



Think like a People Scientist:
*Tell more compelling stories with
your data*

Keith Mcgrane, Stephanie Downey

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Your storytellers for today...



Stephanie Downey

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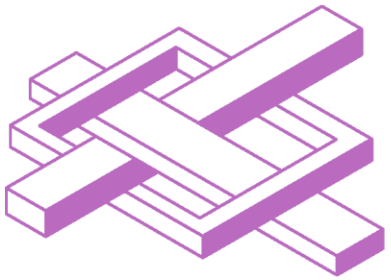
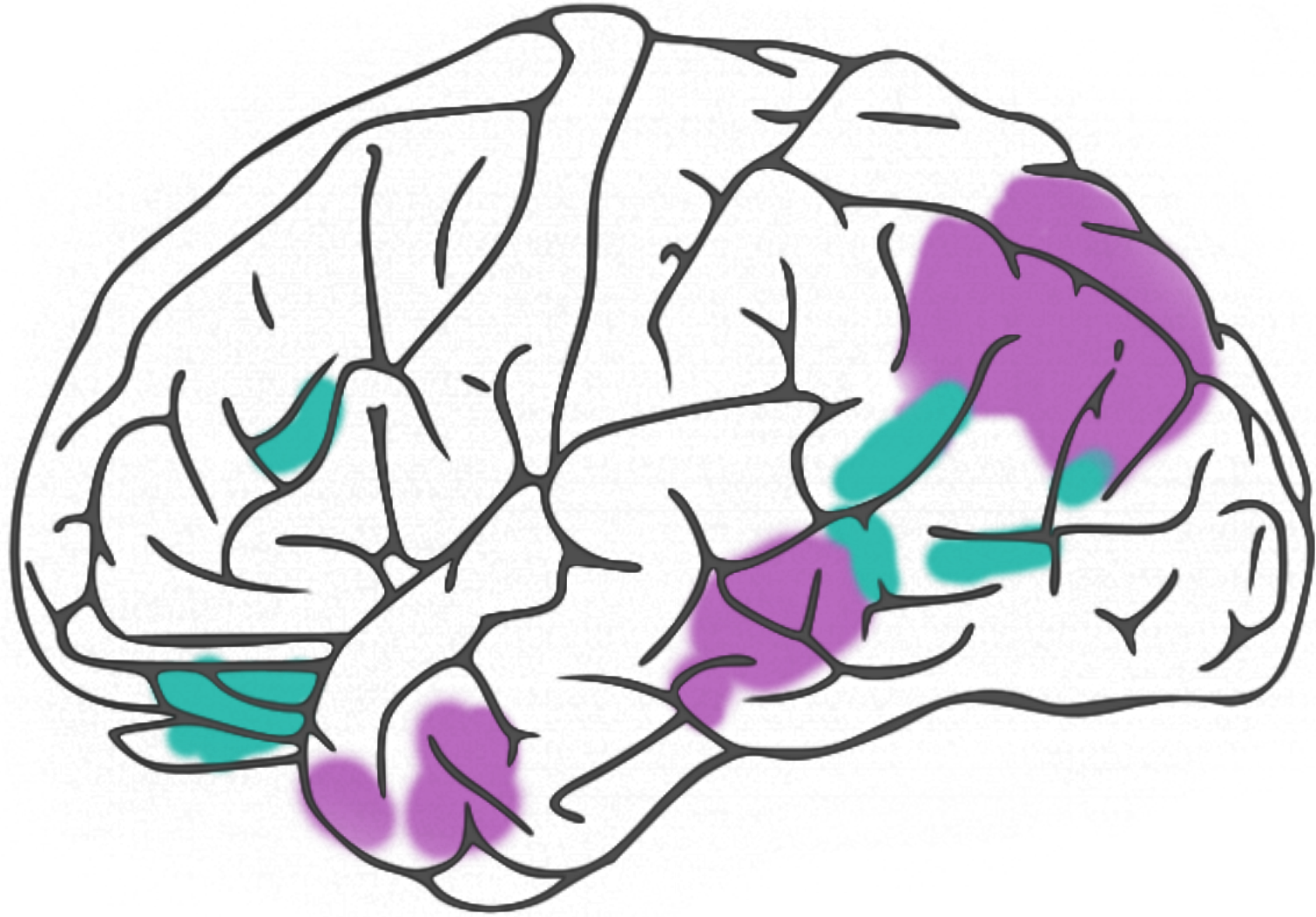


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People don't remember **facts...**

They remember
stories.





Research shows...

Stories are

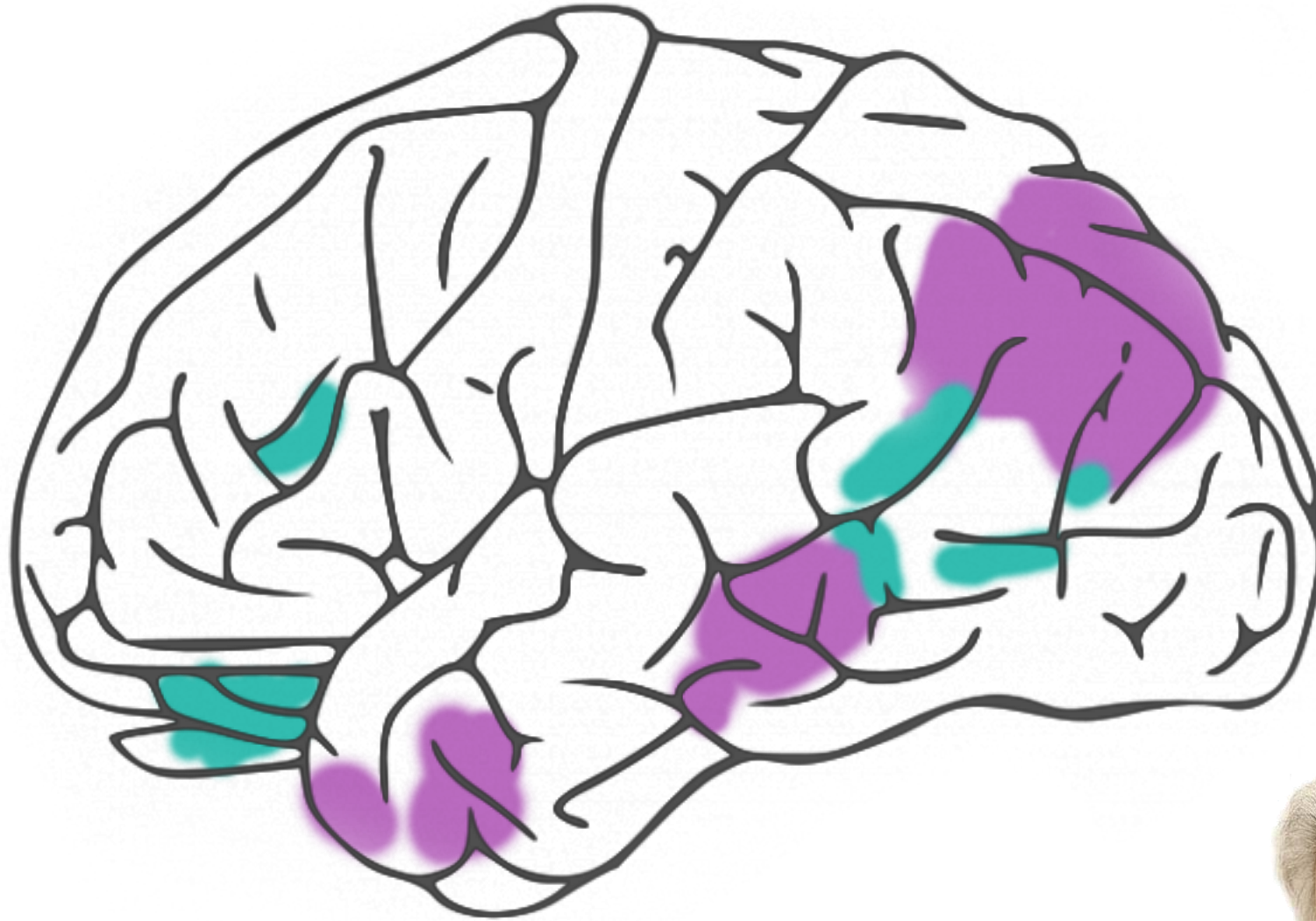
8x

More Memorable

than facts alone.

Bower & Clark, 1969

At Thrive, Inc., we have committed to achieving equity within our workforce. Today, we have **1200 developers** working full time. Yet, **20% are female**. Our **September 2023 pulse** revealed that **only 35% of female developers** felt like they have good **career opportunities** at Thrive, Inc. Therefore, in the last three months we **6-month piloted a 6-month mentorship program** and are proud to report we saw a **40% increase** in the participants favorable perceptions of their careers.



Damasio, 2006

What do you want your audience to...

UNDERSTAND

Make **SENSE**

WHAT do they need to know?

CARE

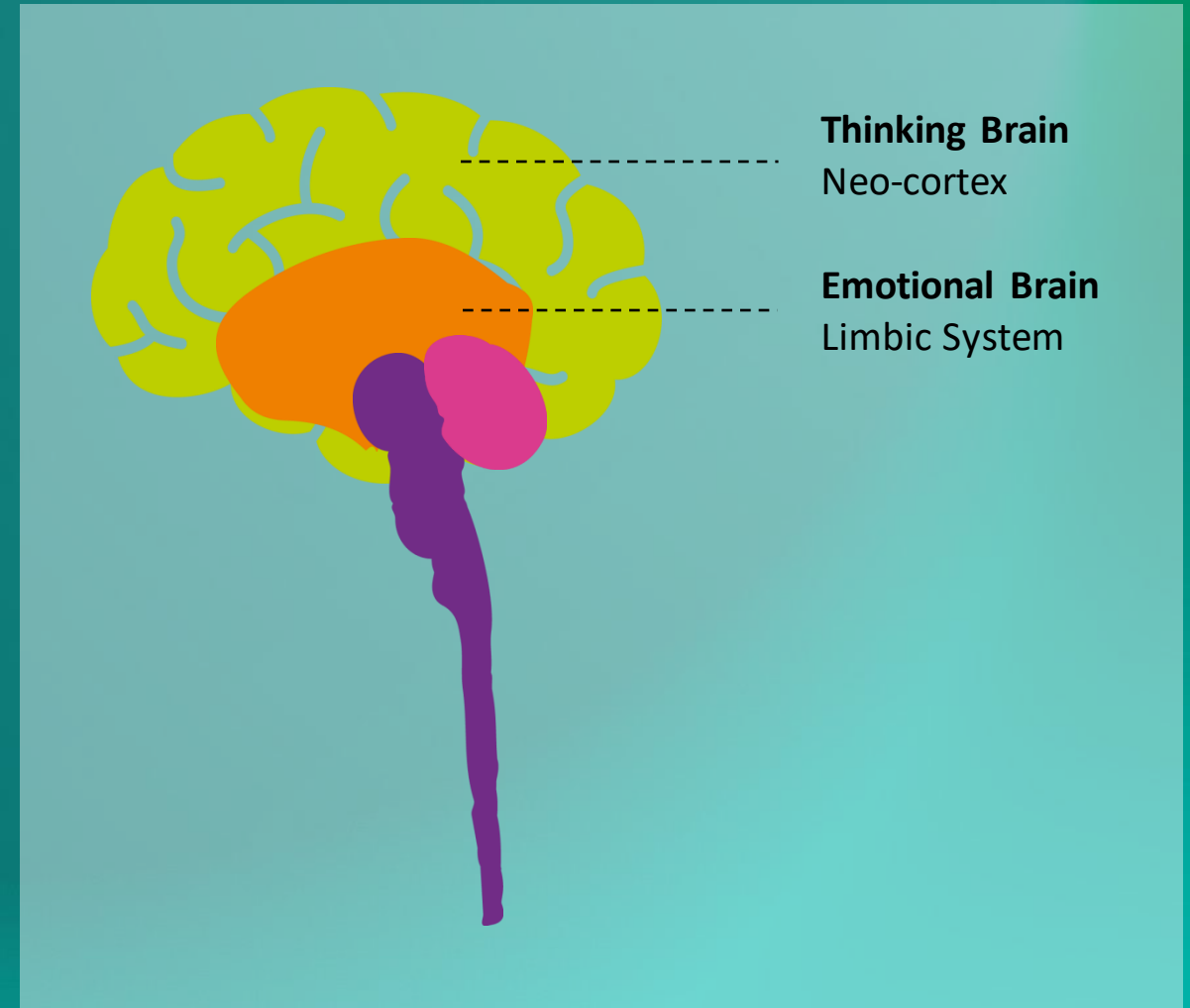
Make **MEANING**

WHY does this matter to them?

DO

Inspire **ACTION**

HOW do they act on this?



What stood out to you?

What stood out to you this time?

A Data Story

UNDERSTAND

- ✓ Women's perceptions on career opportunities are low and lower than their Male colleagues.

CARE

- ✓ We have actively committed to D&I as a core priority. If we don't solve this problem we may lose important talent.

DO

- ✓ Consider high-value programs targeted by critical populations, for example a mentorship program.

So, who's in
the room?



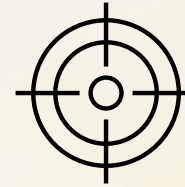
(Thinking) preference

SHOW ME **THE EVIDENCE**

Analytical Style



Driver Style

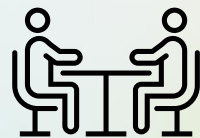


BE **BRIEF**. BE **BOLD**.
BE **GONE**

Introversion

Extraversion

Relational Style



Persuasive Style



SHOW ME **YOU CARE**

GIVE ME THE **BIG PICTURE**

(Feeling) preference

Tone: Professional, tactful.
logical



Analytical

Be **credible**

Thorough rationale & evidence /
invite questioning & challenge
(stress-testing)

Driver



Be **concrete**

Focused & direct messages/ cut
through the 'noise' / get quickly to
the 'SO WHAT DO WE DO?'

Tone: Personal, passionate,
emotional



Relational

Put it into **context**

Align your message to what's
important to us / facilitate
reflection & dialogue

Persuasive

..**captivate** with examples
/ visuals



Illustrate with relatable examples
/ align to the big picture / vary
'how' you communicate (visuals
etc) / put your stamp on it

How to tell your story



Tell your story



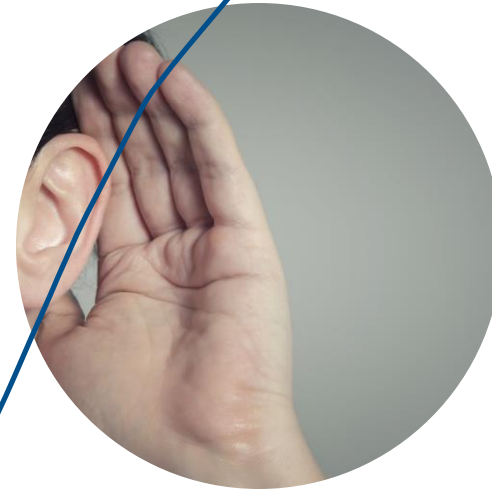
Beginning

- Grab attention early
- Highlight a challenge
- Set meaningful context
- Connect to what matters early and throughout



Middle

- Focus the conversation so they understand the most important parts
- Confront reality; inspire them to care
- Engage the audience



End

- Be prescriptive - one thing
- Create clarity for next steps
- Ask them to commit

So, how can you combine stories and data?

Context

What is the current state?
What is top of mind?

Use an impactful metric or comment to set the scene.

Problem

What are we facing?
What's the current impact?

Acknowledge effort

What are we working on?
What has gone well?

Use scaled data and comments to highlight the positives.

Face Reality

The data show we have work to do.
What is at stake if we don't fix it?

Throw a lifesaver (or 3)

What successes can we share?
What has worked/could work?

Use comment data to find solutions

A bright future:

Gain commitment to act.



Facilitative

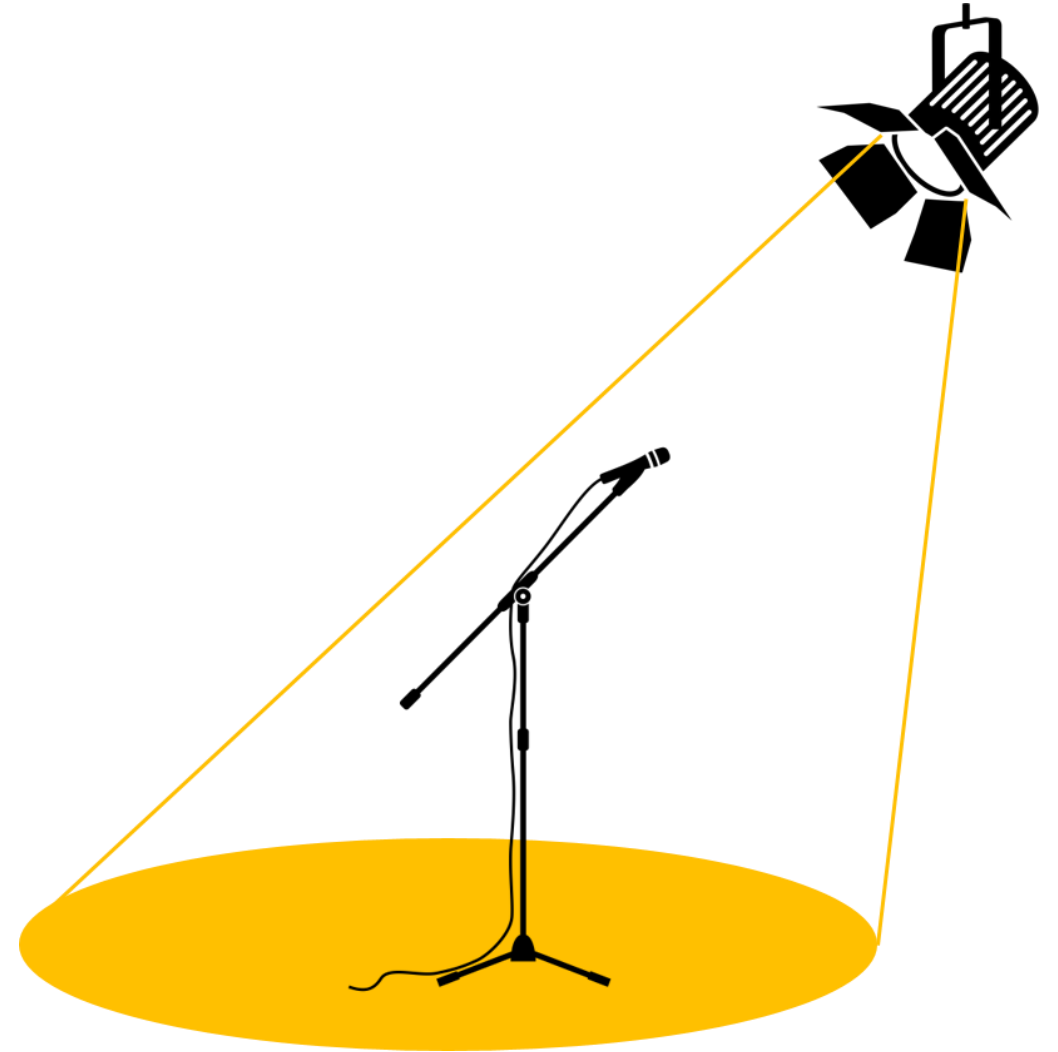
Directive



The power of data-storytelling

Increase the likelihood of **Action**

- By appealing to **Logic & Emotion**
- By connecting with your **Audience**
- By structuring it in a **Narrative**
- By facilitating **Ownership**



Upcoming calls

April 18

AI empowerment: The game-changer for the employee experience

April 23

Think like a People Scientist: Influencing action without authority

May 28

Think like a People Scientist: Designing a survey that meets your organization's needs

All our upcoming events are listed on the Viva Community [events page](#)

Thank you

