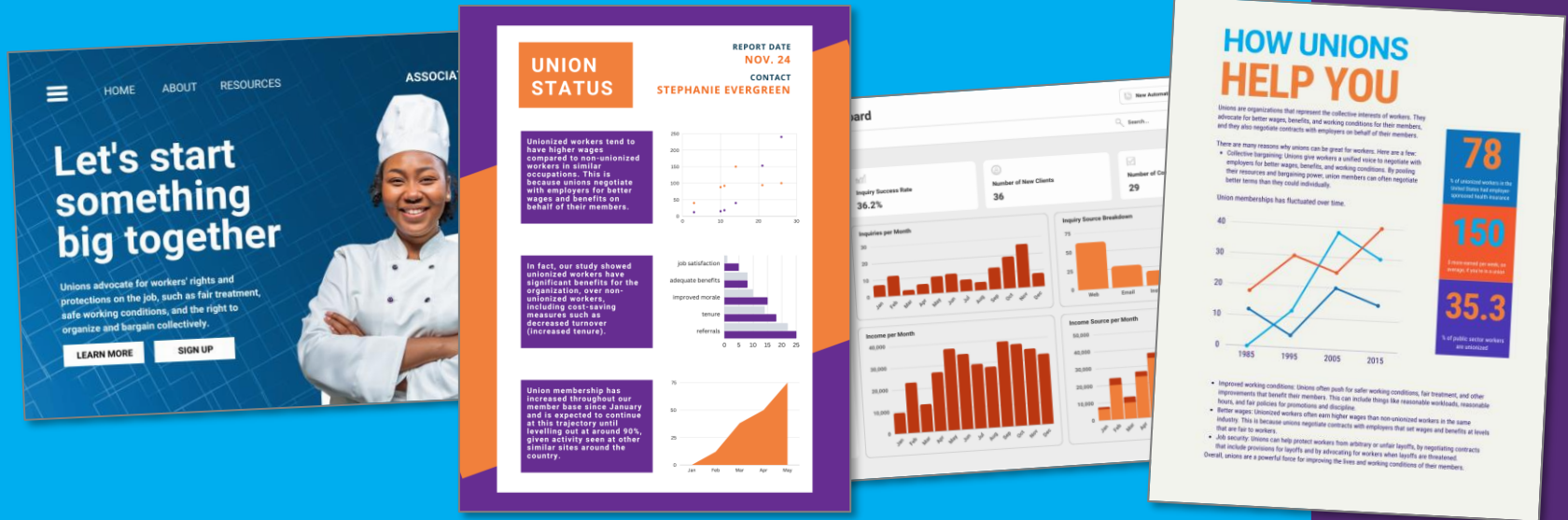


RIGHT TOOL FOR THE JOB

DATA REPORTING TO MULTIPLE AUDIENCES



STEPHANIE EVERGREEN, PHD
FOUNDER
EVERGREEN DATA VIZ CERTIFICATION PROGRAM

Hey there,

I've been in your position. I've rushed to wrap up grants before the final report was due. I've fumbled through technical explanations that matter to my colleagues but not this conference audience. I get it.

That's why I made this resource for you.

In my 12+ years specializing in data communication, in every industry, across the globe, I've seen the patterns in what audiences want and how they want it. Take advantage of my expertise.

Use this booklet to make your data inform, engage, and inspire.

Love,

Stephanie



HOW TO USE THIS RESOURCE



This resource covers 10 different audiences in the next 10 pages. At the top of each page, you'll see the audience listed.

What I call my audience might not match what you'd say, so I'll also offer some examples. You'll recognize your people in there somewhere.

Then dig into their thinking and identify their key questions – the stuff that keeps them up at night. (Hint: it's usually related to things that they could get fired or promoted over.)

Identify what level of detail they actually desire from you. Think like Goldilocks – too little is bad and so is too much.

We'll list out what scenarios you may run into when answering those questions for that audience.

Then I'll show you some visual examples of the strategies you could use to report to each particular group.

When you're ready to dive deeper into communicating your data effectively.



[Click here to apply to the Evergreen Data Viz Certification Program.](#)

YOU READY? LET'S GO!

RIGHT TOOL FOR THE JOB: DATA REPORTING TO MULTIPLE AUDIENCES

AUDIENCE

INDUSTRY PEERS

EXAMPLES

Other people in your professional society, those you went to school with, conference attendees, social media lurkers

KEY QUESTIONS

- What can you teach me?
- What worked for you?
- What didn't work?

LEVEL OF DETAIL

Go into detail on the lessons but shorten background and other specifics that might not relate. Particularly if the methods were typical, focus more on what was unusual.

REPORTING SCENARIOS

Conference, social media, blog. In fact, prepare blog posts and related social media posts to coincide with the conference presentation to reach a broader audience.

REPORTING STRATEGIES

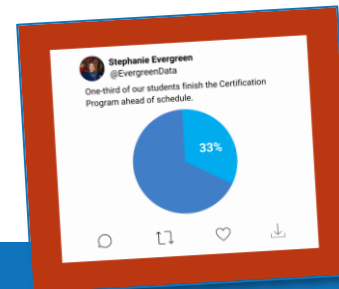
Slideshow



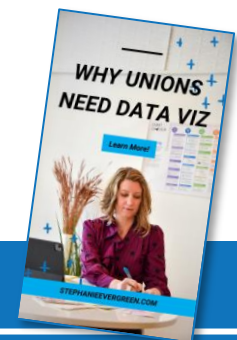
Poster



Social post



Blog post



RIGHT TOOL FOR THE JOB: DATA REPORTING TO MULTIPLE AUDIENCES

AUDIENCE

INTERNAL TEAMS

EXAMPLES

Managers, fellow teachers, counties that rely on your state-level data, the people on the ground running the operation day-to-day

KEY QUESTIONS

- Where are we going wrong?
- What are we not seeing?
- What should we celebrate?

LEVEL OF DETAIL

These people are in the details every day, so they'll want a high level of detail from you. Go deep with them.

REPORTING SCENARIOS

Regular recurring team meetings, at the end of major projects and initiatives, and/or in ongoing and always accessible platforms

REPORTING STRATEGIES

Dashboard



Detailed Report



RIGHT TOOL FOR THE JOB: DATA REPORTING TO MULTIPLE AUDIENCES

AUDIENCE

PUBLIC

EXAMPLES

The public is everyone not otherwise discussed in this booklet AND everyone that IS discussed in this booklet, in their off hours

KEY QUESTIONS

- Who the heck are you?
- What's your big story?
- Why should I care about you?

LEVEL OF DETAIL

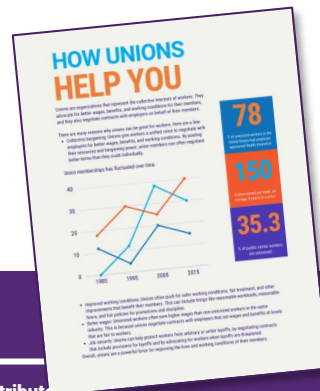
Very low, unless there's a problem – then they'll want a low or medium level of detail. It's easy to overdo the detail with this audience, so be careful.

REPORTING SCENARIOS

Informing about your services, sharing news of your data collection and findings, obligatory reporting to taxpayers

REPORTING STRATEGIES

One page handout



Webpage



RIGHT TOOL FOR THE JOB: DATA REPORTING TO MULTIPLE AUDIENCES

AUDIENCE

IMMEDIATE SUPERVISORS & THEIR SUPERVISORS

EXAMPLES

Vice Presidents and Presidents, the C-Suite, Superintendents, Chiefs of anything, Directors and Deputy Directors, Department Heads

KEY QUESTIONS

- How good or bad is it?
- What have we learned?
- What are our next steps?

LEVEL OF DETAIL

Medium, unless there's a problem – then they'll want a high level of detail

REPORTING SCENARIOS

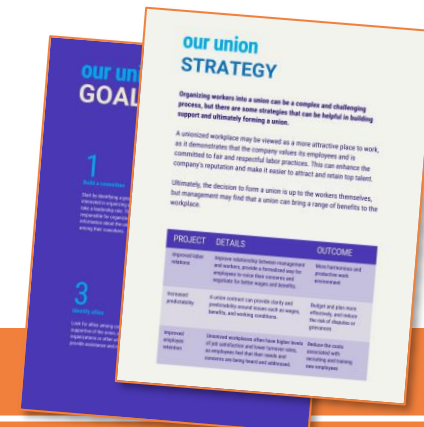
Weekly updates, verticals, kickoff or closeout meetings, quarterly all staff assemblies. You can recognize these scenarios because they make you sweaty.

REPORTING STRATEGIES

Slideshow



Short Report



RIGHT TOOL FOR THE JOB: DATA REPORTING TO MULTIPLE AUDIENCES

AUDIENCE

FUNDERS

EXAMPLES

Foundations and philanthropic organizations; international, national, and state level grants; public or private funding agencies

KEY
QUESTIONS

- What did you learn?
- What did you accomplish?
- To what extent did you achieve what you set out to do in your proposal?

LEVEL OF
DETAIL

They'll want every detail in a full report but they'll also want a highly visual executive summary to refer to in meetings.

REPORTING
SCENARIOS

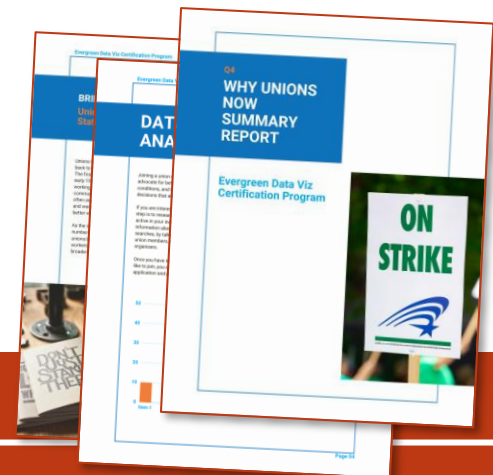
Annual updates, at the end of the project when the money has been spent, or as required by the funding specifications

REPORTING
STRATEGIES

Visual
Executive
Summary



Detailed
Report



RIGHT TOOL FOR THE JOB: DATA REPORTING TO MULTIPLE AUDIENCES

AUDIENCE

BOARD

EXAMPLES

Board of Directors, School Board, Governance Oversight Committee, Congressional Committee, Advisory Board, Policy Board

KEY
QUESTIONS

- Where are we and how does that compare to the original plan?
- Are there problems or victories we should know about?
- What's next and how much will it cost?

LEVEL OF
DETAIL

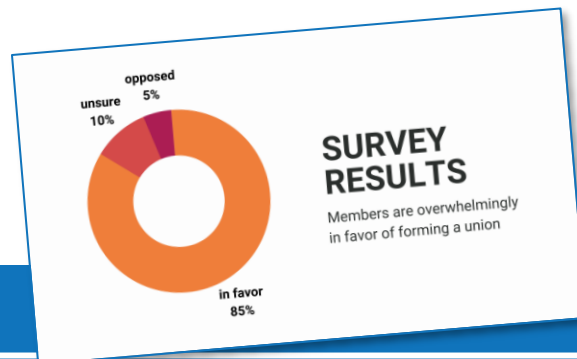
Medium *usually*. If you have bad news, be prepared to go into a high level of detail about how it started, implications, and proposed solutions.

REPORTING
SCENARIOS

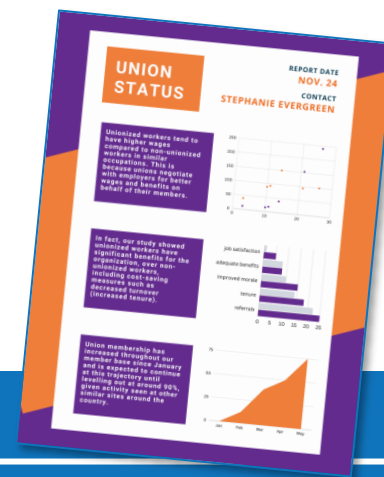
Quarterly updates, regular monthly meetings, ad hoc information gathering sessions, annual budget requests

REPORTING
STRATEGIES

Slideshow



One Page
Snapshot



RIGHT TOOL FOR THE JOB: DATA REPORTING TO MULTIPLE AUDIENCES

AUDIENCE

MEDIA

EXAMPLES

Reporters, top bloggers, influencers, social media personalities

KEY
QUESTIONS

- Who the heck are you?
- How do you impact the community?
- What's makes this newsworthy?

LEVEL OF
DETAIL

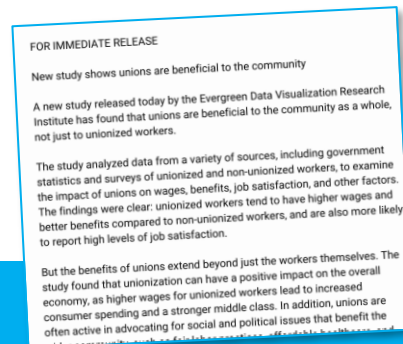
Low, unless there's a problem – then they'll want a medium level of detail

REPORTING
SCENARIOS

Project launch announcements (especially when you caught major funding),
broadcasts of key data findings that are relevant to portions of the public

REPORTING
STRATEGIES

Press Release



Social
Media
Posts



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AUDIENCE

POLICYMAKERS

EXAMPLES

City government officials, county government, district representatives, state and federal senators, alderpeople, cabinetmembers

KEY QUESTIONS

- Who the heck are you?
- How do you impact my constituency?
- How does this help me get reelected?

LEVEL OF DETAIL

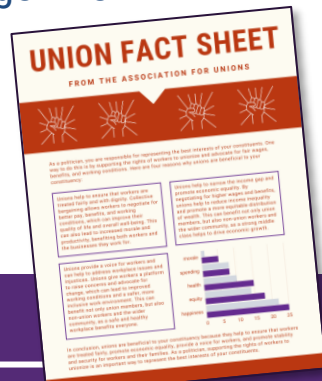
Low, though their staff will need a higher level of detail in case a constituent or the media calls with questions

REPORTING SCENARIOS

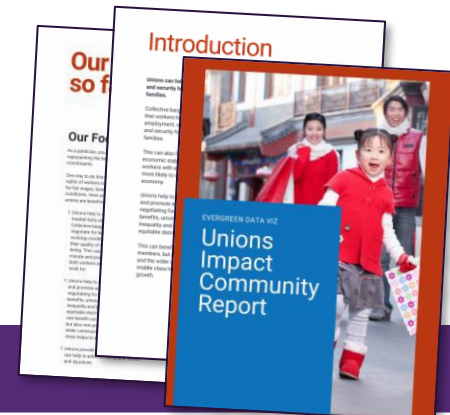
Advocacy meetings, public forums, emails that will be triaged by their staffpeople, community coffees, social media direct messaging

REPORTING STRATEGIES

One Page Brief



In Depth Explanation



RIGHT TOOL FOR THE JOB: DATA REPORTING TO MULTIPLE AUDIENCES

AUDIENCE

CURRENT CLIENTS

EXAMPLES

The people who hire your consulting expertise, students and families of your school, patients at your clinic, contractual partners, your regulars

KEY QUESTIONS

- Does this change how I'll work with you?
- How does this impact me?
- Why are you telling me this?

LEVEL OF DETAIL

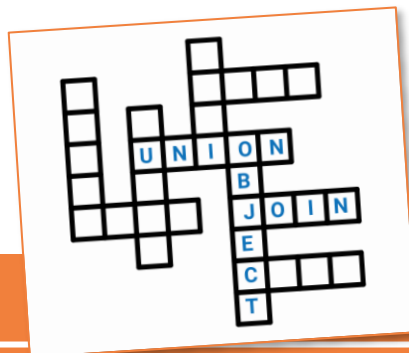
Low, unless you're announcing changes to how they'll receive services or interact with you – then they'll want a medium level of detail

REPORTING SCENARIOS

Results of data you collected on/about them, demographic reports, survey findings, progress toward benchmarks or milestones

REPORTING STRATEGIES

Physical Object



One Page Mailer



RIGHT TOOL FOR THE JOB: DATA REPORTING TO MULTIPLE AUDIENCES

AUDIENCE

POTENTIAL CLIENTS

EXAMPLES

Specific members of the public that you want to turn into customers, existing customers that you want to become repeat clients, sales audiences

KEY QUESTIONS

- What can you do for me?
- How is this better than the alternatives?
- Why are you the best source?

LEVEL OF DETAIL

Medium, generally speaking. If your price point is high or your clientele is very detail-oriented (like researchers) they'll want a higher level of detail.

REPORTING SCENARIOS

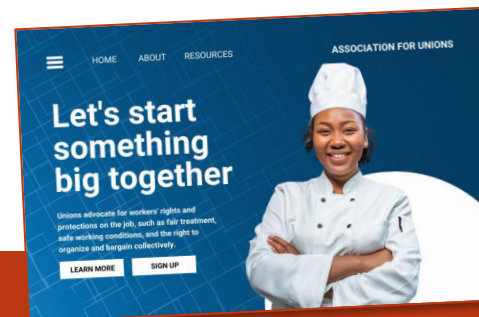
Direct to inbox or mailbox via newsletters or more indirect to broad groups that may include potential clients, like conference presentations and social media

REPORTING STRATEGIES

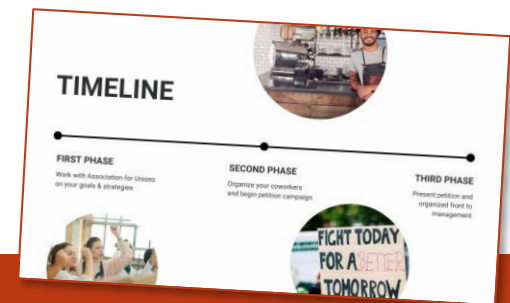
Social Media Posts



Webpage








Slideshow



Now that you know what your audience needs, learn how to make high-quality, compelling communication tools that look as good as you are.

ENROLL IN THE EVERGREEN DATA VISUALIZATION CERTIFICATION PROGRAM

-  **A year-long, ambitious curriculum through 50 data viz lessons**
-  **Completely tailored to your specific projects and goals**
-  **With a personal Coach guiding you every step of the way**
-  **Become a specialist in Excel, Tableau, Power BI, or R (or all!)**
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The Data Viz Certification Program is a customized course for data viz die hards who want go-to co-worker status and charts that change the world.

APPLY NOW