

You Had Me at Data: Crafting Compelling Pitches with Everyday Statistics

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Imagine that you are in your library's parking lot and only have a minute or two to convey the significance of your work or your library to an important stakeholder—perhaps a board member or non-library user, or even at a job interview. Use the questions below to guide your brainstorming and combine data and stories to craft a compelling pitch.

Your library

1. **What** does your work involve, or what does your library/team/department do? List the **two** most important/significant resources or services you or the library/team/department provides.

a. Service 1:

b. Service 2:

2. Why are these particular services important to you or your library? To the community?

3. What **data/statistics** do you have in support of these services?

a. Service 1 data:

b. Service 2 data:

4. Write down some examples or anecdotes that show these services in action.

a. Service 1 example(s):

b. Service 2 example(s):

4. How does your library do what it does? What makes it unique?

5. What is your or your library's larger "why" (20-25 words)?

Possible stakeholders

Stakeholders: city council member, job interviewer, library board member or administrator, non-library user (general member of the public), frontline staff

6. Select **one stakeholder** from the list above (or list your own). How does this person currently view the services you listed in #1?

7. What do you want the stakeholder to do/think/feel after talking to you? What is your "ask"?

8. What will the stakeholder respond to—stories, statistics, or a little of both? How much detail will they want or need?

Draft your speech

Tailor a speech based on the data and stories you came up with that demonstrate your or your library's impact on the community—in terms that matter to the stakeholder you've chosen. Use your “why” to offer larger context and purpose to your pitch.

Homework

- Write out a final draft
- Schedule a web check-in with a colleague and share your speech

Consider the following criteria and share feedback:

- Was it compelling?
- Was it tailored to the particular stakeholder? Was there an “ask”?
- Were purposeful stories and data used?
- Was it free of jargon and acronyms?
- Did it stay close to the target time limit (60-90 seconds)?

- Make adjustments, and then share with at least one stakeholder
- Gather two more stories and data points
- Repeat!