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DataStory:
Explain Data and Inspire Action Through Story
by Nancy Duarte

HOW TO USE YOUR DATA TO MAKE FASTER DECISIONS AND INSPIRE OTHERS TO ACTION

"In an age where we are overwhelmed with data, telling a compelling data story is hard. What Duarte has done beautifully is help us connect with an audience on a much more meaningful level. It's a must-read for business storytellers everywhere who want to make a difference in their work."
- Jeremy Waite, Chief Customer Office at IBM iX

There's nonstop buzz about data – big data, small data, deep data, thick data, and machines that are learning to analyze data. And now with prolific digital devices and technological advancements, virtually every company in every industry already has access to vast stores of intelligent data that can offer a competitive advantage. The challenge of collecting, storing, analyzing, and providing all of that data is daunting, and yet the bigger challenge is using the data well to drive decisions. Many organizations are doing cool things with data that are supposed to improve our lives, but not all answers to organizational problems or opportunities will pop out of an algorithm.

To make sense of the overwhelming onslaught, more people in a greater number of roles must understand how to leverage the various kinds of data at their disposal and bring the findings to life…through the power of persuasion. And how do you do that? By telling a compelling story.

Enter: Nancy Duarte – CEO of Duarte, Inc., the global leader behind some of the most influential visual messages in business and culture, and author of *DataStory: Explain Data and Inspire Action Through Story* [Ideapress, September 2019]. Duarte, who as the leading persuasion expert works with 200 of the Fortune 500, has cracked the code for effectively incorporating story patterns into business communications.

DataStory reveals that by transforming your data into vivid scenes and structuring it in the shape of a story, you will make your audience care about what your data says. "Almost every role today uses data for decision making," says Duarte. "This book is not about visualizing data, there are

plenty of books covering that. Instead, you'll learn how to transform numbers into inspirational narratives to drive action."

For *DataStory*, Duarte culled through thousands of data slides from her clients in consumer, technology, finance, and healthcare industries. The book tackles how to communicate data in order to speed up decision-making and drive results and will enable people to:

• Explain data through the lens of empathy
• Spark action through story structures
• Craft recommendations that get approved
• Write clear observations of charts and annotate them
• Structure and layout a Slidedoc
• Inspire others with data that sticks

Engaging and influential, Duarte is an industry-leader in this space, and is available for interviews, Q&A's, expert commentary and byline articles around the launch of *DataStory* to discuss/write on topics including but are not limited to:

- How she defines story in relation to communicating data
- How to transform numbers into inspirational narratives to drive action and get results
- How executives need data communicated to them
- Storytelling techniques to make your data come to life
- A Data Point of View (DataPOV): what it is, why you need it and how to craft one
- Slidedocs™: what they are, when to use them and why they are so much better than PowerPoint to effectively convey your message
- How to give your career trajectory a big lift from knowing how to understand and explain data findings well
- Ways award-winning brands communicate data and what you can learn from them
- What she has learned and can share with you from her analysis of the thousands of slides she built from multiple brands in a cross-section of industries: consumer, hardware, software social media, search, biotechnology, finance and consultancies and more

"I'm not asking you to embrace fairy tales or incorporate any sort of creative fiction into your data process," adds Duarte. "Instead, you'll utilize stories with a structure so inherently powerful, others can recall and retell it. Story also has the ability to help the listener embrace how they may need to change, because the message transfers into their heart and mind."

DUARTE, INC. is the largest creative firm in Silicon Valley and one of the top woman-owned businesses in the area, with an additional well-established office in Brooklyn, NY. They are the global leader behind some of the most influential visual messages in business and culture and work with 200 of the Fortune 500. For more information, please visit their website and connect on Facebook, LinkedIn, Instagram or to sign up for their popular DataStory™ Workshop, please visit, https://www.duarte.com/presentation-training/datastory-workshop/.

NANCY DUARTE is a communication expert who has been featured in *Fortune*, *Forbes*, *Fast Company*, *Wired*, *The Wall Street Journal*, *New York Times*, *TIM*E and on CNN and is also a *Harvard Business Review* contributor. As a persuasion expert, she cracked the code for effectively incorporating story patterns into business communications. She's written five bestselling books and four have won awards. On the list of top 250 Women in Leadership, Duarte ranks #67 and on World's Top 30 Communication Professionals for 2017, she ranks #1. Nancy has spoken at numerous conferences and her TEDx talk has over two million views. She speaks at business schools and lectures at Stanford University a few times per year. Please connect with her on Facebook, LinkedIn and Twitter.

DataStory **will be published September 17, 2019 and is available at Amazon, Barnes & Noble, 800CEOread.com and wherever fine books are sold.**

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