

Action Items/Notes/Takeaways

Heartbeats Behind the Headlines: Data Storytelling 101

October 2024

WHY STORIES?

- Favorite Movie:
- Think of a heart pounding movie, or one that startled you, or where you became tearful
- Most read book in human history:
- How many charts/graphs are in the above:

Emotional Connection. We are moved.

Think about your facility's quality program.....

Storytelling Template

- Once upon a time.....
- And every day.....
- Until one day.....
- Because that.....
- Because of this.....
- Until finally....
- And ever since that day....

Change Your Quality Program Story

- Once upon a time.....
- And every day.....
- Until one day.....
- Because that.....
- Because of this.....
- Until finally....
- And ever since that day....

Step-by-Step: Tell Stories with Data

- 1. Review the data**
- 2. Select one theme you want to highlight:**
 - a. Tiny improvements are still progress
 - b. Woo woo – let's celebrate
 - c. We must change this quickly
 - d. Doing ok, but we're stuck
 - e. This will open our eyes
 - f. (fill in the blank)
- 3. Discover a story to demonstrate the theme**
 - a. (sources: life, family, friends, patients, movies, books, sports, etc)
- 4. Share a Call to Action (What you want people to do)**
- 5. Follow-up next time on the Call to Action**

Tell YOUR Story

Additional Notes/To Do Items

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