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.

Sign up for a **free Insights Manager** account at UglyResearch.com