



Data Review: Coming Up with Headlines

What it is?

There is a growing body of evidence suggesting that people struggle to actually use data and evidence to inform their decisions. While there are a number of reasons for this, one of the main reasons is that teams and organizations often fail to internalize the data and evidence they have. If people don't interpret or reflect upon their data, they are much less likely to use it to inform their decisions.

The "Coming Up with Headlines" approach helps participants to digest data by developing the front page of a newspaper that highlights their key takeaways from the data.

When to use it?

Any time you have both qualitative and quantitative data and are planning to review them as part of a data review meeting.

Instructions

1. Individual Reflection - ask each individual to take about 10-minutes to:
 - Review the data
 - Develop the cover of a newspaper by reflecting on these questions:
 - What's the lead story here?
 - What are our key takeaways that need to be reinforced?
2. Group work
 - Divide into groups of 2-3
 - Ask each group to take about 20 minutes to design one group newspaper cover on a piece of flipchart paper by synthesizing and identifying common themes across the individual work that was done
3. Gallery walk
 - Have each team post their flip charts on the wall and ask people to walk around and review the headlines. One member from the group can stay behind to explain the headlines. Provide post-it notes for participants to leave comments on each group's flip chart. Make sure people rotate throughout the room. Approximately 10 minutes.
4. Group share back for approximately 10-15 minutes
5. Reflect:
 - What's the same?



- What's different?

- Are there any contradictions in headlines?

- Any similarities rise to the top?

6. Afterwards, produce a short (1-2 page) write-up on the Data Review: Headlines activity, describing the activity conducted, learnings gained, and any resultant action steps planned, and include in the quarterly Hub report.

Other facilitation tips

- Give participants enough quiet individual time to digest data and ask clarifying questions before starting the activity. You might consider sharing the data via PPT before they do the headlines activity.
- For individual reflection, use 11 x 17 pieces of paper to give participants the space they need to capture key points ("breaking news") from the data.
- This activity is best for larger groups (7+) so multiple perspectives on the data can be shared.
- Encourage participants to have fun and be creative with their headlines, news stories, visualizations of the data etc.