**Data Storytelling 101: Learner Guide**

<https://www.webjunction.org/events/webjunction/data-storytelling-101.html>

Storytelling is a vital strategy for communicating impact and justifying future investments. Powerful and effective stories allow us to create a roadmap that weaves together information and emotion. This webinar will provide an orientation to storytelling that centers cultural humility while leveraging storytelling dynamics, including how to practice and refine an impactful story with a live audience. Participants will learn the techniques of story construction based on three classic narrative structures, with roots in folklore and narratology, and explore examples of data stories told by and about libraries. This is an opportunity to build confidence in the ability to recognize and craft a meaningful and memorable story.

Presented by: Dr. Kate McDowell

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| **What are your personal and team goals for viewing this webinar?** | |
| **Personal Goals** |  |
| **Team Goals** |  |
| **Key opportunities for storytelling** | |
| When can you tell stories? What stories have you told? What new stories could you be telling looking ahead?  Make a list of your most important presentation opportunities (in the past and coming year) and note the kinds of stories you hope to tell.  1.  2.  3.  4.  5. | |

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| **Top three topics** |
| Identify the top three topics that your stakeholders need to understand. These are the seeds of your most important stories. With the library as helper, who are the heroes who benefit from the help you provide and what have they accomplished? What are the obstacles staff have overcome to help these heroes?  Topic 1  Topic 2  Topic 3 |
| **Collecting stories** |
| What are your stories?  Set aside dedicated time for your team to create a collection of stories about your organization. It’s important to invite all staff into this work, to honor and recognize the trusted relationship they have with their community, and to begin to create a culture of storytelling to celebrate the valuable impact their work has on the lives of patrons and the community.  Start with a special staff meeting to launch the process of story collection through a brief session of sharing some memorable moments from the past few months or years. For 60-90 minutes, allow for the sharing of stories and the silences between as staff members listen and consider what they have heard. |
| **Rehearsal audiences** |
| Who are your rehearsal audiences? Like all forms of communication, storytelling is practiced with other people. Great stories are easily retold, so identify your top three allies who can a) listen supportively and b) tell you back what they hear.  Top 3 audience allies:  1.  2.  3. |
| **Action Plan: (include next steps, when, who, etc.)** |
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