



Communicating Analysis

Service Definition Document

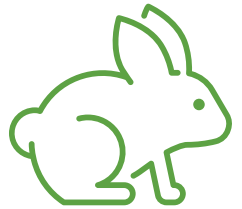
G-Cloud 15



What we do



Explanatory
analysis and
storytelling



Taps into
our visual
processing
centres



GRAPHS
Good for
seeing overall
patterns and
shapes

Business
communication
simple graphs
that highlight
messages and
relationships

Simplified
tables in
annexes to
support look-
up of details

Detailed
evidence and
workings, for
modelling /
academic
study

More complex
graphs,
needing
specialist
knowledge to
interpret

SYSTEM 1 – Hero. Automatic thinking

SYSTEM 2 – Scholar. Effortful thinking



TABLES
Good for looking up
precise values



Need to
engage
our text
processing
centres



Exploratory
analysis and study



“ We get a technical report and we need to try and translate that into things that the audience would understand and engage with. ”

Press officer

“ We need to understand the audience – need to know who they are and what that means for how analysis is provided. ”

Analyst

“ The ability to deliver insights is critical, but it is very easy to get consumed with the data side and forget the audience. ”

Analyst

“ We don't have the 'so what' interpretation as much as we would like. ”

Customer

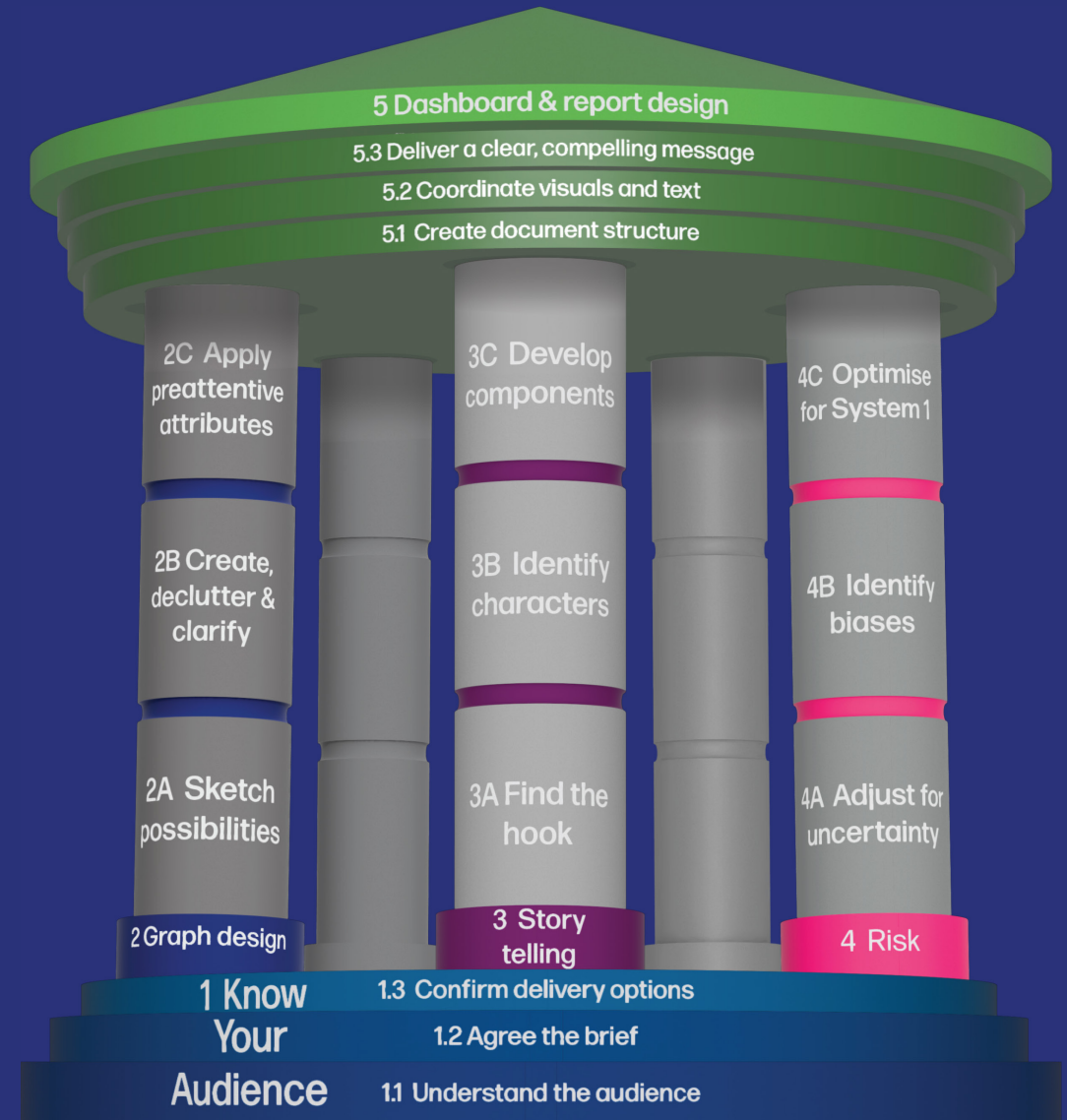


Our Temple Model

- Gives audiences actionable findings
- Builds communication skills on-the-job
- Offers multiple learning opportunities and approaches

We created the Model with the Chief Analyst's Division of National Highways.

It combines findings from multiple academic disciplines into a unique, user-led resource.





2. Graph design



Good practice: Carefully design graphs, charts and tables to convey a simple, clear message that supports the story visually.



Common or poor practice: Using pie charts, dials, stacked bars, unnecessary colour and clutter that detract from the core message.

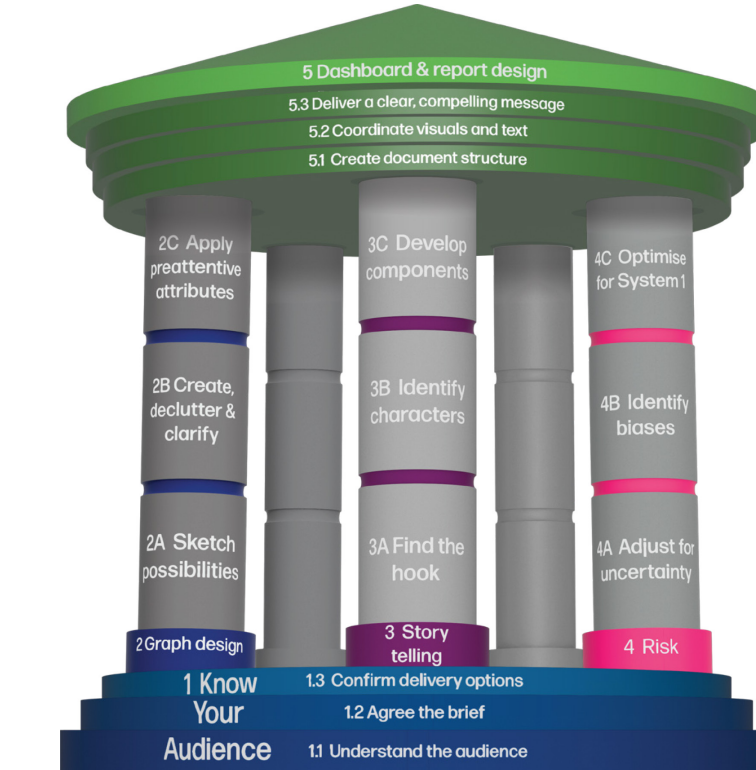
3. Storytelling



Good practice: Create an engaging and compelling story that delivers the single core message, which answers the audience's core need memorably.



Common or poor practice: Describing the process to create the results, rather than what the findings mean for the audience.



1. Know your audience



Good practice: Know who the audience is, their concerns, priorities and biases, and what they need to do using the work produced.



Common or poor practice: Using previous reports as a basis for what must be produced without understanding what the audience really needs.

5. Dashboard & report design



Good practice: Design the finished output to provide the Bottom Line Up Front (BLUF) using visuals and text to tell a clear compelling story that gives the audience the key points they need.



Common or poor practice: Long, text-heavy documents that demand time and effort – that the audience does not have – to decipher and make relevant to their needs.

4. Risk



Good practice: Be aware of the likely biases affecting the audience and adapt visuals and text to reduce the risk of an undesirable audience response.



Common or poor practice: Prioritising the rigour of the technical process over the need to influence and persuade the audience.



Graph design

We will:

- Receive your data via standalone files or cloud access
- Undertake an audience needs assessment with you
- Liaise with technical and communication teams for QA and branding
- Provide concept design pack for review
- Supply completed files in choice of formats

High-impact presentations

We will:

- Understand your priorities and goals for the presentation
- Undertake an audience needs assessment with you
- Prepare a concept design pack for review, with graphics, narrative, and graph design where appropriate
- Finalise the deck / assist you and your teams in doing so
- Provide coaching on effective delivery

Report production

We will:

- Understand your priorities and goals for the report
- Undertake an audience needs assessment with you
- Prepare a concept design pack for review, with document structure, graphics, and graph design where appropriate
- Produce the report / assist you and your teams in doing so

Skills development

We will tailor a service to meet your needs, building from these off-the-shelf options:

- Workshops
- Drop-in clinics
- Practice scenarios
- elearning modules

White-label implementation

We will tailor a service to meet your needs, for implementation and use in your organisation.

In addition to the skills development service, this includes bespoke and branded:

- Quick Start Guide and worksheets
- Practice scenarios and workshops
- Video tutorials, templates and elearning modules



We work across Tableau, Power BI, Office and Adobe environments, so whichever systems you have, they shouldn't be a barrier to using our services

Graph design

For standalone data files:

- Excel
- CSV

For cloud access, and production of concept designs:

- Tableau

Exports for further use:

- Image file (PNG, SVG, PDF)
- Excel

Presentation / Report design

For concept designs and presentations:

- MS Word and PowerPoint
- Mind Manager / PDF

For graphics and document layout:

- Adobe environment (Illustrator and InDesign)

For dashboards:

- Tableau
- Power BI

Learning resources

For meetings, user needs assessments and worksheets:

- MS Word and PowerPoint
- MS Teams / Google Meet + Docs
- Zoom plus file collaboration service

For eLearning:

- Adobe Captivate

For Video production:

- Adobe Premiere Pro / Audition

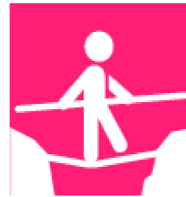


Finding time to learn new skills is hard and can be expensive.
Our Goal-Gap-Grow model makes it easier.



Goal

Write down something you want to achieve in relation to correcting common technical communication mistakes. It should be small and achievable, but a stretch target. What is your reward when you achieve it?



Gap

Using the Temple Model, identify what issues you feel are holding you back from reaching your goal. What components of an ideal representation have you not yet mastered?



Grow

With the help of our resources, guides and support, practice developing the skills you need to close the gap, reach your goal, and earn your clear communication reward.