

# What's the Story?

## Data to Story

I'm often asked why use storytelling when giving specific analytical information?

The answer I always give is that people remember stories.

Stories motivate, persuade, entertain and inspire us.

Stories are engaging and help us to share information and ideas. We tell and hear them every day of our lives.

Compelling stories have far-reaching emotional impact and stay with us far longer than dry, abstract information.

Stories have a powerful role to play in influencing and changing behaviours, recognising 'heroes', demonstrating progress and celebrating success.

Through the emotional impact and self-discovery of a story's implication they help us to understand and make sense of what we do and why we do it, and to recognise what we need to do differently.

