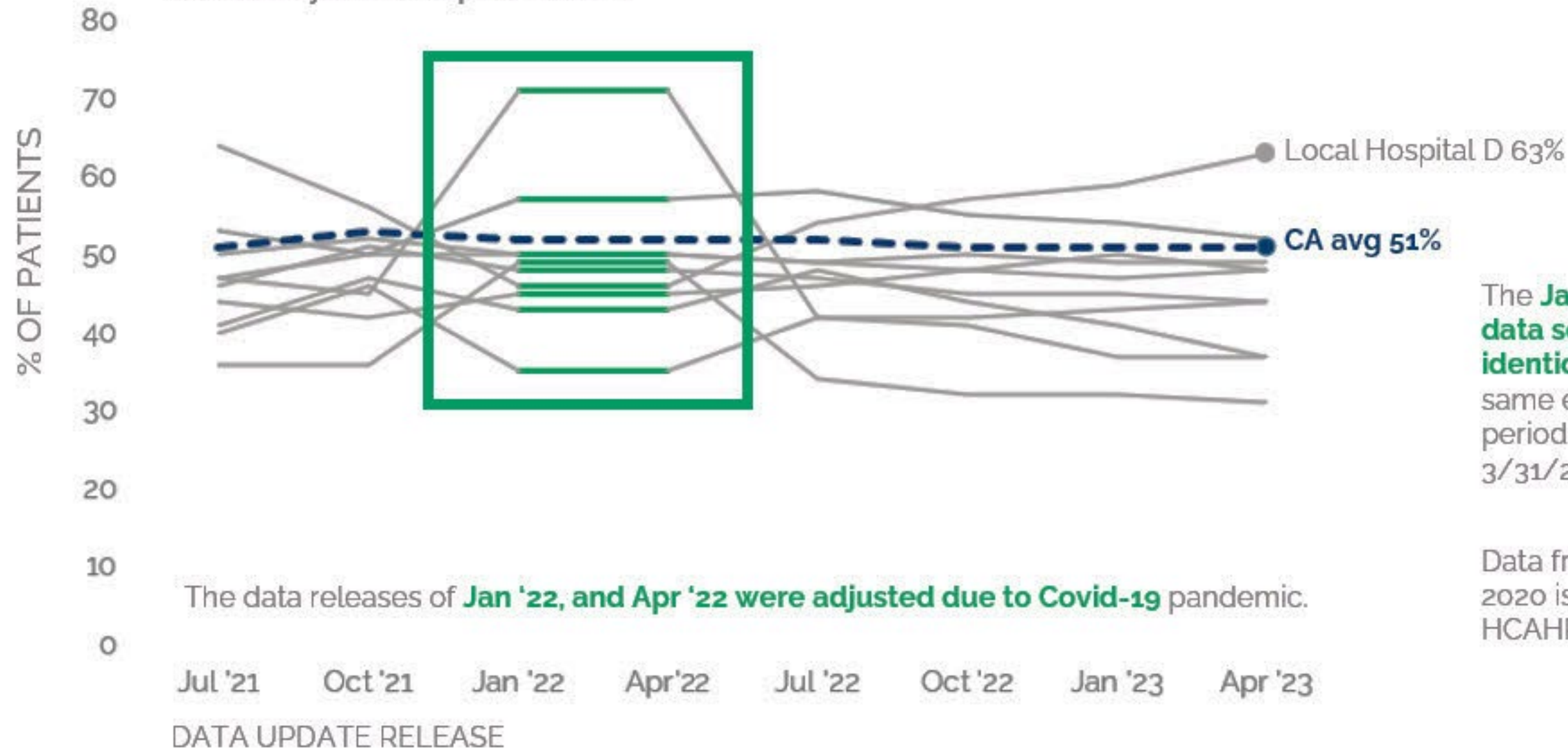
Hospital B's scores have dropped incrementally year over year from **51% reported in Oct 2021 to 44% as of April 2023**.

**Hospital B** is neither the worst nor the best regionally for providing a quiet patient environment. **It is recommended that Hospital B bring renewed energy and effort to quiet at night initiatives** to prevent further percentage point decline.



# The What Data Story Example

The **percent of patients that replying "Always"** when asked how often the area around their room was **quiet at night** had **no reported change** during the updates of January and April 2022.



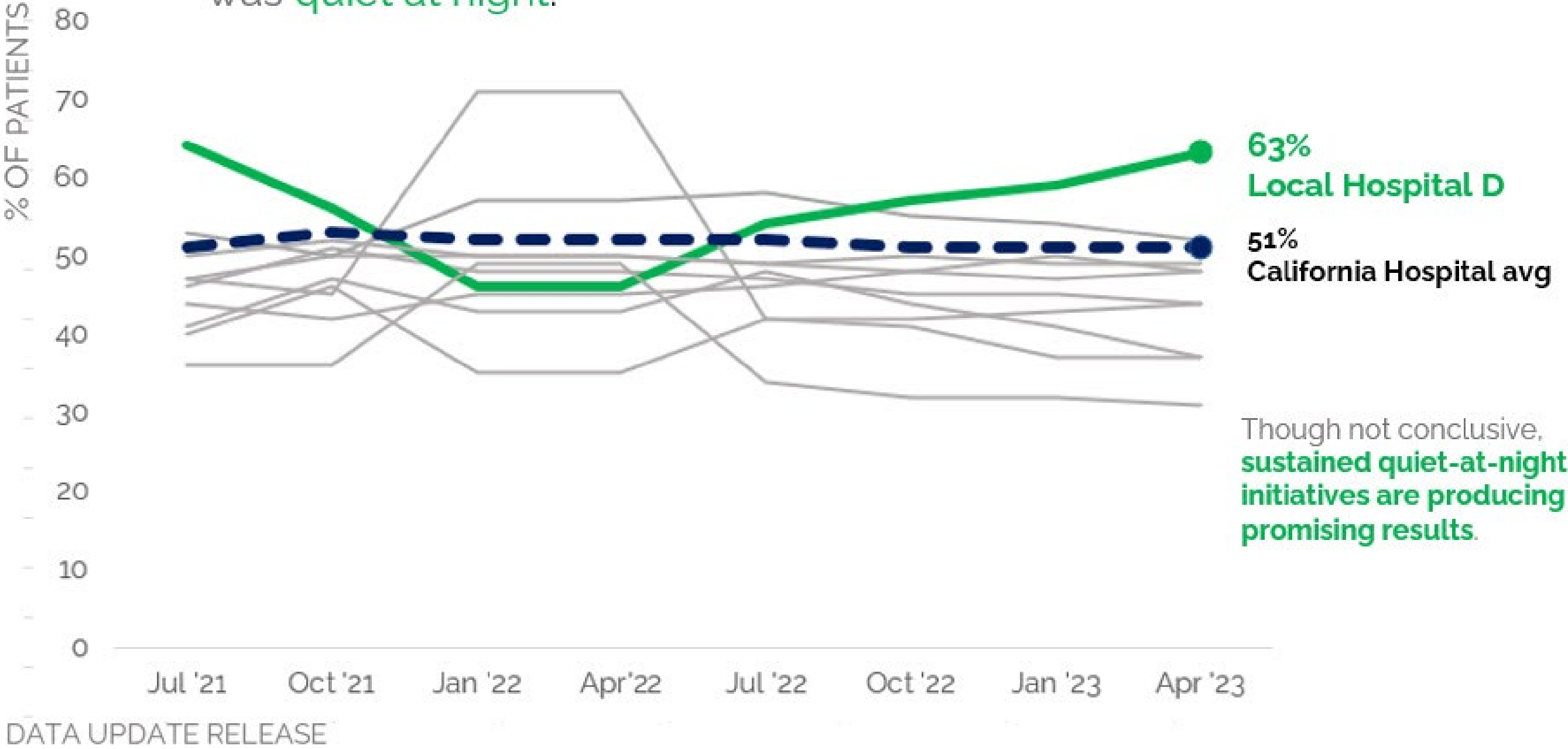
The **Jan '22 and Apr '22 data sets contain identical data** for the same eight-month time period of 7/1/20 ad 3/31/21.

Data from January – June 2020 is not included in HCAHPS data..



# The Correlation Data Story Example

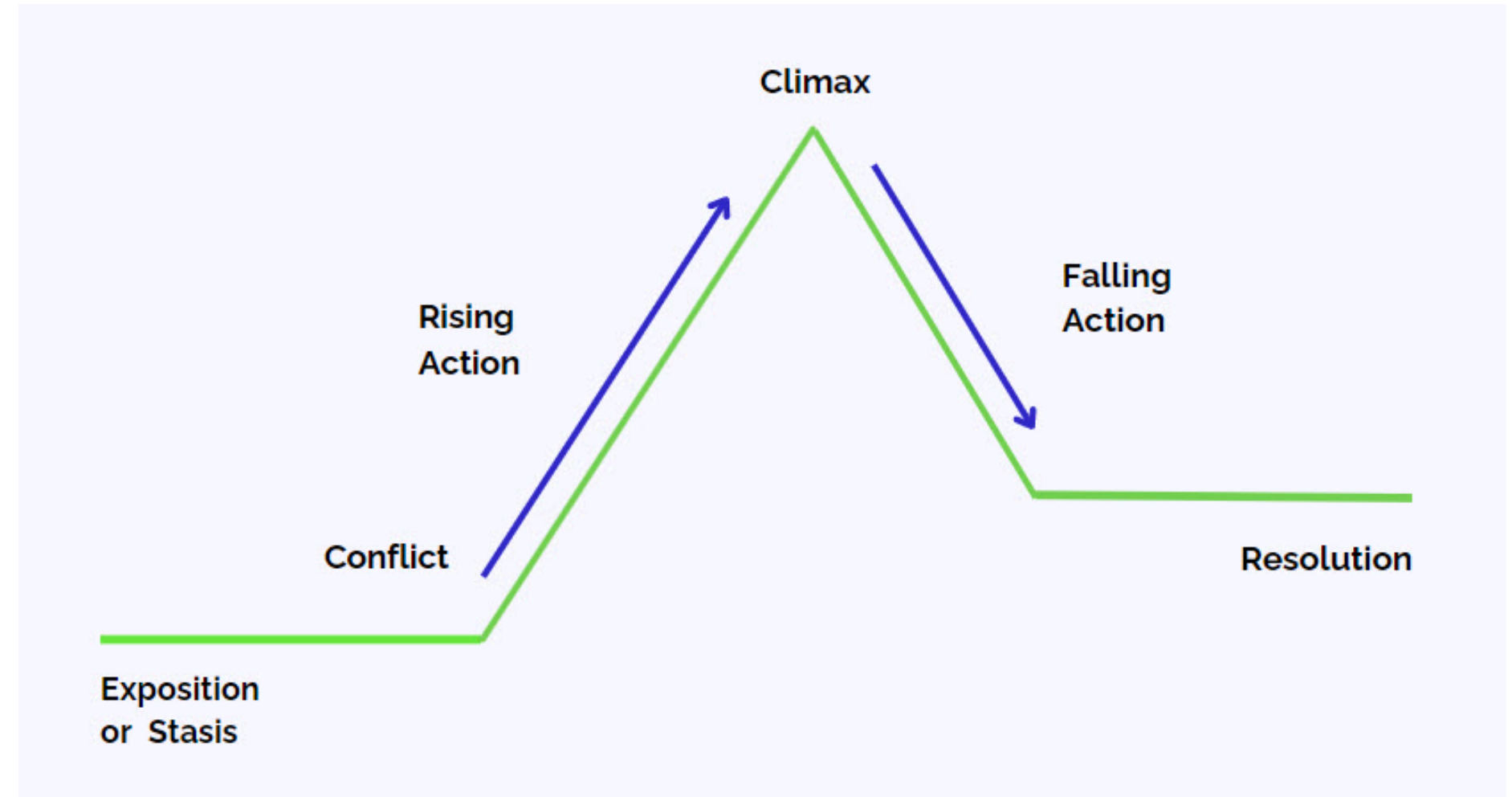
Hospital D has **the region's highest percent of patients who reply "Always"** when asked how often the area around their room was **quiet at night**.



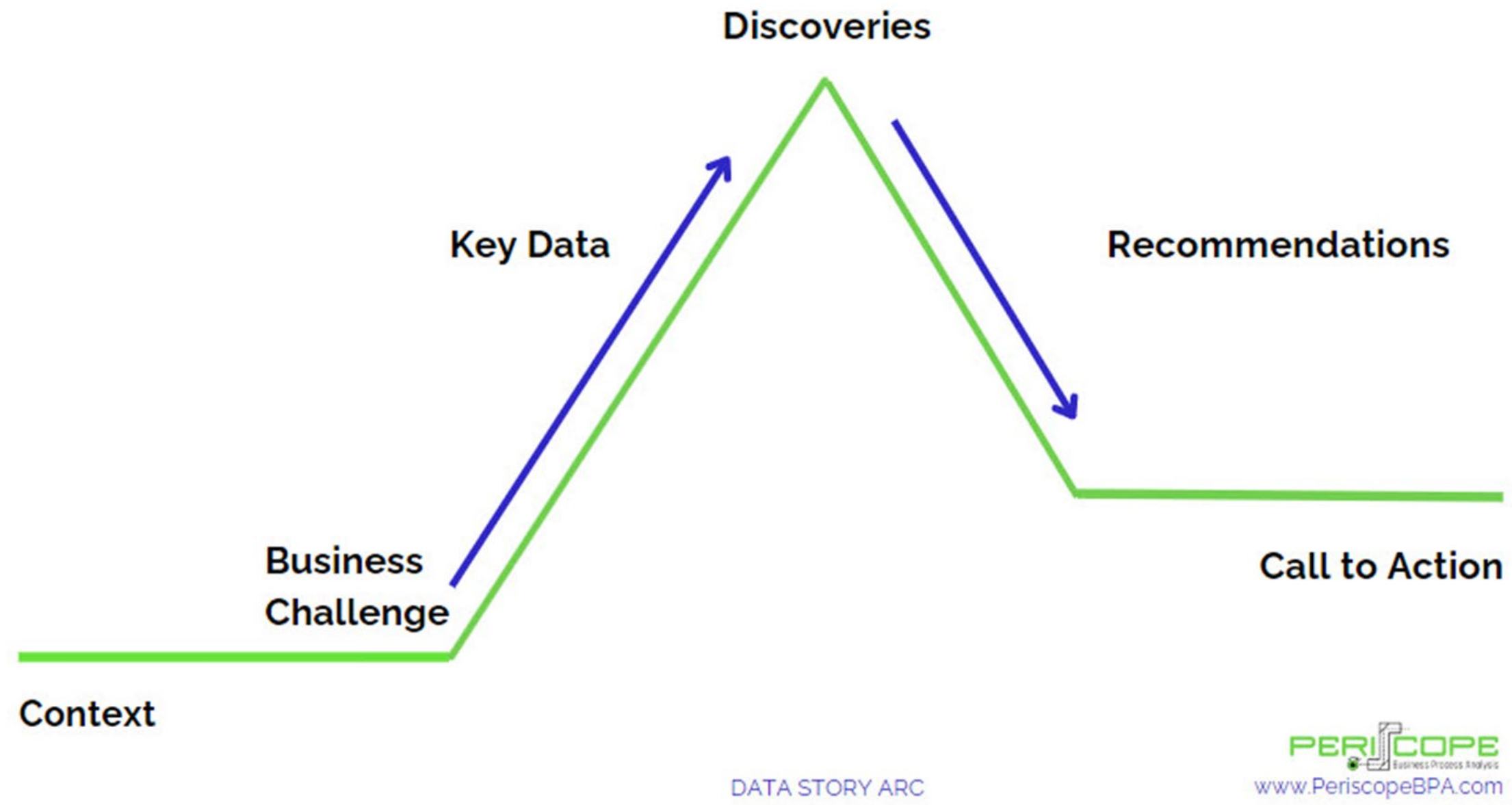


# Arc the Journey: The Data Story Arc

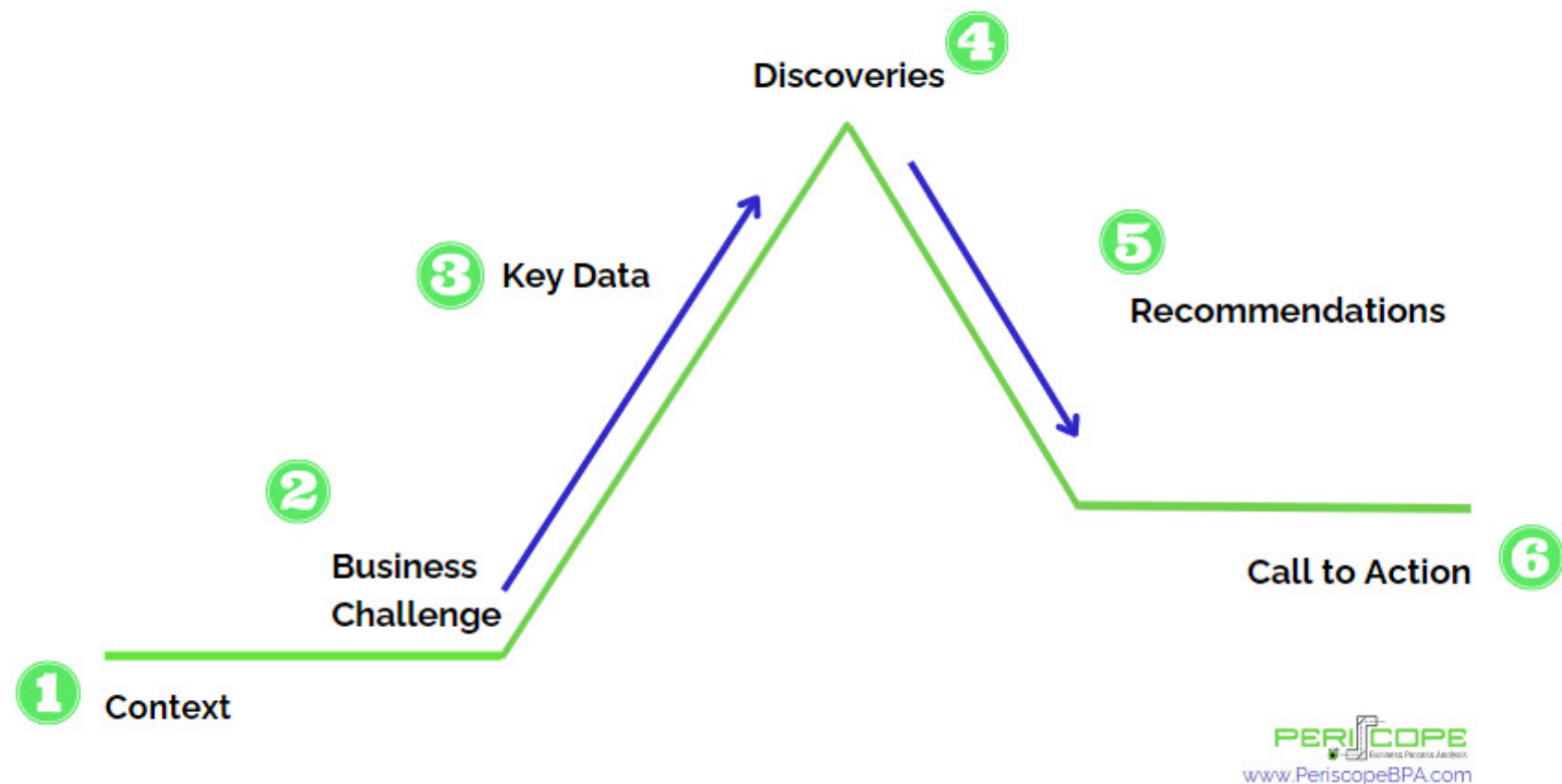
- An example of Freytag's traditional narrative story arc
- Stories have a beginning, middle, and end
- A sequence of events, cause and effect



# The Data Story Arc



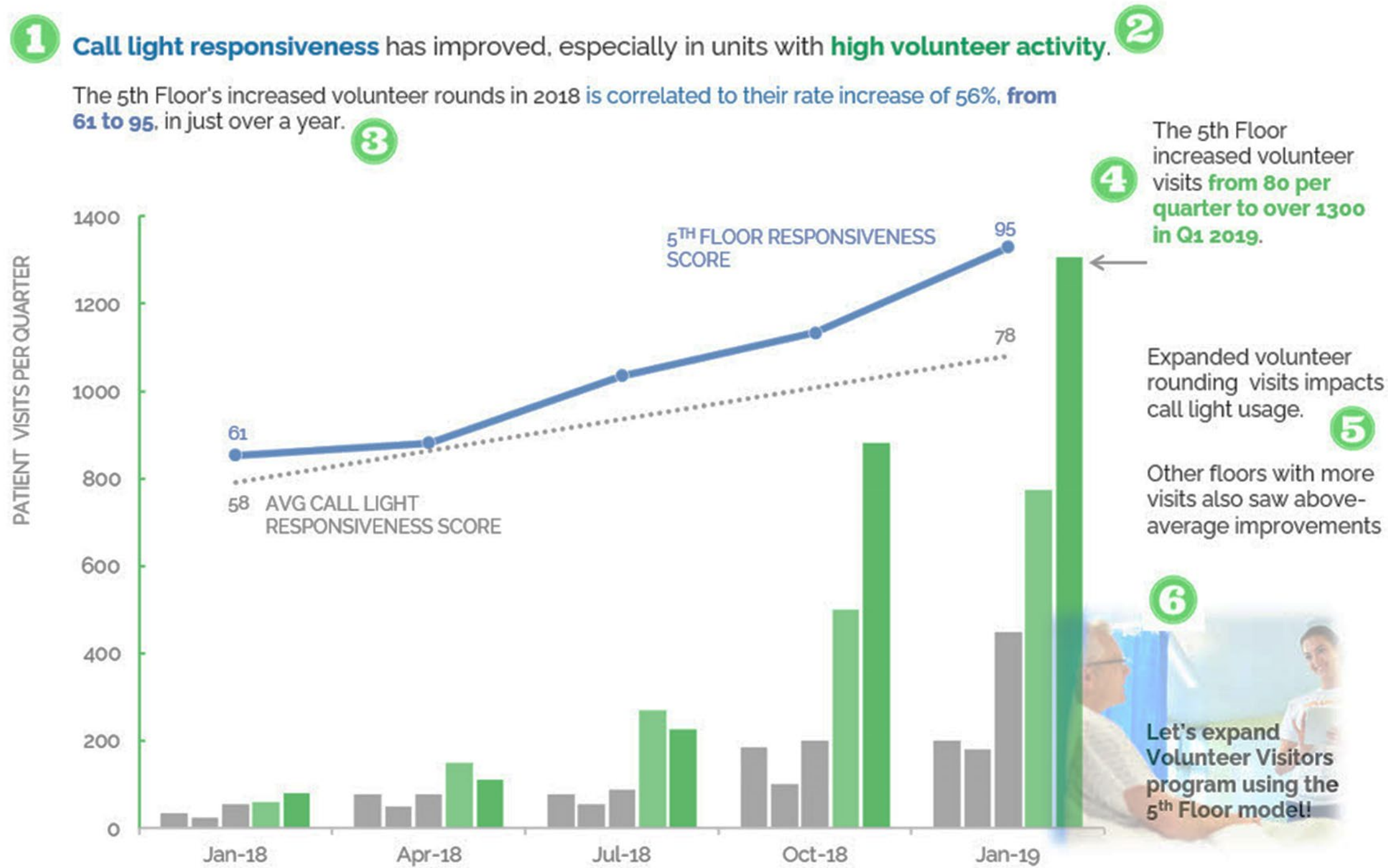
# Data Story Arc Elements



Exposition or Stasis	<b>Context</b>	Introduce the plot, the characters, and current state
Conflict	<b>Business Challenge</b>	Create tension. Identify the problem to solve.
Rising Action	<b>Key Data</b>	Develop the story with supporting information.
Climax	<b>Discoveries</b>	Illuminate the key insight. Reveal the big takeaway.
Falling Action	<b>Recommendation</b>	Guide audience to connection with business challenge.
Resolution	<b>Call to Action</b>	Leave your audience knowing the desired action to take.



# Data Story Annotated with Data Story Arc Elements



# Data Story Format: A Single Slide Data Story

**Call light responsiveness** has improved, especially in units with **high volunteer activity**.

The 5th Floor's increased volunteer rounds in 2018 is correlated to their rate increase of 56%, from **61 to 95**, in just over a year.



The 5th Floor increased volunteer visits **from 80 per quarter to over 1300 in Q1 2019**.

Expanded volunteer rounding visits impacts call light usage.

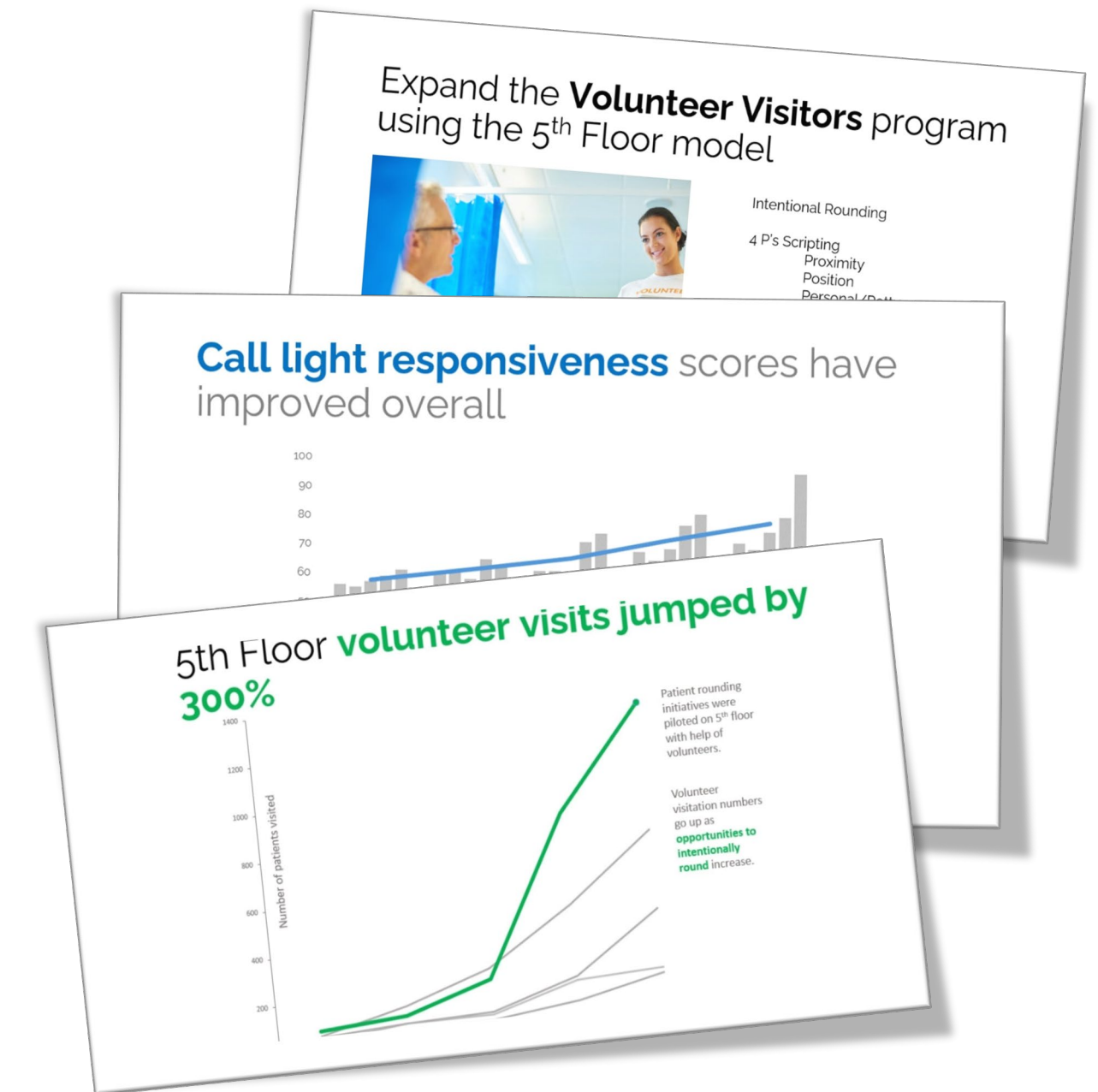
Other floors with more visits also saw above-average improvements

Let's expand Volunteer Visitors program using the 5th Floor model!



# Data Story Formats

- Annual Reports
- Business Brief
- Email
- Single Slide
- Slidedeck Presentation (stand-alone)
- Slidedeck Presentation (w/ live presenter)
- Social Media



# In Summary

1. Data narrative turns visualizations into stories
2. There are ten types of stories to tell with data and identifying the type of story you are telling provides a structural blueprint
3. The data story arc can be used to shape a stories trajectory to take the audience on a journey.
4. You can apply these essential data storytelling principles in the creation of a data story of your own.





# Open Discussion & Questions

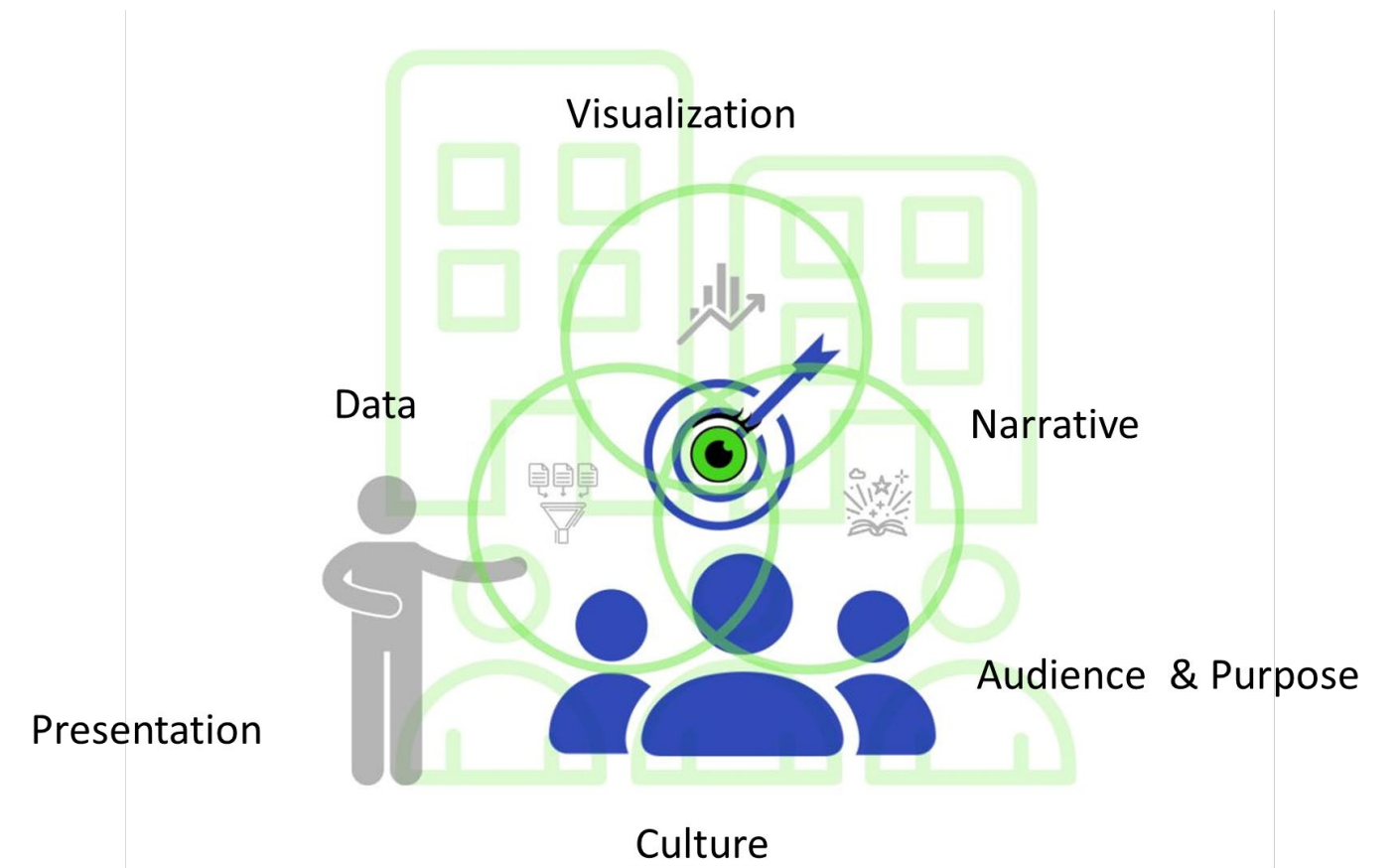




# Data Storytelling Essentials

- There are six essentials to an effective data story

- Data Savvy
- Data Visualization
- Data Narrative
- Data Communication Planning
- Data Presentation
- Data Culture



# Online Learning Code for Data Visualization

## DATA STORYTELLING ESSENTIALS

A Practical Guide to Data Visualization



Data Storytelling Essentials  
[www.PeriscopeBPA.com](http://www.PeriscopeBPA.com)  
Access Code: **VSysOne2024**

- Data Storytelling Essentials: A Practical Guide to Data Visualization (PDF) download
- Online course access
- 16 recorded video segments
- 23 mini-lessons
- Data Story Scenario interactive activity



# Summary of Resources

Visit [www.vsysone.com](http://www.vsysone.com) and look at the [V Sys Voices](#) page to see past recordings of V Sys Voices webinars.

June 2023 Data Storytelling: <https://www.vsysone.com/download/webinars/2023/VSysVoices-DataStorytellingEssentialsForVolunteerLeaders-2023-06-07.mp4>

July 2024 Quantifying Impact with Data:  
<https://www.vsysone.com/download/webinars/2024/VSysVoices-FundamentalsOfCollectingDataForImpactfulStorytelling-2024-07-17.mp4>



# Thank you for joining us!

For Questions contact Todd @  
[tmcmullin@vsysone.com](mailto:tmcmullin@vsysone.com)  
(518) 407-3134

