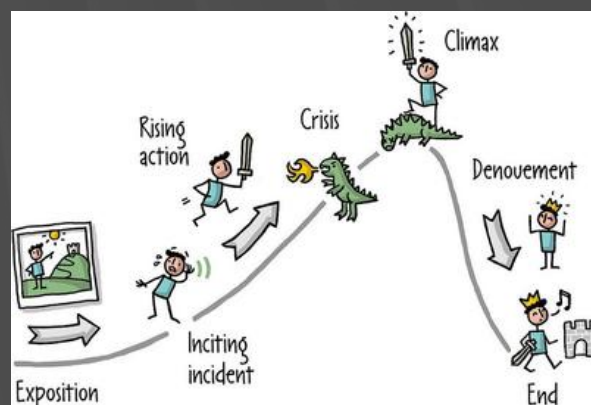
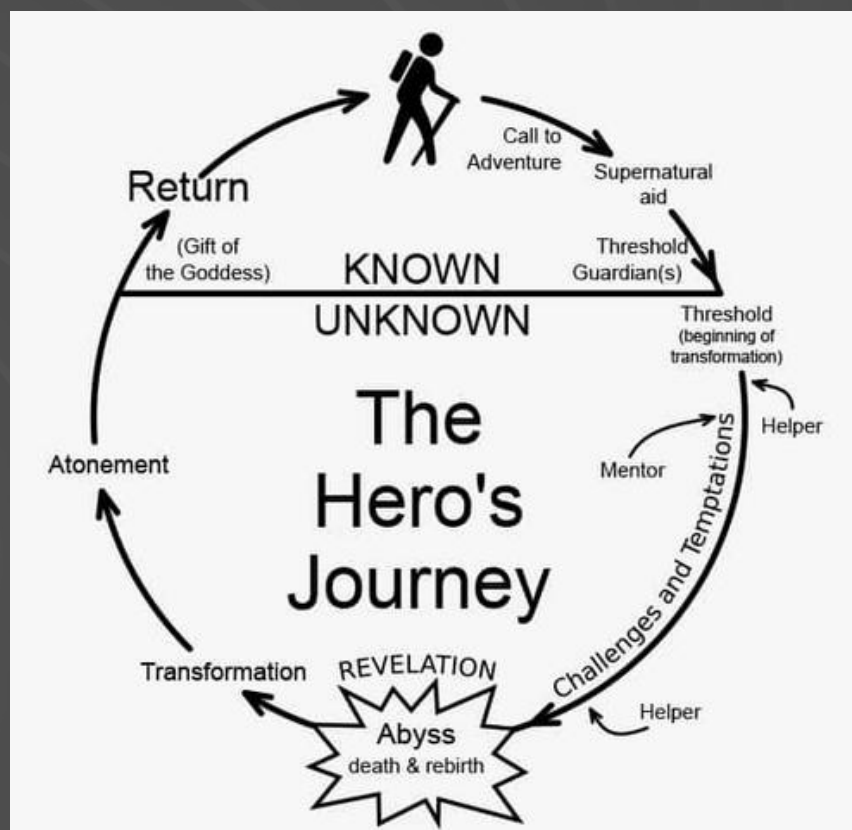




**The greatest art one can master today is storytelling. Steve Jobs, Narendra Modi, Barack Obama, Mahatma Gandhi are all great storytellers. This trait primarily formed the brand they are today.**



**Best process of storytelling to build brand, create an addictive user experience, make the perfect pitch or presentation.**

## Storytelling Do's and Don'ts

Don't	Do
Use jargon or business-speak	Use visuals to show your ideas
Focus too much on yourself or your brand	Know your audience
Leave plot holes	Outline your plot and core message
Make your characters too perfect	Be honest
Skim over the details	Go deep
Sell your CTA too hard	Make it useful
Overcomplicate the story	Leave room for imagination

**The best way to tell anyone anything is through a story, whether investor, donor, customer or boss.**

## What is data storytelling?



### Visual Design

- Design principles
- Design elements
- Imagery



### Data

- Quality data source
- Statistical analysis
- Accurate representation



### Context for communication

- Understanding audience
- Clear purpose/goal
- Feedback loops



### Narrative

- Language & messaging
- Beginning, middle & end
- Call to action



according to Lydia Hooper

Read more at  
[www.paraminnovation.org/newsletter](http://www.paraminnovation.org/newsletter)