Data Storytelling
In The Public Sector.

CFRR Ministerial Conference

November 30, 2022
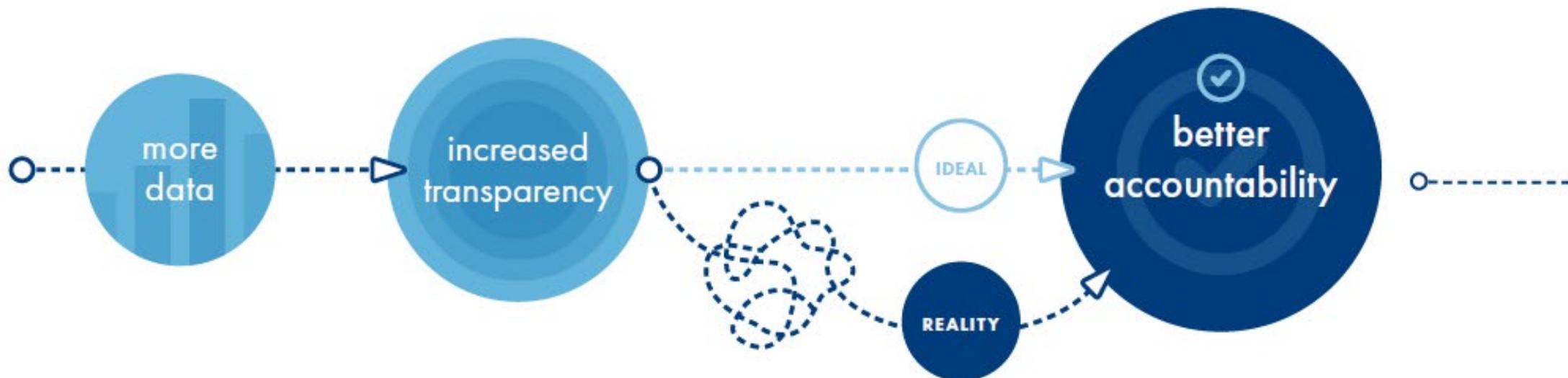
Zürcher Hochschule
für Angewandte Wissenschaften

zh aw **School of Management and Law**

The "paradox" with government fiscal & financial reporting.

- o OECD (2018) Rationalising government fiscal reporting

- o Contributing factors:
    - Quantity
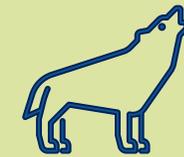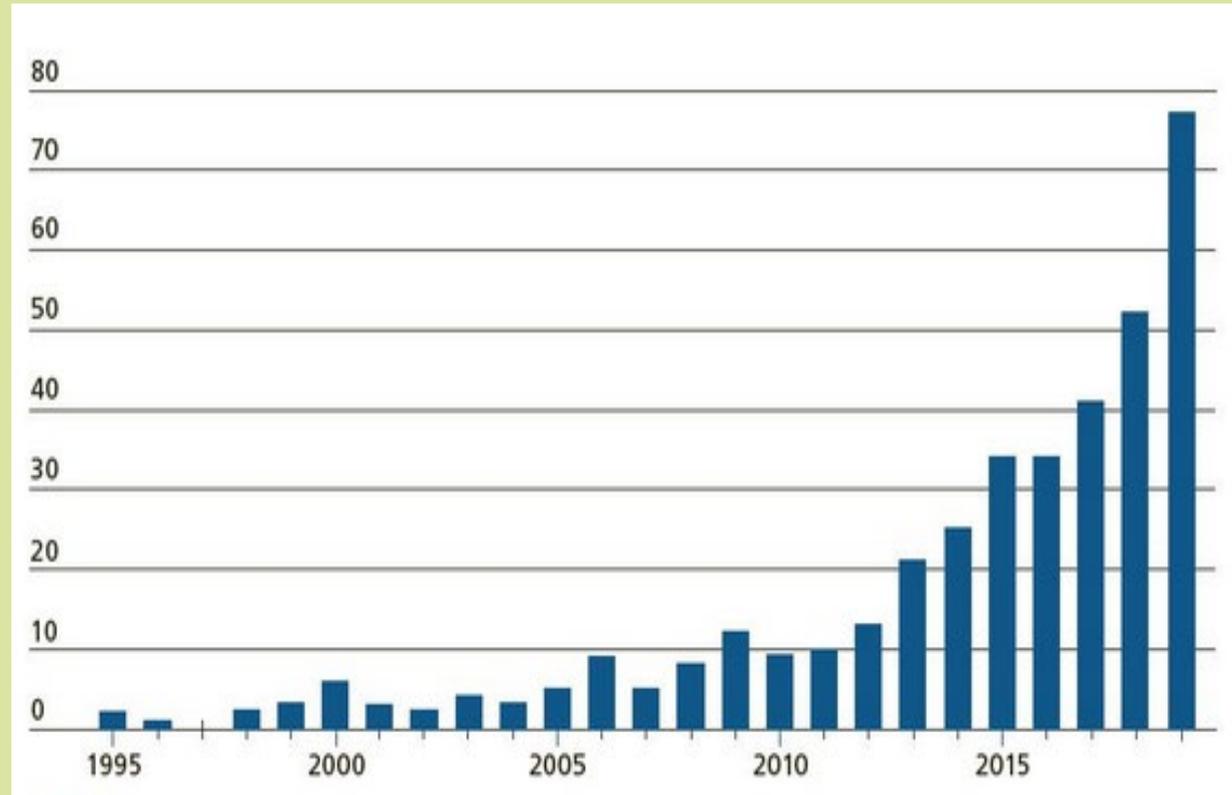   - Complexity
    - Language
    - Layout

Humans are hardwired to respond to stories.

o Its difficult for our brain…

- … to process singular information,

- ... to grasp abstract concepts,

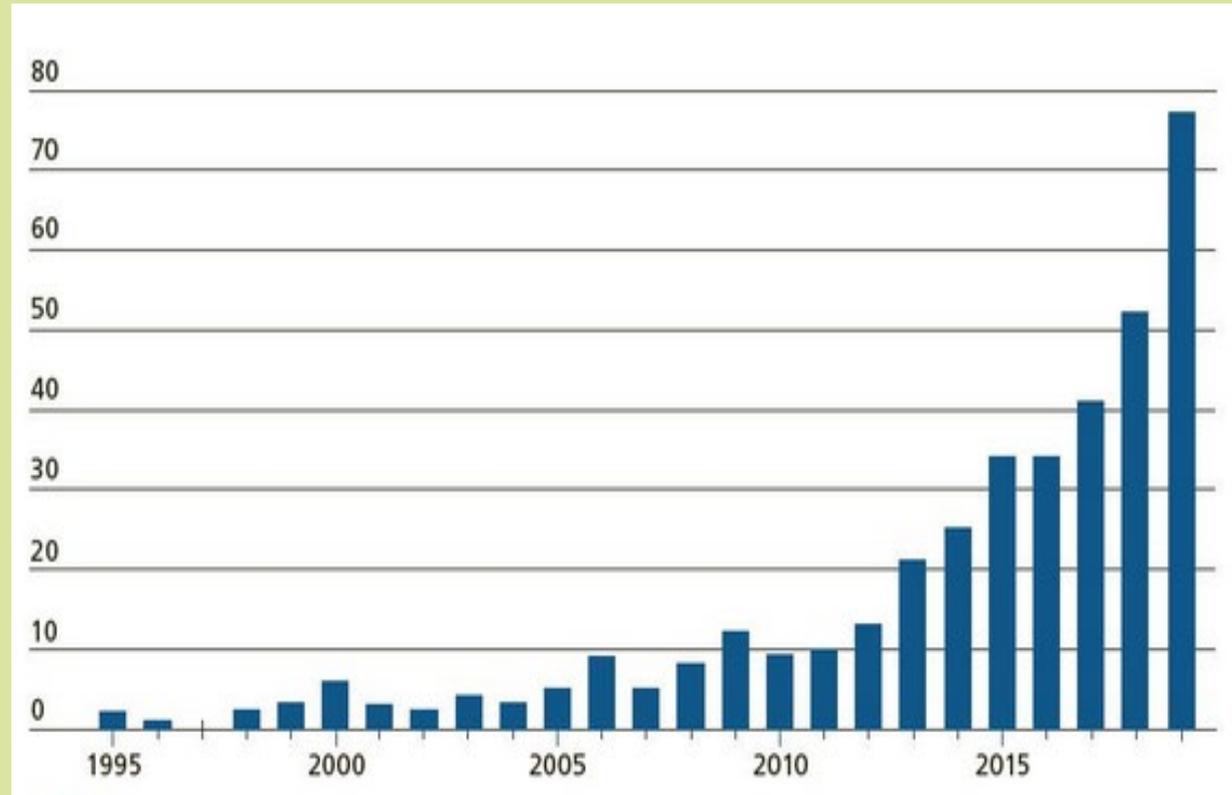→ such as raw facts, figures and technical information.

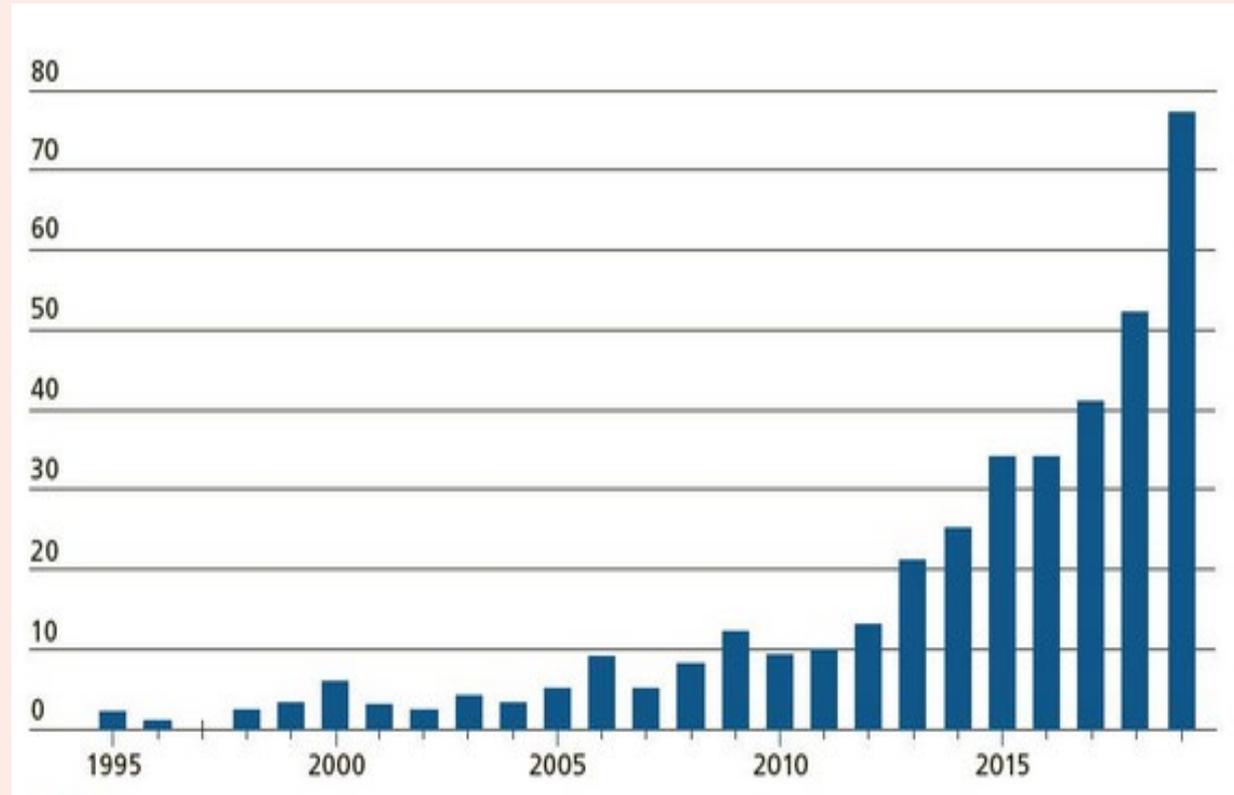# Development of the wolf population in Switzerland.

N° of wolves observed

Development of the wolf population in Switzerland.

Nº of wolves observed

Development of the wolf population in Switzerland.

Nº of wolves observed

Same data different story.

How can quantitative information be prepared, condensed and conveyed in such a way that my counterpart understands it?

**Data storytelling =
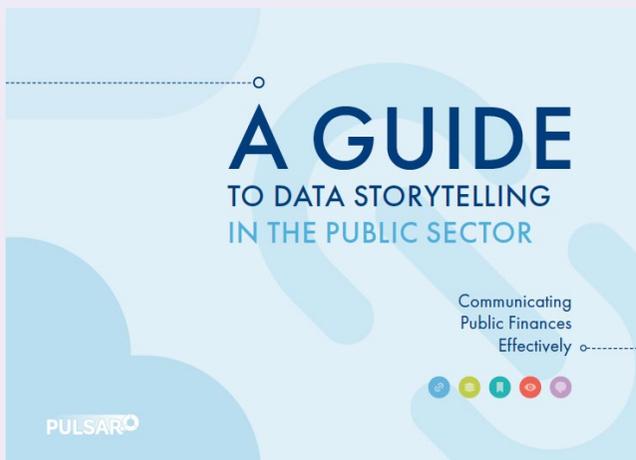financial know-how + the art of storytelling**

Ingredients for data-driven stories:

DATA
NARRATIVE
LANGUAGE
VISUALIZATION

The **Framework** provides guidance on how to put together the elements for data stories most effectively.

THE PUBLIC SECTOR
DATA STORYTELLING FRAMEWORK

○ **Conceptualize**

1
THE
MOTIVATION
establish the "why"

2
KEY
MESSAGE
boil down findings
to one sentence

3
TARGET
GROUP
identify the audience

4
THE
TONE
determine
the mood

5
MEANS OF
COMMUNICATION
consider mode
of communication

○ **Set The Basis**

6
DATA
SELECTION
identify key figures

7
STORY
ARCHITECTURE
choose structure
of narrative

○ **Choose Medium**

8
WORKING WITH
TEXT
write down and
iterate

9
WORKING WITH
VISUALIZATIONS
select type of
visual

Thank you!

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