Driving Storytelling and Action through Data
With Theresa Welbourne
Hosted by Starbucks

AGENDA

Day 1: Tuesday, June 20th

8:00 am – 8:30 am  Registration and Breakfast

8:30 am – 9:30 am  Program overview and Introductions Part 1

9:30 am – 10:00 am  Introduction to data-driven storytelling landscape

10:00 am – 10:15 am  Break

10:15 am – 12:00 pm  Data-driven storytelling basics and data exercise

12:00 pm – 1:00 pm  Lunch

1:00 pm – 2:00 pm  Transforming your employee survey work

2:00 pm – 2:45 pm  Employee Survey Exercise – beyond the basics to influencing & reflection

2:45 pm – 3:00 pm  Break

3:00 pm – 3:30 pm  Components of a good story

3:30 pm – 4:30 pm  Turning survey data into compelling stories

4:30 pm – 5:00 pm  Learning from your own stories and debrief
Day 2: Wednesday, June 21st

8:00 am – 8:30 am  Breakfast
8:30 am – 9:00 am  Debrief from Day One
9:00 am – 9:30 am  Strategic Storytelling tools
9:30 am – 10:15 am  Desktop session (our version of poster session)
10:15 am – 10:30 am  Break
10:30 am – 10:45 am  Introduce Schwan’s Foods Case Study
10:45 am – 11:30 am  Teams work on case study
11:30 am – 12:00 pm  Team presentations and debrief
12:00 pm – 1:00 pm  Lunch
1:00 pm – 2:00 pm  Introduction to the live case study
2:00 pm – 2:45 pm  Work on case study presentation
2:45 pm – 3:00 pm  Break
3:00 pm – 4:00 pm  Continue to work on case study presentation
4:00 pm – 5:00 pm  Team Presentations and debrief

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Day 3: Thursday, June 22nd

9:00 am – 9:30 am                Review and debrief; Introduction to measurement map
9:30 am – 11:00 am               Work on projects
11:00 am – 11:45 am              Individual coaching
11:45 am – 12:00 pm              Wrap-up, Introductions Part 3

*Box lunches will be provided