

# Data-Driven Storytelling

**Use this simple framework to move from evidence to insight to action**

## Overview

Evaluation is ultimately about learning, and every piece of data is a clue. Once you've identified an evaluation question and collected meaningful information, the next challenge is making sense of it in a way that strengthens your work. This worksheet walks you through a simple, repeatable process for moving from an evaluation question to intentional evidence, thoughtful interpretation, and meaningful action. The result is a clear, data-driven story that can inform decisions, guide improvements, and communicate your impact with confidence.

## 1. Evaluation Question

What are you trying to understand?

Tips	Your Notes
<p><i>Choose an evaluation question that meets the LEARN criteria:</i></p> <ul style="list-style-type: none"><li><b>L</b> - Linked with your logic model</li><li><b>E</b> - Easy to understand</li><li><b>A</b> - Actionable</li><li><b>R</b> - Realistic</li><li><b>N</b> - Narrow</li></ul>	

## 2. WHAT - Observe

What evidence best answers your question?

Reflection Prompts	Your Notes
<ul style="list-style-type: none"> <li>- I notice...</li> <li>- I'm surprised that...</li> <li>- One pattern I see is...</li> <li>- Something that stands out is...</li> </ul>	

## 3. SO WHAT - Interpret

What story is the evidence telling?

Reflection Prompts	Your Notes
<ul style="list-style-type: none"> <li>- This may mean...</li> <li>- One possible explanation is...</li> <li>- This matters because...</li> <li>- We didn't expect...</li> <li>- We need more data about...</li> </ul>	

## 4. NOW WHAT - Act

Based on what you learned, what should happen next?

Reflection Prompts	Your Notes
<p><b>START</b></p> <p>What should we begin doing?</p>	
<p><b>STOP</b></p> <p>What isn't serving us anymore?</p>	
<p><b>SUSTAIN</b></p> <p>What's working well that we should continue?</p>	

**Contact us for continued conversation and partnership!**

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# IMPACT Organizations

**I**

Investigate with curiosity

**M**

Measure intentionally

**P**

Paint their story with evidence

**A**

Act on what they learn

**C**

Create lasting impact

**T**

Thrive together

# Four Habits of IMPACT Organizations

1



Begin with Curiosity

2



Be Intentional about Evidence

3



Tell a Compelling Story

4



Turn Learning into Action



## Habit 1: Begin with Curiosity

# Guidelines for Strong Evaluation Questions

**L**

Linked to your  
logic model



**E**

Easy to understand



**A**

Actionable



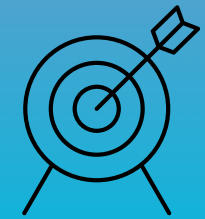
**R**

Realistic



**N**

Narrow



# What, So What, Now What?

**Habit 2:**  
Be Intentional about  
Evidence



**WHAT?**

**Habit 3:**  
Tell a Compelling Story



**SO WHAT?**

**Habit 4:**  
Turn Learnings into  
Action



**NOW WHAT?**

