

“Data Storytelling Essentials for Leaders of Healthcare Volunteers”

Data storytelling is the art and science of turning insights into a narrative designed to move an audience to action. Today’s healthcare volunteer leader is immersed in data points for use in informed and strategic decision making. Data has the ability to provide valuable insights into business operations. These insights can be further illuminated through data visualization techniques, such as charts, graphs, and process maps, rendering the information more shareable. Data storytelling evolves from here by intentionally introducing the element of narrative into the design so that the story intended to be told is the one that is heard.

Data storytelling is at the intersection of data, visuals, and narrative. This session will provide an overview of each. First the need for strategic measurement and data will be discussed and then tools used for data visualization will be introduced. The session will end with an overview of data storytelling and the narrative and communication principles that create compelling messages.

Meet our Speaker



Roseanna Galindo, ECBA, CAVS, is the founder of Periscope Business Process Analysis and a seasoned leader with over 16 years in healthcare and 30 years in volunteer administration. Her work bridges business analysis and communications to help organizations achieve measurable outcomes. Notably, she developed the Volunteer

Satisfaction Index (VSI), a groundbreaking tool in volunteer metrics, published in the *Journal of Social Service Research*.

Holding degrees in Media Arts (B.A.) and Organizational Communication (M.A.) from California State University, Chico, Roseanna has also served intermittently on the faculty for over two decades. She combines her academic background and industry experience to offer impactful communication skill-based workshops and training, all aimed at enhancing data literacy and organizational effectiveness.