7. Facts & Figures

Use this format to isolate a short fact, a KPI, or any other number or distinct piece of information.

It can be a milestone or something from a report. The things to look for are numbers and facts that you can use to tell a story about your organization's excellence, brand values, or anything that you are proud of and significant for the viewer.

Put that number in context.

Facts & Figures

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Story Basics

In short – this format revolves around the fact that facts and numbers tell a story. They may not tell the whole story – but essential parts of it. And they have that almost magical quality of being very trustworthy, because…you know: facts.

But you also need to anchor these tidbits of information in why they are relevant for both you and the viewers. And that takes a bit of storytelling skill, contextualizing the barebones facts or figures.

This format builds upon an easily communicated figure or fact – that's the framing of it – but you need to tell "the how" and "the why" for the format to work.
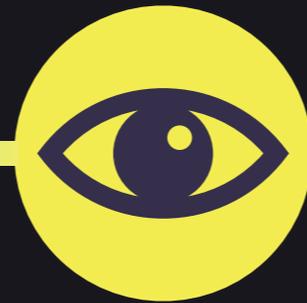
Where to find it?

You can find these types of facts and figures almost everywhere – modern organizations churn out numbers and information all the time. Your challenge will be to separate the milestones from the duds – but in essence, this will involve a lot of sifting through reports.

An upside here is that this will become a format you can plan out to a great extent. You can pre-produce many of these and then portion them out over time in building your content calendar.

And if you are courageous, look for non-published KPIs and numbers because they can tell some really important stories.
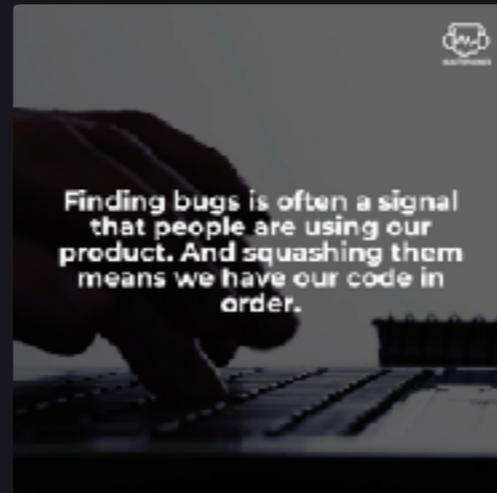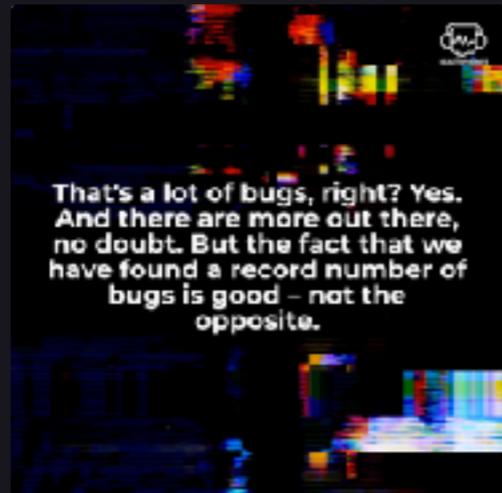
How to produce it!

This is an elementary format to craft: You communicate the figure or the fact and then get straight into explaining how and why it matters. No more, no less.

Storykit

Facts & Figures

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1875 bugs squashed – a record year

That's a lot of bugs, right? Yes. And there are more out there, no doubt. But the fact that we have found a record number of bugs is good – not the opposite.

Finding bugs is often a signal that people are using our product. And squashing them means we have our code in order.

In a perfect world – there would be no bugs. But in place...

HEALTHPHONES

For healthy hearing

Fact Headline
The fact or number should be the headline here. You can go so far as to only have a number there, like a "187%," and then rely on people interested in what that means. But sometimes you need to explain a bit more.

What the fact pt 1?
You need to explain what that fact or number is. Sometimes it's explaining a raw number – in the form of "Yeah, that was the annual increase of applications…" and other times, you need to contextualize a bit more in the shape of "…but is that a large or small number and what does it reflect…"

What the fact pt 2
This is more or less an optional second part of the explanation. It would help if you stretched the explanation and contextualization a bit more for some facts and figures. But if you are done – then don't use this part.

Wrap up and move forward
Use this part to wrap up what you "feel" about this fact or figure. You probably want to say that you are happy but not satisfied, or talk about how you plan to address this further or something else that communicates that you are still improving.

Outro with message
Use a standard payoff/slogan or connect it to the script. That is very much a question from case to case.

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