

# Demonstrate Value Faster: Mobilize Data Science as Crisp Insights

Translate complex evidence into simple insights.  
Engage your stakeholders in productive  
conversations.

Four essential elements:

1. Top-line: Share a value story
2. Evidence-based: Show (some of) your work
3. Bite-size: Keep it brief
4. Reusable: Build an insights inventory

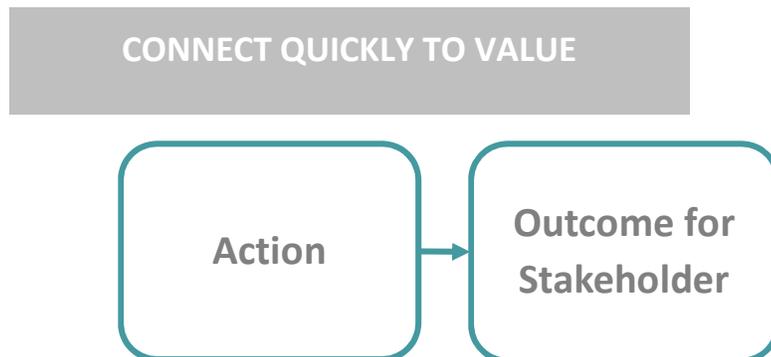
# 1. Top-line

What is most meaningful to your stakeholders? Develop a top-line, **executive-summary level** message: Begin with an aha! moment that gets attention.

-Clearly state your key insight. Show how A is connected to B after first establishing why B is important. Briefly explain the supporting evidence and your evaluation process. Save details for later discussion or documents.

-Long background stories lose an executive audience. Show deep understanding of **business drivers**, and your strategy for improving outcomes. **Don't bog down** in technical jargon.

Diagram a **logical value story** that synthesizes insights. Avoid storytelling: Narrative has its place, but this isn't it.



## 2. Evidence-based

Relieve people’s pain when presenting complex analysis. **Establish credibility** by briefly connecting action with outcome and explaining the supporting evidence. Overcome doubts by preemptively addressing questions.

What was your data set, and what **methodology** was applied? How did you weigh qualitative data and synthesize findings? Present **simple, structured specifics** to illustrate your data, analytical capability, and predictions.



Showing your work gives people confidence in recommendations, and allows you to establish the rigor and quality of your insights.

## 3. Bite-size

Engage your audience with thought-provoking, capsule-form content. Even the savviest subject matter experts need information that's easily consumed.

This means visuals. This means key insights in a few words. Give them an **aha! moment**, not a knowledge salad.

Avoid lengthy content when possible. When long-form reports, white papers, or research articles are necessary to your message, create short-form, companion content to **mobilize your insights**.

'Bite size' does not equal 'bullet speak'. **Do deliver crisp insights** showing how you offer value. **Don't devolve** into bullet lists.

For a humorous take on this, see *The Onion's* 2010 classic: [Nation Shudders at Large Block of Uninterrupted Text](#)

### EXAMPLES

Replace a PowerPoint slide deck with **a single slide** illustrating your core insight or recommendation. Point to supporting research as needed.

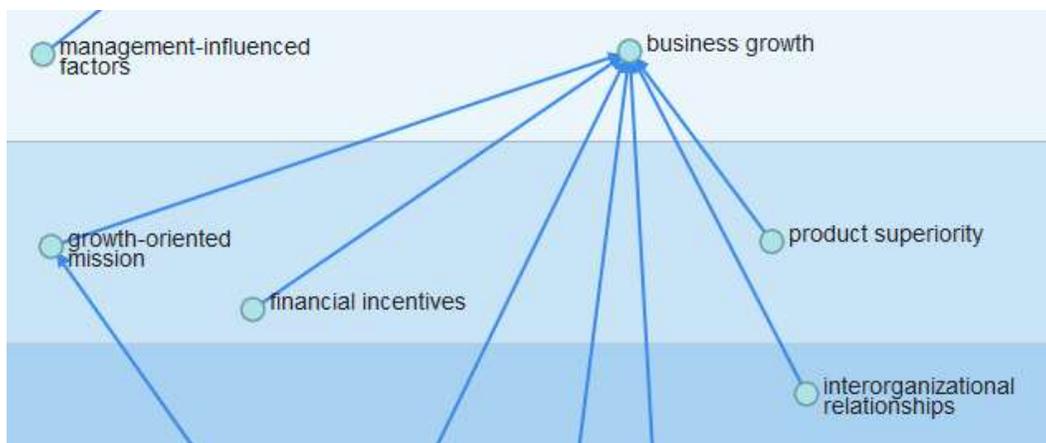
Supplement complex reports, bibliographies, or analysis with a set of insights organized around your value story. **Offer simple visuals** highlighting key points.

# 4. Reusable

Insights evolve as you formulate ideas and demonstrate value. But rather than crafting new content for each opportunity or project, build an **inventory of reusable insights**.

**Know what you know.** Throwaway content is expensive. Capture individual insights in a structured way: Build a database of findings. Explicitly show how they connect to value.

## EXAMPLE



Get practical tips & tools for mobilizing insights.

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