

# DANCE : DATA STORYTELLING CHECKLIST

Use this framework to improve how you present data to executives and cross-functional teams—and turn information into alignment.

## D - DATA: START FROM THE TOP DOWN

- Have I identified the business-level goals this data should support?
- Am I including goals from other teams (not just mine)?
- Is the data relevant to everyone in the room (not team-specific)?
- Am I using standard, trusted metrics (not custom ones only I understand)?
- Is the data current and up to date?
- Have I chosen the right level of detail (not overwhelming, not too vague)?
- Does this data support a specific decision or action?
- Have I applied these 3 formatting rules:
  - Show, don't just tell
  - Use color intentionally
  - Simplify wherever possible

## A - AUDIENCE: KNOW WHO YOU'RE TALKING TO

- Do I understand their level of data fluency? (Need context or ready to dive in?)
- What's their decision-making power? (C-suite, team lead, IC?)
- How much time do they have for this presentation?
- What are they expecting from this meeting? (Alignment? Buy-in? Updates?)
- Am I addressing any collaboration friction upfront?
- Did I anticipate likely objections or questions and bake answers into the story?
- Do I plan to ask for feedback or input during or after?

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## N - NARRATIVE: CHOOSE THE RIGHT STORY STRUCTURE

- I've chosen one of the following:
  - 3-Act Story: Beginning → Conflict → Resolution
  - Customer Journey: Awareness → Interest → Action
  - Headline First: Insight → 3 Data Points → Recommendation
- Did I outline the story to connect data → insight → action?
- Is it clear why this matters and what should happen next?
- Have I double-checked for data gaps or logic holes?

## C - CADENCE: PACE. TONE & CLARITY

- Is the pacing matched to the complexity and audience's familiarity?
- Have I built in intentional pauses after key insights?
- Is my tone appropriate to the content and situation?
  - Not too casual for bad news
  - Not too robotic for good momentum
- Is my language clear and intentional?
  - Am I using jargon unnecessarily?
  - Have I made key points easy to understand, even if the topic is complex?

## E - ENGAGEMENT: CREATE A TWO-WAY CONVERSATION

- Did I build in interactions? (Polls, questions, reactions)
- Have I outlined clear next steps for the audience?
- Did I offer a way to connect or follow up 1:1?
- Am I giving people the option to engage on their own terms—even after the session?

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# ABOUT HUNT INTERACTION

It's easy to lean on the volumes of quantitative digital data and not look for other sources of customer insight. Good enough, right?

But it's those qualitative, customer insights, translated into **meaningful** action inside your business that open opportunities to streamline costs, make channel investment decisions easy, and boost revenue.

There's a better way to connect what your customers want most from your product to practical customer growth.

We're customer growth architects for B2B businesses.



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