With access to more sophisticated data collection, reporting, and modeling tools, it's time to turn those numbers into a story. The basic story structure involves two parts—the introduction and the conclusion—comprised of six steps:

1. **Summarize the situation**
   - Set the scene. Let your audience know what your aim is at the beginning of the story in order to establish context for everything that follows.

2. **Describe the specific opportunities or challenges that make it important to act**
   - Use financial data to support the opening statements. Simple illustrative charts and other data visualizations will lend clarity and credibility to the points you're making.

3. **Outline the risks or consequences of NOT taking action**
   - Predictive models from machine learning come in handy here, providing numbers to back up your claims.

4. **Communicate recommendations clearly and candidly, substantiated with data**
   - This is where numbers get their time to shine. Using data and analysis, you can prove the value of your recommendations.

5. **Plainly outline the specific actions for the company to take**
   - If your opening hooks the audience but the next steps are not clear, you'll lose your listeners. Clear and specific recommendations of what's next will eliminate confusion and push decision making forward.

6. **End with data and analysis that supports the benefits of following your recommendations**
   - If you've taken your audience on a meaningful journey throughout your tale, they'll see how you arrived at your conclusions and why you're recommending certain courses of action and more readily jump on board with your proposed plans.

To learn more about our financial storytelling solutions visit insightsoftware.com