**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.

A close-up of a guide

AI-generated content may be incorrect.

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

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

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| **Data Source** |
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| 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

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

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

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| **Summarize the numbers (totals, averages, counts)** |
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**So What: Write Your Narrative – Family Voice**

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| **Summarize what families are saying (quotes, themes)** |
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**So What: Write Your Narrative – Infer Meaning**

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

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| **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.

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