To empower policy & decision-making that drives positive impact in the world.

Our mission:

KS Public Health Grand Rounds

Breathing Life Into Data
February 6th, 2020
Your esteemed speakers

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6 Essential Data Science Skills

- Data Wrangling
- Data Analysis
- Subject Expertise
- Project Management
- Design
- Storytelling
Data vs Intelligence

What you want:
Purpose-driven insights to drive change

What you normally have:
The building blocks, with no instructions
A good data story

Breaks down barriers
The right visualization + The right story = Behavior/Attitude Change
Culture change is an *adaptive* challenge, not a technical one.
Get comfortable with the **elephant** in the room
If you want to go **fast**, go **alone**.
If you want to go **far**, go **together**.
Curating a *data story* is an *iterative process*.
To make an **impact**, get comfortable with **marketing** yourself and your work.

Image by Gerd Altmann from Pixabay
Use data as a **catalyst** for **policy** change
Embrace the **fear** that comes with **trying** something **new**
From Conversation to Action
What data may move him?
What are your shared values?

https://maplight.org/
https://www.govtrack.us/congress/votes
https://ballotpedia.org/Lifetime_voting_records_of_United_States_Senators_and_Representatives
What are some words or phrases that appeal to your shared values?

Opportunity

Hard work

History
Other tips

1. Don’t lump people together into a “sector”
2. You are a catalyst, not a monarch.
3. Emphasize VOI
4. Use metaphors
5. Keep it positive—collaboration is empowerment

Thank you— PHRASES project