



# Data + Stories = Impact

The following questions can serve as a guide to making your case using the scenario and accompanying CDP reports.

**Audience:** Who are you seeking to convince? What matters most to them?

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**Core Argument:** Which one or two key points will lead your audience to do what you are asking them?

Key Point #1

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Key Point #2

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**The Proof:** Which data points make the key points above credible?

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**The Story:** What story can you tell which will convey your key points above?

Think about concrete real-life examples, and remember to start with a character and convey what is different after the story takes place.

The character:

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The Story:

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What's different after this story takes place?

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**Plan for the unexpected:**

Are there any counter arguments or questions you can think of that your audience might have? Can you plan to answer them in advance? Are there any additional data or stories you can have at the ready in case you need them?

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**The Case:** Summarize your case concisely as a brief “pitch” to share with other workshop participants as it would be shared with the audience in your scenario. Try to develop a version you can deliver in 2 minutes.