

How **journalism** makes insights matter more, elevates influence and inspires better decisions



GRANT FELLER
Founder, Every Rung

November, 2023

Elevating your impact and influence with journalistic storytelling



Tintin and the Parable of a Great Journalist - and what it means for you





JOURNASLIM SHRINKS IT

SEDUCE with a headline

LEAD with a statement

INFORM with 3 points

MORE wherever needed

Why this matters -

26

15

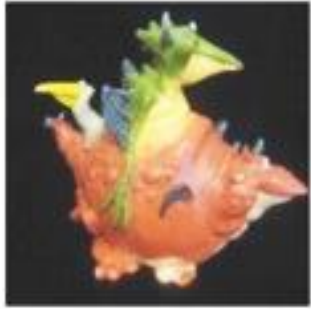
17

20

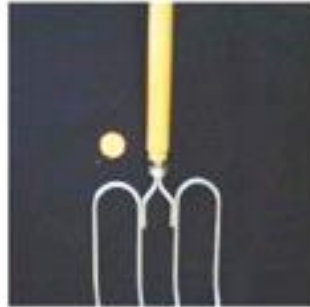
33

SECONDS SECONDS M-SECONDS MINUTES PERCENT

The Emotional Sell -



\$128.74



\$3,612.51



VISUAL CORTEX

COLORS & SHAPES

WERNICKE'S AREA

LANGUAGE COMPREHENSION

OLFACTORY CORTEX

SCENTS

AUDITORY CORTEX

SOUNDS

BROCA'S AREA

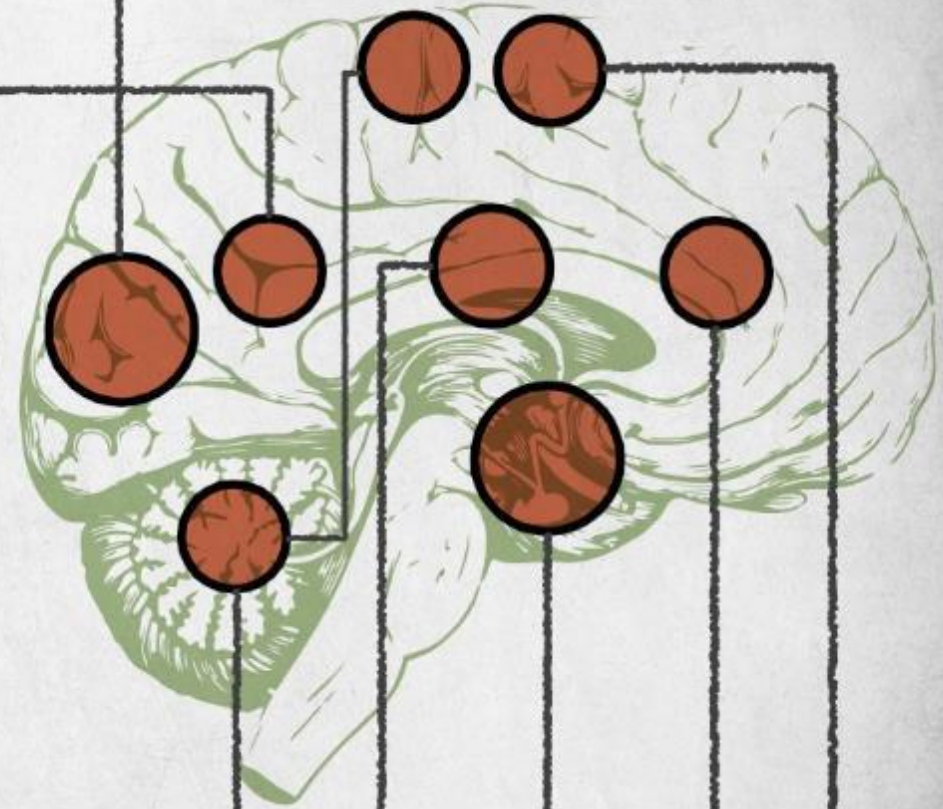
LANGUAGE PROCESSING

MOTOR CORTEX

MOVEMENT

**SENSORY CORTEX
& CEREBELLUM**

LANGUAGE COMPREHENSION

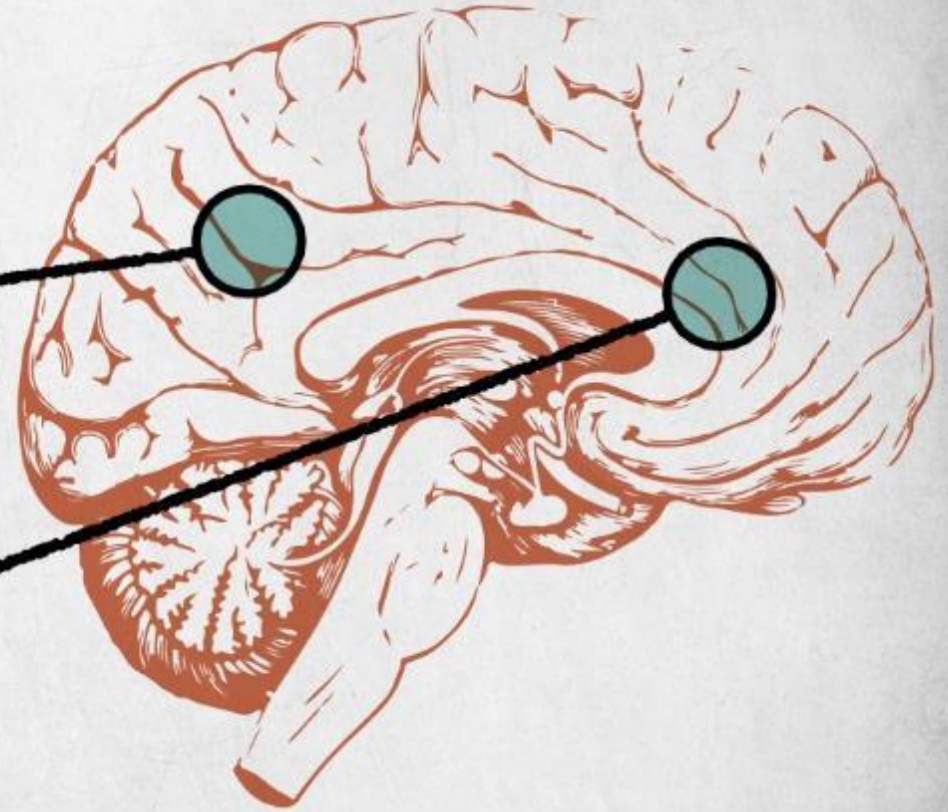


WERNICKE'S AREA

LANGUAGE COMPREHENSION

BROCA'S AREA

LANGUAGE PROCESSING



You need to improve your Insight Storytelling -

But the truth is, everyone does. Having a different perspective can help you to do that

From this:

- **Long** outputs...
- ...**lots of Insights** (not prioritising the most important)...
- ...doesn't always **tell a story** (what does it all mean)...
- ...and sometimes lack **clear recommendations** (point of view) because of focus summarising what is on the chart
- ...documents can lack impact

To this

- **Greater focus and impact**
- **Shorter, more concise outputs**
- **More consistent structure**



StoryFinding,
StoryMaking, StoryTelling

Insights v Storytelling



It trivialises and cheapens the data ... It brings meaning to the data



Logic drives behaviour ... Emotion drives behaviour



Information persuades ... To persuade, we need neurological short-cuts



Present everything in full ... Present what matters most



Evidence is more important than plot ... Evidence needs a structure

A narrative
is knowing
what
matters

- Opportunities
- Call to action
- Challenges to overcome
- Needs to serve
- Gaps that will be filled
- Inspiring not sequential
- It connects

STORY FINDING

Work out what it is before you start thinking about telling it.

StoryFinding starts the minute you try to move from **data** (inputs) to **action**



ACTION



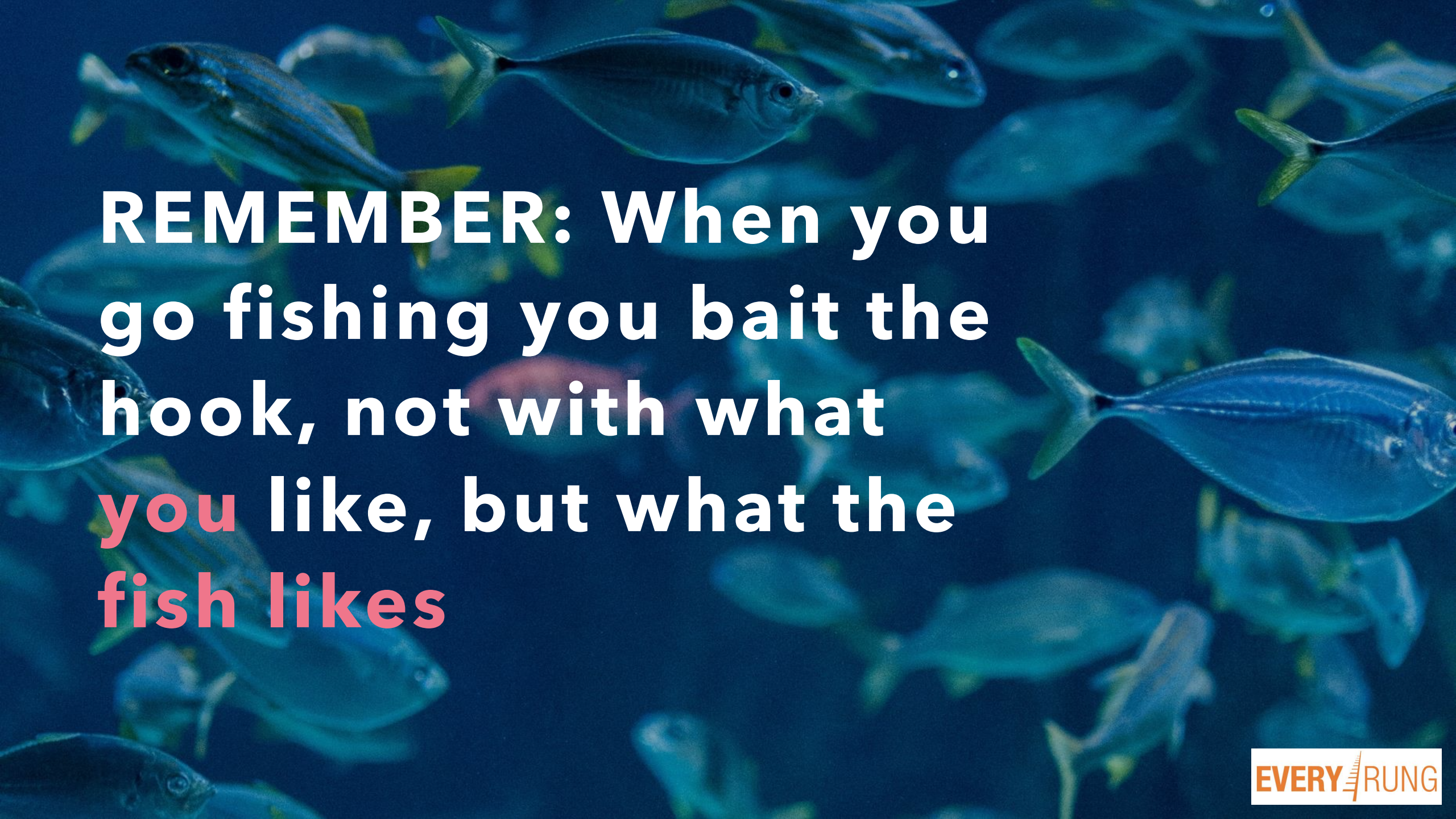
INSIGHT



INFORMATION



DATA/INPUTS

A school of blue fish swimming in clear water. The fish are of various sizes and are swimming in different directions. The water is a deep blue color, and the fish have a silvery-blue sheen. The text is overlaid on the image in a white, sans-serif font. The word 'you' is highlighted in red.

**REMEMBER: When you
go fishing you bait the
hook, not with what
you like, but what the
fish likes**

Which are you **ACTUALLY** trying to achieve? -

1. SELLING
2. MOTIVATING
3. CONNECTING
4. CONVINCING
5. EXPLAINING
6. LEADING
7. IMPRESSING

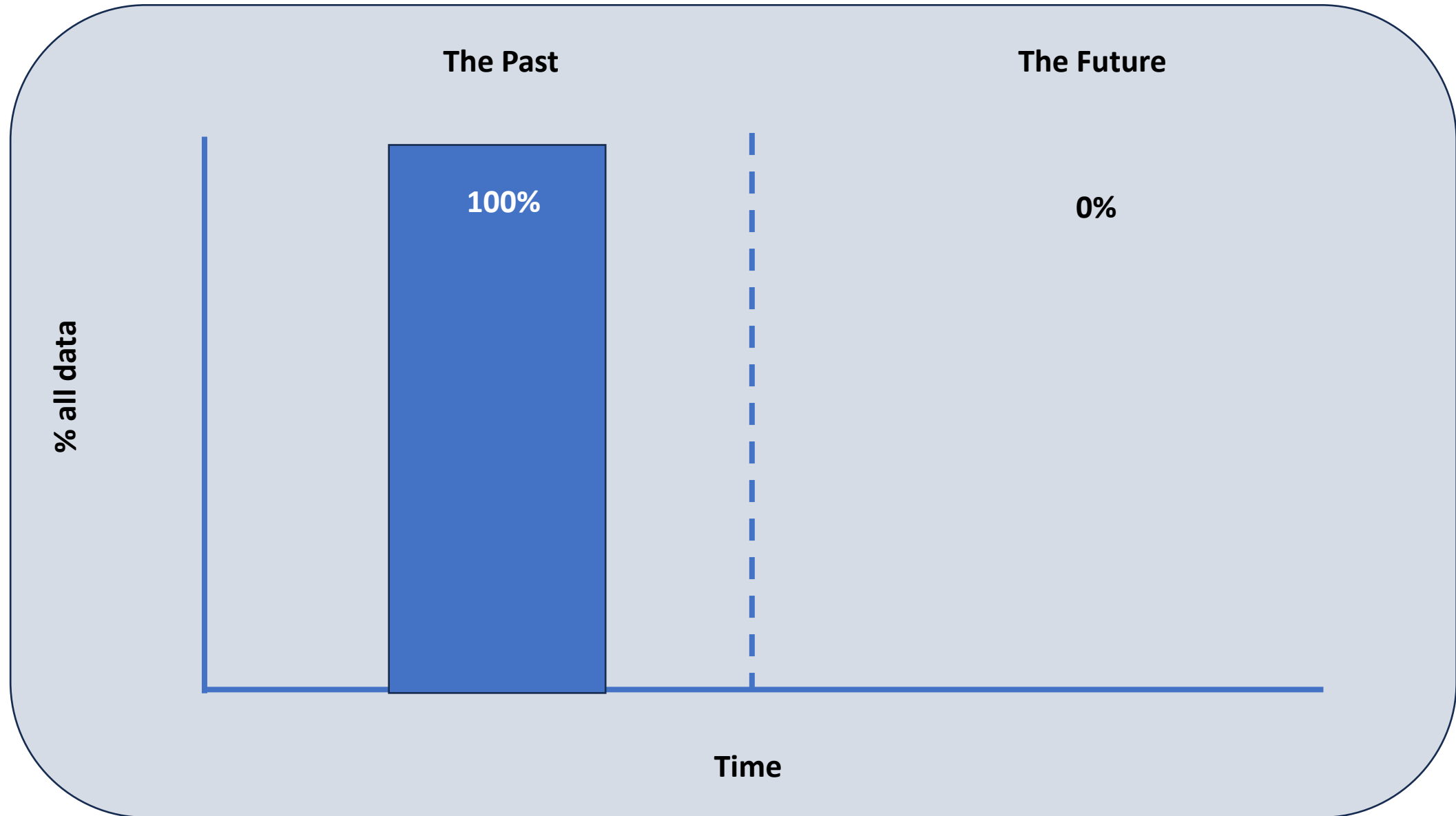


The background is a complex, abstract pattern of swirling, organic shapes. The colors are primarily deep blues and purples, with some lighter, almost white, highlights that create a sense of depth and movement. The overall effect is reminiscent of marbled paper or a microscopic view of a liquid crystal.

REMEMBER

**data is stuck in the past
but stories - or narratives
- are the future.**

Data analytics challenge



DATA - 5%: Cold, Factual, Objective

vs

STORY - 63%: Warm, Emotional Subjective

STORYMAKING



How to make the
data inspire faster
and clearer
decision-making



The background is a complex, abstract pattern of swirling lines and dots in shades of deep blue, teal, and magenta. The patterns resemble marbled paper or liquid paint that has been manipulated to create a sense of depth and movement. The colors are most vibrant on the left side and fade into a darker blue towards the right.

REMEMBER

the mind is lazy.

What creates our story are

HEADLINES

Why headlining is key -

01.

**Story makers'
anchor**

gives solid
direction

02.

**Entices in the
audience**

and tells then
what's coming

03.

**Emotional
triggers**

recall, share,
action

“

On average, five times as many people read the headline as read the body copy. When you have written your headline you have spent 80c of your dollar. If you haven't done some selling in your headline, you have wasted 80% of your client's money.

”

David Ogilvy



“

The confidence people have in their beliefs is not a measure of the quality of evidence, but of the coherence of the story that the mind has managed to construct.

Daniel Kahneman

”

why?

and so what?



REMEMBER

Put the best bit first.



Be Less Oliver



Be More Brad

REMEMBER

**Get to the 'so what' by asking
better questions.**



“ ”

If I had an hour to solve a problem.
I'd spend 55 minutes thinking
about the problem and five minutes
thinking about solutions

Albert Einstein

The art of question- storming -

The way to get new insights is to get lots of questions out and throw out the bad ones.



STORYTELLING

Tell them

Tell them

Tell them



AND

BUT

CONSEQUENTLY

Get focus and
get to the point





REMEMBER

Your story needs structure.

LAYER UP!

WHAT: Opportunity and the decision

WHY: Insight and the problem

HOW: Solution and the strategy





THE JFK

- Outline
- Headline
- Frontline
- Sidelines
- Bottomline



Public

“

Writing is a matter of exercise. If you work out with weights for 15 minutes a day over the course of 10 years, you're gonna get muscles. If you write for an hour and a half for 10 years, you're gonna turn into a good writer.

”

Stephen King

Public

EVERY RUNG

A group of people are working in a modern office setting. They are seated at a table with laptops open in front of them. A hanging light fixture with several cylindrical shades is positioned above the table. The background features large windows and wooden paneling. The overall atmosphere is professional and collaborative.

Thank you

Any questions or clarifications please reach out:

Grant@everyrung.com