

“DATA-DRIVEN STORYTELLING”

HUMANS LOVE STORIES. *But a story that isn't compelling, or leads readers to the wrong conclusion, has failed just as much as no story at all.*

Your data has a point. *Is anyone making it?*

Most workplace documents present data and hope the reader connects the dots.

“**Data-Driven Storytelling**” teaches your team how to turn numbers and analysis into a narrative that's clear, engaging, and drives readers to take the action you need.

Your Team Will Learn How To

- **Understand why storytelling matters**
See what a narrative does that a list of findings can't.
- **Engage readers through story**
Hold attention longer than raw data ever can.
- **Use the five elements of storytelling**
Build on the blocks every compelling story shares.
- **Shape data into a point of view**
Interpret the data instead of just reporting it.
- **Make the reader the hero**
Frame the story around what the reader needs.

What Makes Hurley Write Workshops Unique?

Our workshops are completely customized to meet your team's needs. And, unlike a lot of other off-the-shelf courses, ours are based on the science of readability: how readers make sense of numbers, how stories help them see themselves in the data, and how to structure a narrative that leads to the decision you need.

Put Hurley Write's experience to work for your team. No more spreadsheets with no point of view. No more readers left to connect the dots. No more data that never leads to action.

☒ Onsite Workshops ☒ Virtual Workshops ☐ Online Courses

Give your data a point of view.

Schedule Data-Driven Storytelling for your team.

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