

# YOU LIKE DATA? HERE'S SOME DATA...

## CLIENTS ARE DROWNING IN DATA



10% remember stats

30% remember stats with a story

70% remember a story without stats

\*London School of Economics

Maria is a big-time brand manager. She has a great relationship with Seth who works at her favorite research company. His research is great but she spends a good deal of time diving into an overwhelming amount of data to get to the essence of the story. In an ideal world Seth would get to the story for her.

Seth's heard about storytelling but he thinks to himself "I'm a business guy, not a storyteller" - but then in the course of a one-day workshop he learned that, actually, he already *is* a natural storyteller. Surprisingly, in only forty minutes he was able to **turn data into a story** - and his work was much more impactful, interesting and memorable. Now Seth is an even better researcher and Maria is an even happier client.

### How can you increase the value of your great research? Tell a great story without losing the power of your data.

*That's where we come in.* Our cost-effective three-tiered workshop will energize your team to create extraordinary work through storytelling. Here's how we can help you...

#### 3 Steps that Bring Your Data to Life

##### Listen

We begin by listening. We meet with you, identifying studies that are ripe for storytelling, and plan a day that is customized to your needs and your people.

##### Teach

The day starts with a fun exercise that gets your team thinking about how to create stories and shows them that they are, in fact, natural storytellers. Most humans are. We then teach them the secrets behind great storytelling and train them how to craft stories, using their own data.

##### Inspire

Workshops make for a great day but too often they do not change behavior. Not good. We follow-up with your team to motivate and help them 'storify' their next project.

Extraordinary research turns data into a story.  
Invite us in for thirty minutes to see how.

**TELL  
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