**Data Storytelling Guide:** What, Here’s What, So What, Now What

Use this worksheet to walk through the 4-step process for turning data into meaningful stories. Each step includes space to write your responses.



**Before You Begin:** Identify Your Data Source

* Where is the data coming from? (e.g., surveys, interviews, administrative data, case notes)

|  |
| --- |
| **Data Source** |
|  |

|  |  |
| --- | --- |
| Magnifying glass with solid fill | **Step 1: What (Question)** |

* Begin with the key question the data should answer about families.
* Specific to one program area or activity
* Open-ended (more than yes/no or a number, asks “how” or “in what ways”)
* Focused on family outcomes, not just numbers

|  |
| --- |
| **Write your open-ended question** |
|  |

|  |  |
| --- | --- |
| **Bar chart with solid fill** | **Step 2: Here’s What (Observe)** |

* Observe and share the facts from the data.
* Summarize totals, averages, and family voices.

|  |
| --- |
| **Numbers** |
|  |
| **Family Quotes & Stories** |
|  |

|  |  |
| --- | --- |
| **Puzzle pieces with solid fill** | **Step 3: So What (Infer)** |

* Break down your interpretation into three parts: numbers, family voice, & meaning.

**So What: Write Your Narrative – Numbers**

|  |
| --- |
| **Summarize the numbers (totals, averages, counts)** |
|  |

**So What: Write Your Narrative – Family Voice**

|  |
| --- |
| **Summarize what families are saying (quotes, themes)** |
|  |

**So What: Write Your Narrative – Infer Meaning**

|  |
| --- |
| **What do the numbers and voices together suggest?** |
|  |

**So What: Write Your Narrative**

* Bring it all together! Use the space below to draft a short narrative that combines your question, predictions, facts, insights, and actions into one cohesive story.

|  |
| --- |
|  |

|  |  |
| --- | --- |
| **Puzzle pieces with solid fill** | **Step 4: Now What? (Act)** |

Act on the insight by identifying why it matters for families and what the program should do next.

|  |
| --- |
| **Internal Actions** |
|  |
| **External Actions** |
|  |