

MASTERINGSAP

An SAPinsider Company

Mastering SAP Collaborate

22 - 23 May, 2023

Crown Promenade, Melbourne

Mastering the Art of effective Storytelling with Data

Mignon Mapplebeck (MBA, MIT DS & ML, B.Comm Comp. Science)

Chief Operating Officer

SEE Consulting

AI | Data | Performance

#MasteringSAP #MasteringSAPCollaborate



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Introductions

At SEE Consulting, we specialise in AI, Data Strategy and Business Performance Improvement, recognising the transformative power of integrating AI, Data, and human expertise in driving organisational success.

We run workshops and transformations in AI, Data, and Business Performance from discovery and initiation to full-scale deployments.

Awards & Speaking Events



Clients



AGENDA

01

INTRODUCTIONS

02

SCIENCE OF STORYTELLING

03

INSPIRING STORIES

04

DATA STORYTELLING

05

DATA FOUNDATIONS

06

MOVING TO ACTIONS

07

CASE STUDY

08

WRAP-UP & Q/A

(10-15 min break – Prior to Case Study & Wrap-Up)

**MELBOURNE
ARE YOU
READY?**



Science of Storytelling

The science of storytelling encompasses a multidisciplinary approach drawing from fields such as psychology, neuroscience, linguistics, sociology and communication studies

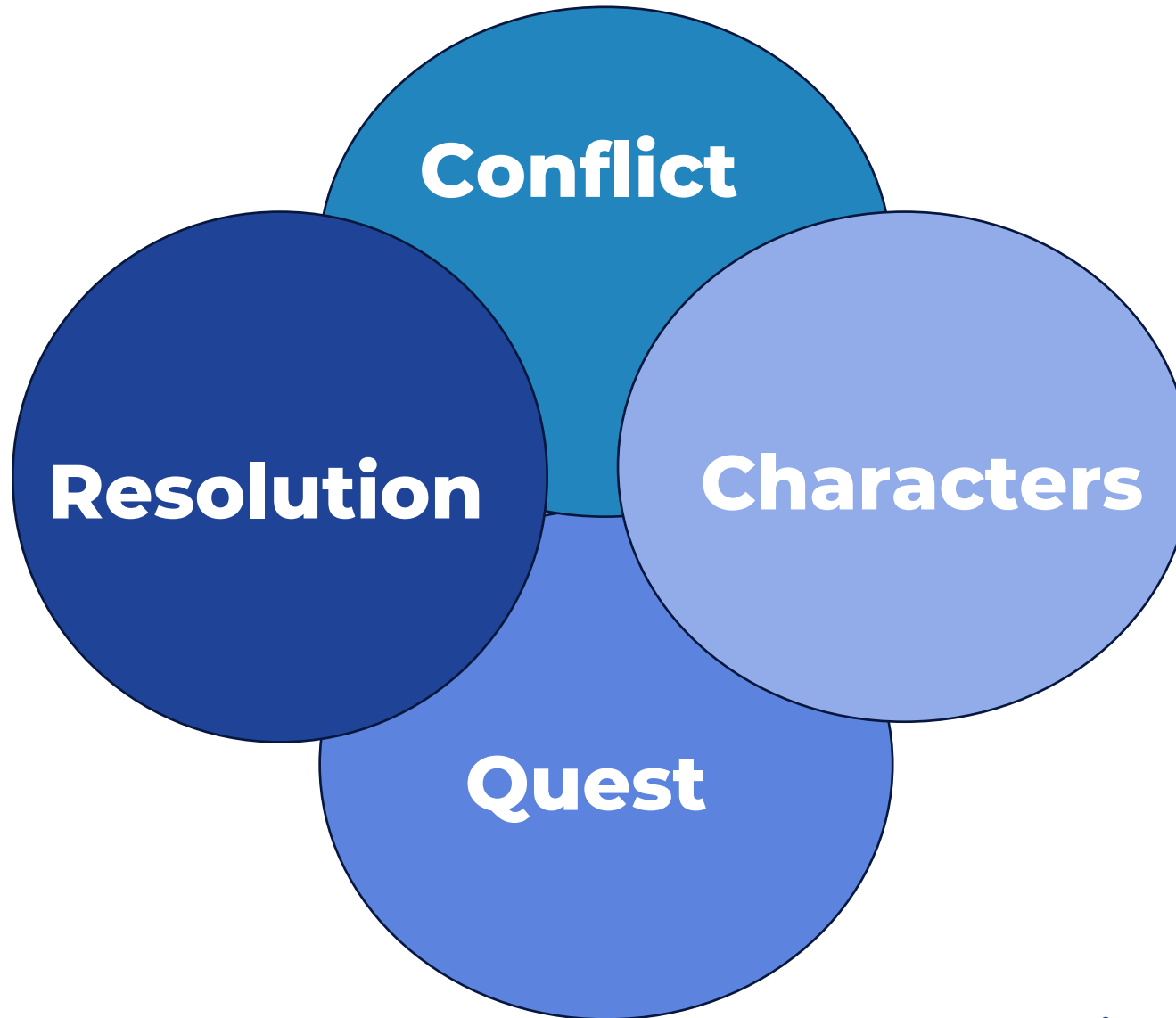
**Stories engage
our senses**

**They propel us
to action**

**They help
immerse us
into a narrative**

**They connect
people**

Elements of a Great Story..





The Australian Grand Prix 2019



**WHEN
WE
WERE
YOUNG**

Powerful Story

Stories also need great storytellers..

It was the year 2007..



Moto Q



BlackBerry

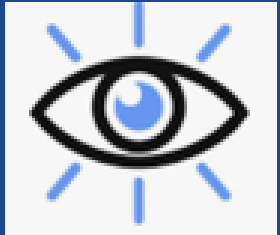


Palm Treo

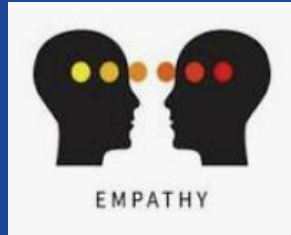


Nokia E62

Steve Jobs was a masterful storyteller, here are a few reasons why:



Clarity of Vision



Emotional Connection



Simplicity

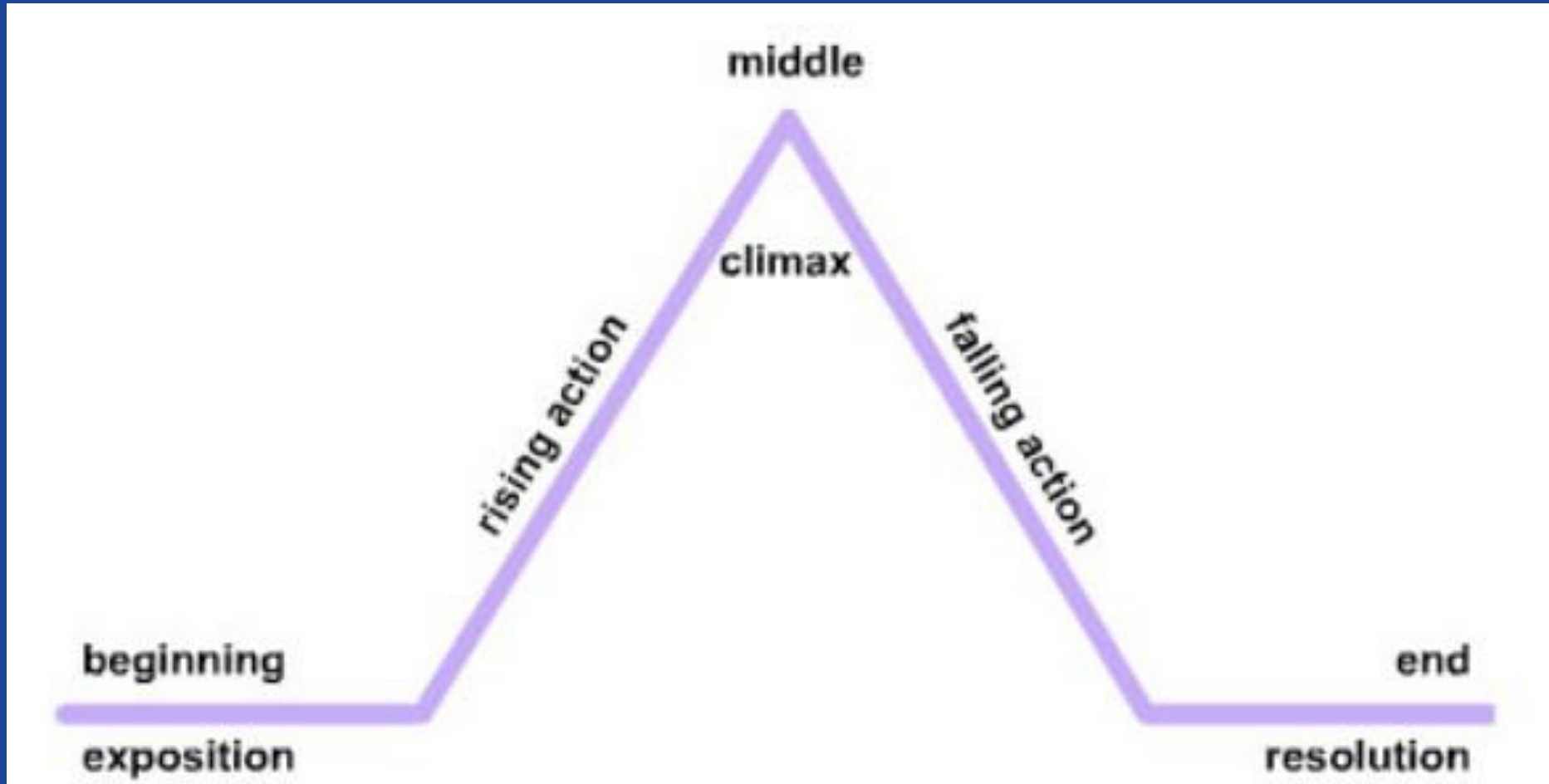


Conviction



Authenticity

Created a compelling Narrative Arc



Apple's Business Outcome:

74 Days after Steve Jobs did his presentation, Apple shipped 1 million iPhones.

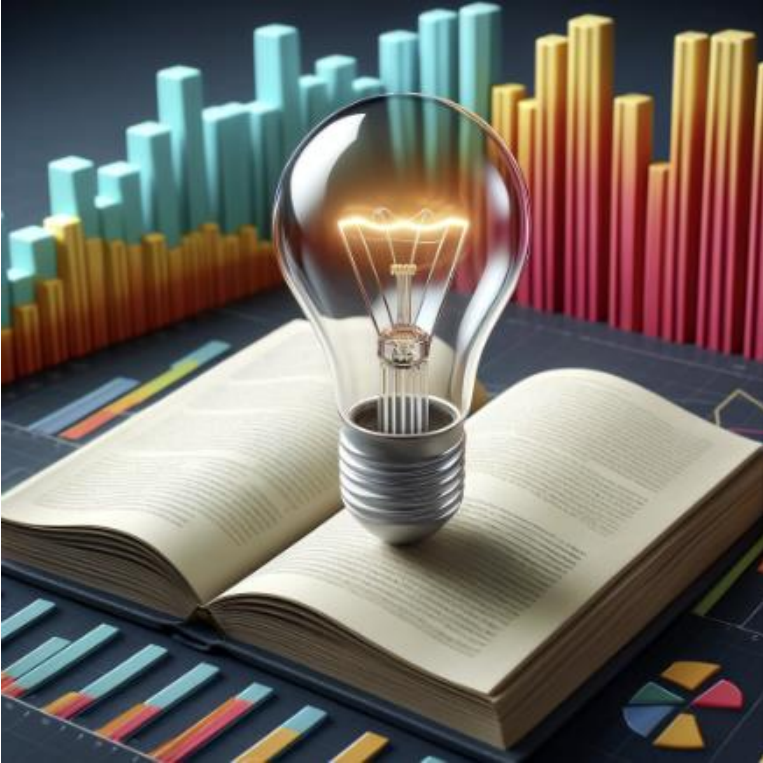
***A good story
leverages the
advantage of the
brain's
fast-track lane***

***The space it
reserves for
stories***



Audience Reflection:

Take a few moments and personally reflect on your own experience and share with each other on where a speech, story, character, book, movie, moved or inspired you.



Data Storytelling

“Data Storytelling is the art of transforming **data** into **informative narratives**, weaving insights and in turn helping drive organisational value”

DATA PATH TO VALUE..

PROVES A POINT

MOVES TO ACTION

**BUSINESS
PROBLEM**

DATA

INFO

INSIGHT

**DATA
STORY**

DECISION

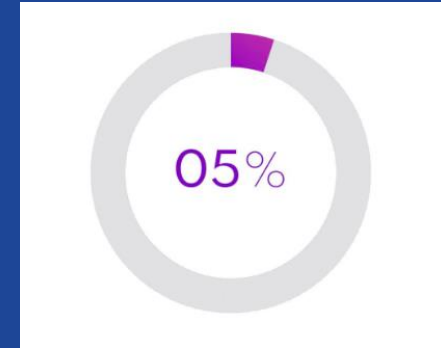
ACTION

**ORG
VALUE**

Facts are *not* as memorable as stories

DATA

COLD, FACTUAL, OBJECTIVE



Only **5%** remembered individual statistics

STORY

WARM, EMOTIONAL, SUBJECTIVE



63% remembered stories

Source: DataStory by N. Duarte 2019

Data Foundations

“It is not the beauty of the building you should look at;
it is the construction of the foundation that will stand
the test of time.”

- David Allan Coe, songwriter

DATA PATH TO VALUE..

PROVES A POINT

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DATA
STORY

DECISION

ACTION

ORG
VALUE

MOVES TO ACTION
CREATIVE

Five-Criteria for AI-Ready Data

ENRICHED



ACCURATE



UNBIASED



GOVERNED



SECURE

Source: Gartner –We shape AI, AI Shapes Us

Audience Question:

Can you personally reflect what data challenges you have experienced, think of specifics around accuracy, bias and completeness.

Moving from Data to Insight

UK Train Company

BUSINESS PROBLEM:

Train provider significantly fined for not meeting their Service Level requirements

INSIGHT:

80% of the problems have no operational processes to stop them occurring.

PROPOSED ACTION:

Implement robust processes to reduce failures and meet service level requirements

UK ONLINE RETAIL ORGANISATION

BUSINESS PROBLEM

Clothing sales had decreased significantly over the past year impacting profits

INSIGHT:

We have noticed a 30% increase in online shopping cart abandonment

PROPOSED ACTION:

Implement shipping cost transparency and stock availability early in the journey

UK NATIONAL GRID

BUSINESS PROBLEM

UK National Grid was utilising non-sustainable energy sources during peak times.

INSIGHT:

Data from consumer smart metres indicated low-usage at non-peak times

PROPOSED ACTION:

Implement incentives to consumers to utilise electricity in off-peak times.
Saver 11am – 4pm on Sundays

Be aware of Data Biases- A guardrail

- Confirmation Bias
- Survivorship Bias
- Knowledge Bias
- Hasty Generalisation Fallacy
- Correlation Fallacy





*Maybe it is really about
sharks preferring ice
creams in hot weather?*

Who knows!

*From Sharks
to...*

*Data Change
Agents*



Data Storyteller as a Change Agent

Skills to develop

DATA FLUENCY



DATA
STORYTELLING



DATA
CURIOSITY

ORGANISATIONAL CHANGE & RELATIONSHIPS



Building Relationships

Know your audience

Do some research



Why should they care?

What should they do about it?

What is the business impact?



Audience Question:

Can you reflect with each other what you have found useful in managing data change in your organisations, what has worked. How did you maintain stakeholder relationships, deal with resistance etc?

Other Tips in Managing Change with Data

Define the Purpose

Build a Narrative around the Data

Use Visual Aids

Lead by Example

Communicate Benefits

Train & Empower

Create Opportunities for Feedback

Celebrate Successes!

ITERATE AND ADAPT

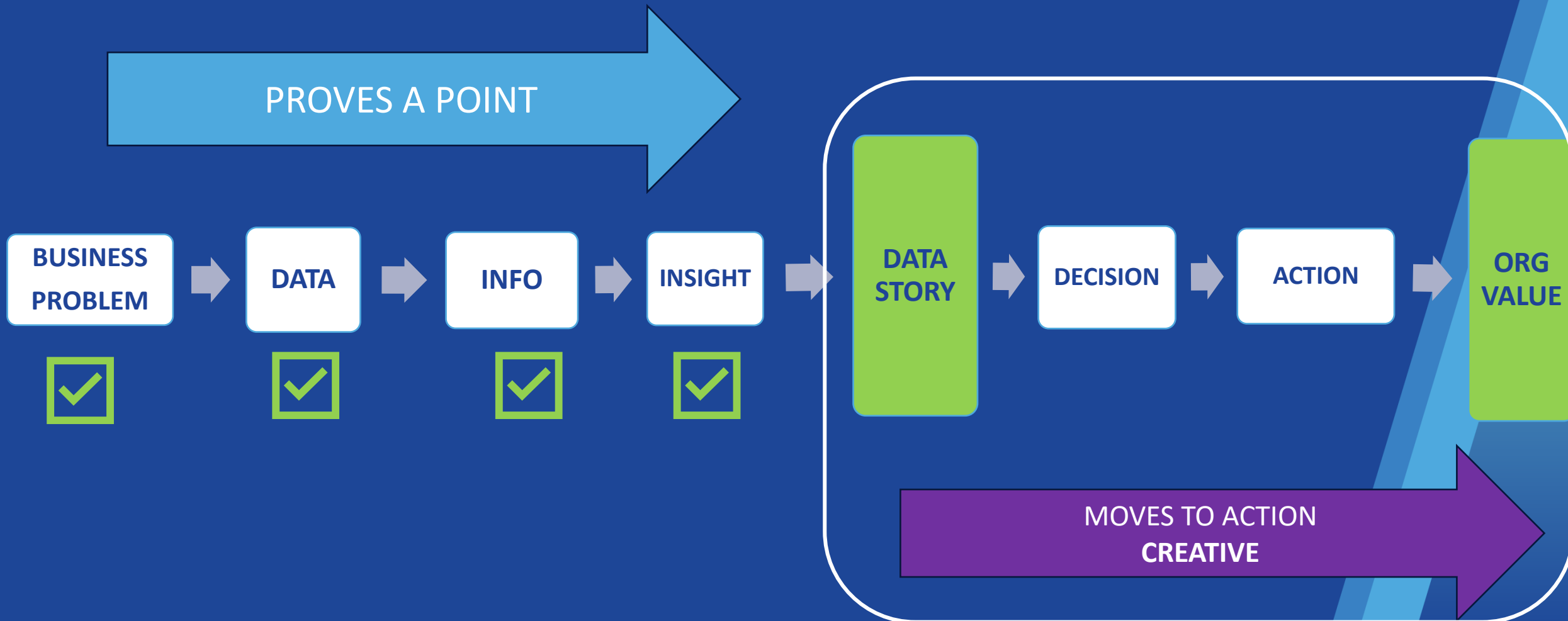


Moving to Action

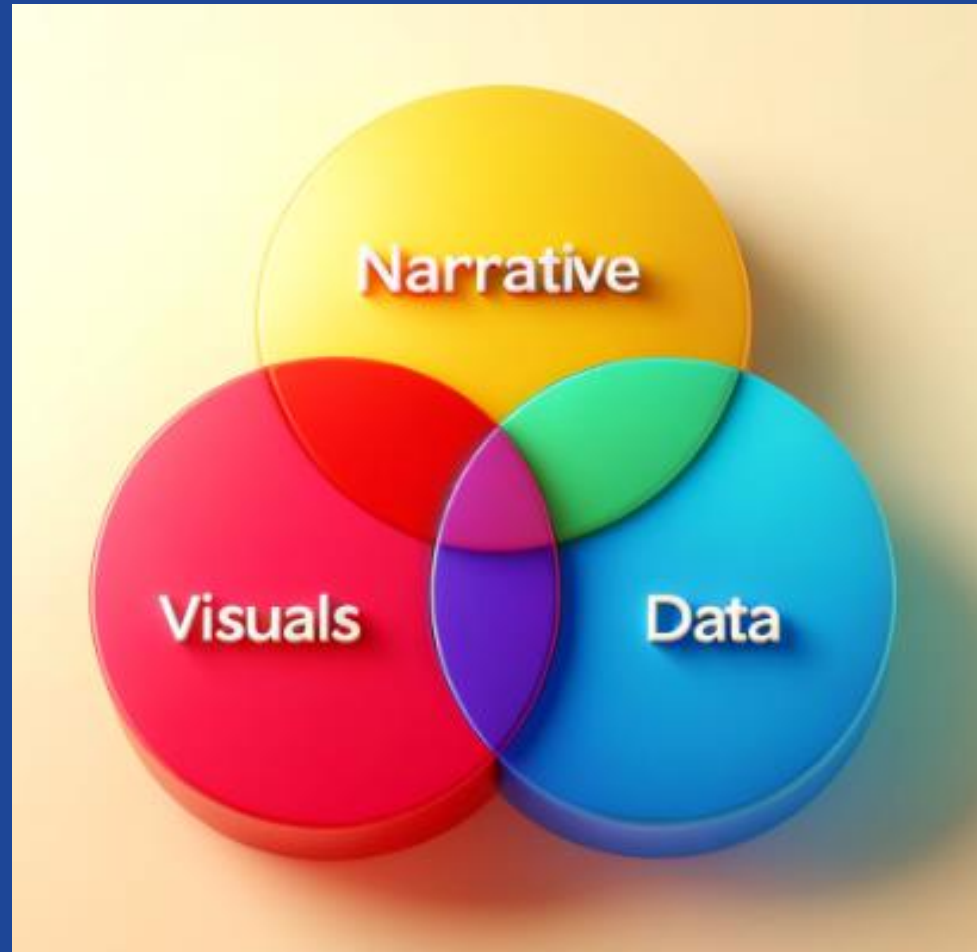
By harnessing meaningful data and INSIGHTS, organisations can navigate through uncertainty, craft strategies with precision, and create organisational value



DATA PATH TO VALUE..



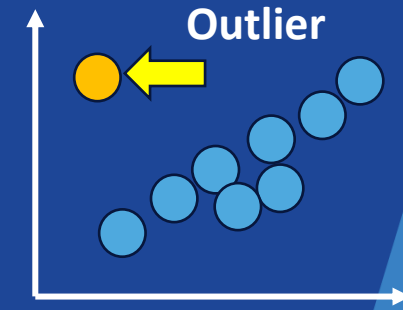
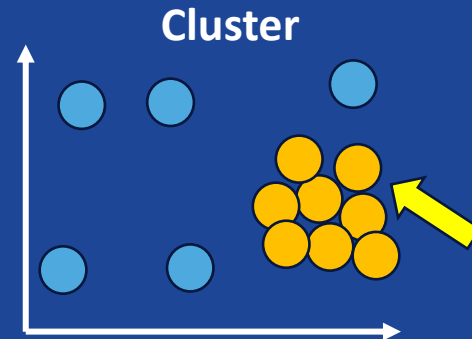
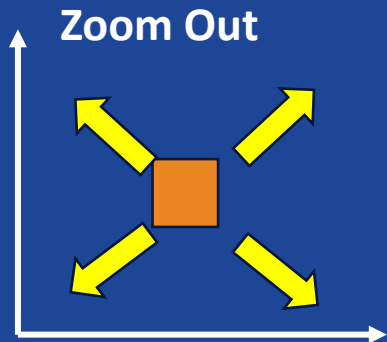
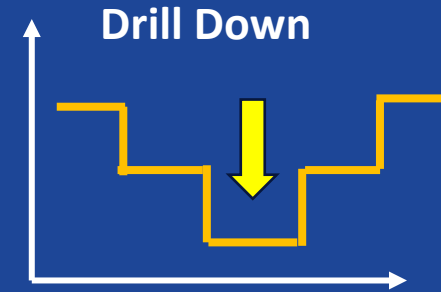
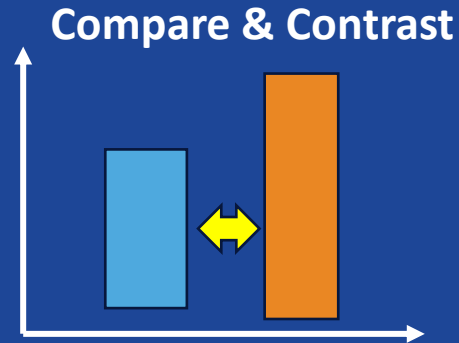
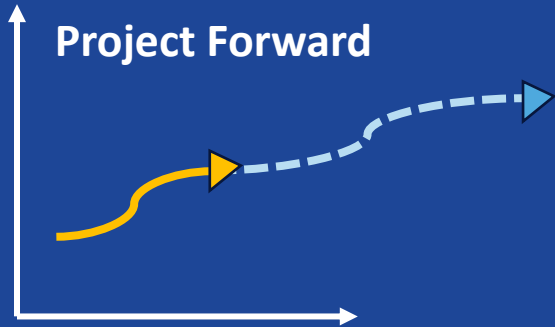
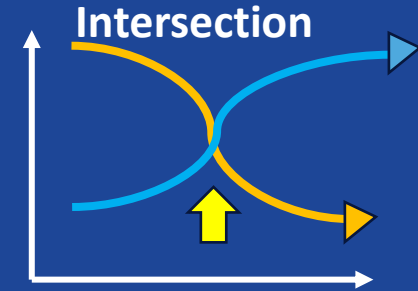
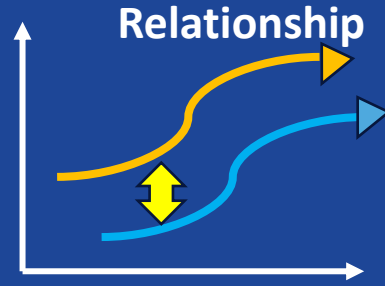
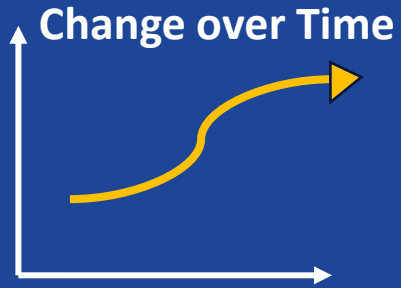
Narrative, Visuals & Data



Source: Effective Data Storytelling by
Brent Sykes, Wiley 2020



Visual Ideas : Reflect on your Story Points:



Ref: Effective Data Story Telling. B Dykes 2019

Building a Data Story Arc



A Data Story Arc. Case: A UK Cloud-Based solution provider

BEGINNING

PLOT/SITUATION

*“The average renewal of our cloud-based subscriptions by country is **75%**”*

MIDDLE

TENSION

*“However **only 20%** of our clients renew our cloud-based products in **Europe** and is forecast to worsen down to **10%** **renewment rate** in the next 12 months!”*

END

RESOLUTION

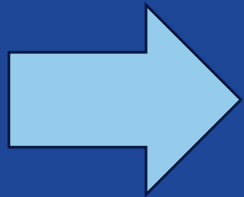
*“We need to modify our cloud-based subscriptions and improve awareness of our product **by 15%** to **improve our renewment rates in Europe**”*

Framework Source: DataStory by N. Duarte 2019

Tips for Constructing your story

- Highlight important data & reduce distractions
- Summarise when detail is not necessary
- Use clear language that is quite specific
- Pick visuals that will be suitable for the situation, insights and actions that you are trying to drive
- Choice of colours and font can make a difference
- Bring the story to life utilising your personality and emotion..

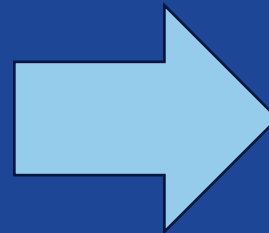
Pitching to a busy executive with a story?



DATA PREVIEW



**PIQUES
THEIR
INTEREST**



DATA STORY



Example: Executive - Data Elevator Pitch

PROBLEM STATEMENT:

An organisation is facing serious cash flow challenges



CFO Executive Pitch- John Kaplan

“Hi John, I was looking into the cash flow problems we have had, I have analysed our current accounts receivables and payables data and produced some tangible results that highlights key trends and anomalies affecting our cash flow.

With a few strategic tweaks informed by this data, I believe we can enhance our cash conversion cycle significantly by 5%, boost liquidity, and reduce financial stress.

Can we discuss how we can implement these changes? ”

AUDIENCE BREAK.

A large field of wind turbines under a hazy sky. The turbines are arranged in rows, and the image has a warm, golden-brown tint. The text is overlaid in the center.

Real-World Case Study

A UK-based energy company

DATA PATH TO VALUE..

PROVES A POINT

MOVES TO ACTION

**BUSINESS
PROBLEM**

DATA

INFO

INSIGHT

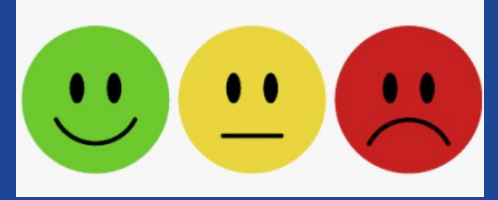
**DATA
STORY**

DECISION

ACTION

**ORG
VALUE**

BUSINESS PROBLEM



A UK-based energy company identified an opportunity to improve customer retention and satisfaction. They realised they needed to drive clear outcomes as customers were switching to alternative providers at about 2.5% per month and no one knew why? This was a very concerning trend!

Data and Organisational Challenges

- Data Silos, no single view of the customer, customer fragmentation
- Timely response rates for surveys hindered quick customer retention actions
- Organisation highly resistant to change
- Limited data-driven decision making
- A mixture of unstructured and structured data sources, eg: call records, survey results
- No one knew where to start

INSIGHT GENERATION



Working in collaboration across the business we decided to leverage the data analytics capability of the organisation and focused and analysed CSAT metrics and call records etc.

Data Challenges from Insight Generation

- Complex, non-integrated datasets, customer data from multiple sources
- Data bias, they had to ensure the data was representative of the full customer segment,
- Access to the data and change-related issues, people concerns

DATA DEEP-DIVE RESULTS



*After interrogating their customer satisfaction scores, it was found that “**billing clarity**” and “**timely customer support**” were the biggest issues, driving down customer satisfaction scores and forcing customers to switch to alternative suppliers*

Data Story Arc

BEGINNING

PLOT/SITUATION

*“Our clients are switching to competitors at an alarming **2.5%** rate every month”, reducing our revenue. This is concerning”*

MIDDLE

TENSION

*“We investigated and found that **Clarity of Billing** and **Timely Customer Support** formed **80%** of the reasons why customers are switching to competitors!”*

END

PROPOSED RESOLUTION

- ✓ Billing Redesign
- ✓ Enhanced Customer Support

OTHER ORGANISATION BENEFITS

- ✓ Cross-department collaboration
- ✓ Clear leadership focus



WRAP-UP & QUESTIONS

✓ **SCIENCE OF STORYTELLING**

✓ **DATA FOUNDATIONS**

✓ **INSPIRING STORIES**

✓ **MOVING TO ACTIONS**

✓ **DATA STORYTELLING**

✓ **CASE STUDY**

Let's connect!

- ✓ **Data Storytelling Workshops**
- ✓ **AI & Data Strategy**
- ✓ **Data Deep Dives & Exploration**
- ✓ **Business Performance**

My LinkedIn QR Code



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Additional References:

F1 Case Study: <https://www.youtube.com/watch?v=YH5WwTRLHkI>

Steve Jobs: iPhone 2007 <https://www.youtube.com/watch?v=MnrJzXM7a6o>

<https://www.britishgas.co.uk/the-source/making-a-difference/peaksave-demand-flexibility-scheme.html#:~:text=Small%20cuts%20in%20energy%20use,when%20electricity%20demand%20was%20high.>

DataStory: Explain Data and Inspire Action Through Story. Nancy Duarte 2019

Effective StoryTelling: Brent Dykes. Wiley 2019

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