

Why Storytelling?

“No one ever made a decision because of a number. They need a story. By telling a good data story, you help people to make better decisions and drive action that can lead to positive change.” – Daniel Kahneman

Elements of a Data Story

- **SET THE SCENE:** This is your opportunity to grab your audience's attention and explain Aware.
- **WHO:** Clearly define and explain the teams or people that were involved in the story. If necessary, detail their roles or responsibilities.
- **WHAT:** Explain what happened in straightforward, non-technical language. Provide details on how this event or investigation is significant.
- **RESULTS:** Show the data and explain how it lead to the outcome. This is an excellent place to provide visuals!
- **WHY:** These results have meaning to you, and they should for your organization too! This is the conclusion of your story, and should include any actions taken, policies implemented, time and cost savings, or updates to existing procedures made based on the data.

Outline Your Story

Use the table below to gather your data and outline your story. The story templates on the next page will help you begin to tell it!

Set the scene & explain Aware:	
Who was involved?	
What happened?	
How did Aware help?	
Explain the results:	
Explain the outcome:	

Build Your Own Aware Adventure

The templates below are intended to help you build your Aware story using the information captured on the previous page of the worksheet in combination with your unique Aware data. Remember to include screenshots or utilize PDF exports from Aware to visually strengthen the story.

Communications

On _____, _____ held a town hall meeting to where an announcement was made about
 [DATE] [COMPANY]
 _____. The _____ learned that employees were feeling _____ about the announcement by
 [ANNOUNCEMENT] [TEAM NAME] [NEGATIVE/POSITIVE]
 utilizing Aware, the platform that consolidates, analyzes, and enriches our _____ collaboration platform
 [PLATFORM NAME]
 data and provides us with opportunity to hear the voice of our employees. Using the information we learned,
 we launched a campaign that addressed employee concerns and clarified the announcement. After launching
 the campaign, we noticed that sentiment shifted _____ and common shared themes included " _____",
 [NEGATIVE/POSITIVE] [RELEVANT THEME 1]
 " _____", and " _____", resulting in a successful campaign.
 [THEME 2] [THEME 3]

Security & DLP

The _____ utilizes several tools to ensure our company and _____ collaboration data remains safe and
 [TEAM NAME] [PLATFORM NAME]
 secure. One such tool is Aware, which helps us reduce insider threats, safeguards us against data loss, and
 expedites forensic research by unifying our collaboration data. The _____ was able to identify that
 [TEAM NAME]
 _____ was being shared on _____ using customized Rules in Aware's Signal application. To address this
 [SENSITIVE INFO TYPE] [PLATFORM NAME]
 risk, our team _____ and _____ quickly and within _____, we were able to _____.
 [WHAT DID YOU DO?] [WHAT ELSE DID YOU DO?] [TIME FRAME] [RESULTS]
 Moving forward, we have implemented _____ to reduce the amount of _____ being shared on _____
 [POLICY/ACTION PLAN] [SENSITIVE INFO TYPE] [PLATFORM NAME]
 in order to protect our company, employees, and customers.

Legal Affairs & E-Discovery

When _____ encountered a legal case that took place over the course of _____, the legal team realized this
 [COMPANY] [TIME FRAME]
 would require searching through _____ of our collaboration platform data to identify conversations relative to
 [TIME FRAME/AMOUNT OF DATA]
 _____. Using Aware's Search & Discover application, which is able to surface content from it's immutable
 [INCIDENT]
 archive, including edits, deletions, and conversational context, the legal team realized this incident impacted
 _____ and was spread out among _____ sources. We found that this _____ had been deleted, and showed
 [NUMBER OF EMPLOYEES] [PUBLIC/PRIVATE/DM/CHAT] [NUMBER OF MESSAGES]
 us that the scope of the incident was _____ than initially expected. The legal team was able to share their
 [MORE BROAD/NARROW]
 findings via _____ and saved _____ in our research efforts, which would have taken _____ manually.
 [EXPORT FILE TYPE] [AMOUNT OF TIME] [AMOUNT OF TIME/MANPOWER]