

#BeEngagious Scorecard

For Engaging Reporting

HOW YOU SCORED:

50+

Congrats! You're a genius at blending analytics and storytelling. You'll make believers out of even the biggest skeptics.

40+

Good. You are focused on the important messages and delivering them well. Keep it up!

30+

Don't worry, you're on the right track, just not there yet. Go back and revisit the trouble spots.

20+

Passing... but barely. You're better than this! Roll up those sleeves and get to back to work.

0~20

We have to ask: were you even trying? Start fresh and try again. You can do this!

Ready to create engaging, compelling messages? Want to discover how to use numbers to deliver results? [Visit our site](#) for more info. Or [follow us on Twitter](#).

Engagious

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MUST-HAVES	POINTS	YOUR POINTS
<p>The Story Comes First</p> <p>The temptation is real: the numbers are right there in front of you. But the numbers don't solve problems or answer the critical 'so what?'. Research artifacts such as data and observations only support the conclusions. If you use them as a crutch, the real meat of your findings will get lost. To make your findings stick, find your narrative and deliver it in the most engaging way possible.</p>	10 points	
<p>Have a Point of View</p> <p>Add your own take. Share something with your audience that makes them say "Huh, I've never thought about it that way before." Anyone can dissect numbers. What they really need is a fresh perspective. What does it mean to you?</p>	10 points	
<p>Make It Shareable</p> <p>The #1 most important element of a research report, according to researchers, is an executive summary and some accompanying visual that can distill the results into a shareable format. This allows the recipient to distribute a simplified report and recommendations to a broader group.</p>	10 points	
<p>Be Human</p> <p>Write the way you speak. Have a conversation with your audience and be relatable. It's okay to be quirky and humorous if the subject matter allows it. People want to be entertained as well as informed.</p>	5 points	
<p>Keep it Simple</p> <p>Your client does not want to read a novel. This is about making smart and fast business decisions. Highlight the salient points. Keep sentences relatively short. Break up your body copy with subheads. Make it easy for them to digest.</p>	5 points	
<p>Visualize It</p> <p>Did you know that consumers are four times more likely to watch a video than read an article? This is why your client is far more likely to remember your takeaways if they are paired with multimedia. Embed a YouTube video, integrate photos, or incorporate charts as a way to bring your story to life.</p>	2 points (for each visual)	
<p>Close Strong</p> <p>Recap your Big Idea. And then make it memorable by adding a final tidbit of juicy data for context. Add value at every stage of the process.</p>	5 points	
<p>Call to Action</p> <p>Hurray! If you've done your job right, odds are there are new questions to be answered. Research reporting often begets more research. While your audience is still paying attention, what do you want them to do next? Dig deeper? Make a decision? Layout some marching orders for the next phase.</p>	5 points	
	Total	