

HR ANALYTICS UNLOCKED

Session 4:
Data Storytelling
Turning Data Into Compelling Narratives

HiBob INSIGHTS LAB

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- Holds a **Ph.D. in Organizational Behavior** and an **MBA**, blending behavioral science with business strategy.
- Turns complex people data into **clear, compelling stories** that help HR teams make confident, evidence-based decisions.
- **Mom of three** who brings curiosity, empathy, and a love of kitchen dance parties to everything she does.



Poll 1

UNLOCKING HR ANALYTICS

Webinar Series

1

Foundations of HR data & analytics

Asking meaningful questions

2

Making sense of HR data

Basic statistics & interpretation

3

Proving impact

Measuring the effectiveness of HR interventions

4

Data storytelling

Turning data into compelling narratives

5

Scaling people insights

Fostering a data-first culture

WHAT WE WILL COVER TODAY



Strategic narrative
framework



Visualizing
impact

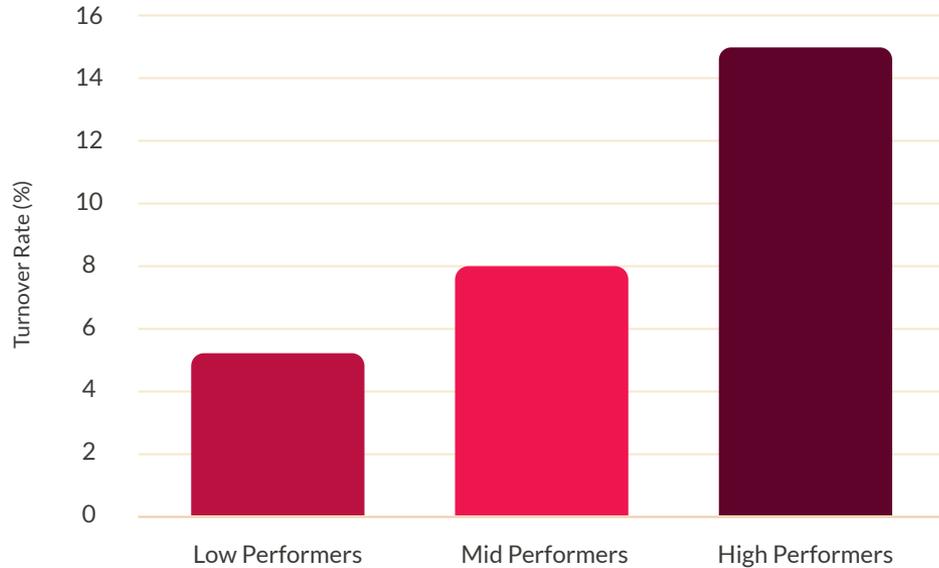




STRATEGIC NARRATIVE FRAMEWORK

THE POWER OF DATA STORYTELLING **PT. 1**

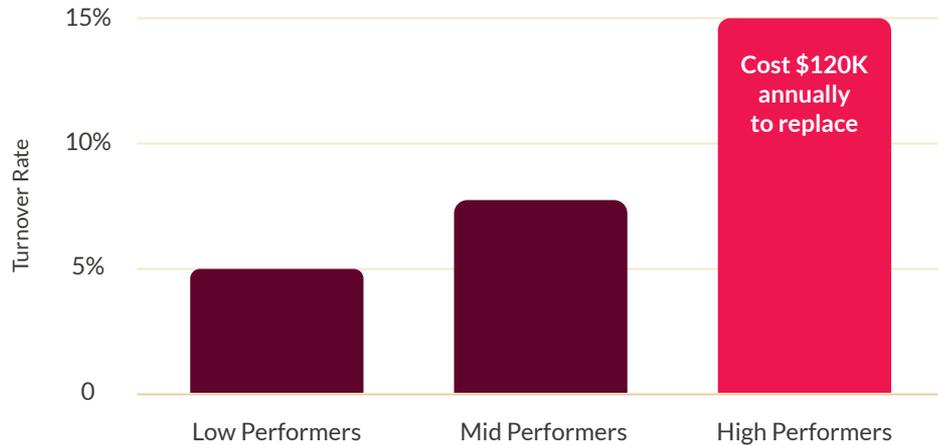
Turnover Rates by Cohort



What do we see?

THE POWER OF DATA STORYTELLING PT. 2

High cost of high performer churn



“I loved my role and felt supported by my team, but without a clear path to grow, I realized I needed to move on to advance my career elsewhere.”

— Ethan, *churned high-performer*

Data **INFORMS** Stories ○ **PERSUADE**



KNOW YOUR “WHY” BEFORE YOU BEGIN

ASK YOURSELF:

“Why am I telling this story? What do I want?”

- Budget expansion
- Resource reallocation
- Strategic pivot
- Technology investment
- Policy change
- Pilot program
- Headcount increase

Can be continuation rather than something new:

- Ongoing budget allocation
- Program renewal
- Subscription continuation

ANDY RASKIN'S "STRATEGIC NARRATIVE"

The strategic narrative framework used by CEOs and leaders



THE BIG RELEVANT SHIFT

Begin with the
change
everyone
can feel

For HR could be:

-  New expectations for hybrid work
-  AI reshaping jobs
-  Tight labor markets
-  Burnout becoming systemic
-  Economic pressure to demonstrate ROI
-  Faster business cycles

NAME THE OLD GAME (YOU CAN'T WIN ANYMORE)

What used to
work...doesn't.

HR Examples:

-  Managers relying on intuition, not insight
-  One-off engagement surveys
-  Under-resourced HR teams doing manual work
-  Performance reviews that don't reflect reality
-  Hiring based on “culture fit” instead of skills

INTRODUCE THE NEW GAME (THAT WINNERS ARE PLAYING)

The New Way Forward — Supported by Data

HR Examples:

-  Continuous listening
-  Workforce planning tied to business forecasting
-  Skills-based hiring
-  Data-informed performance decisions
-  Real-time visibility into burnout and workload equity

POSITION HR AS THE GUIDE (NOT THE HERO)

**Leaders Are
the Heroes.**

HR Provides the Insight:

-  HR isn't here to point fingers.
-  HR provides clarity, options, and confidence.
-  Data is the guide rail, not the verdict.

SHOW PROOF

**Bring
Evidence —
Not Just
Charts**

Proof Types:

-  Trend data
-  Segmented comparisons
-  Story-driven examples
-  Changes over time
-  Benchmarks
-  Real quotes from employees
-  Quick wins from other departments

STRATEGIC NARRATIVE RECAP

Example: Rising First-Year Turnover in Customer Success

Big shift

Customer expectations and onboarding complexity have increased dramatically.

Old game

The team relied on outdated and static onboarding materials and informal knowledge sharing processes.

New game

Companies win by formalizing onboarding, setting clear success metrics, and supporting early-tenure employees.

Guide

HR analyzed onboarding, performance, and exit data to highlight risk points.

Proof

Turnover is 2.4x higher for employees without structured onboarding.



2

VISUALIZING IMPACT

VISUALIZING IMPACT

WHAT CHART TO USE?

Crafting clear, compelling charts

CHART TYPE	WHAT IT'S GOOD FOR	HR EXAMPLE
Bar charts	Compare groups side by side	Pre vs. post intervention
Line charts	Show trends over time	Engagement scores month to month
Scatter plots	Reveal correlations	Training hours vs. performance ratings
Dashboards	Combine 3-5 linked visuals to tell a cohesive story	All HR metrics for a single global site (hiring, performance, engagement, retention, etc.)



VISUALIZING IMPACT DESIGN PRINCIPLES

Crafting clear, compelling charts

Limit colors and fonts

One insight per chart

Call out main finding

Note “why it matters”





ALIGNING WITH LEADERSHIP PRIORITIES

Reducing
costs

Increasing
productivity
& revenue

Accelerating
speed-to-
revenue

CRAFTING UNFORGETTABLE NARRATIVES



HUMANIZE

Introduce a relatable persona

Weave in a brief employee micro-story

Show a real quote or testimonial



SIMPLIFY

Strip to one key metric per visual

Use vivid analogies and metaphors

Reduce their burden of understanding



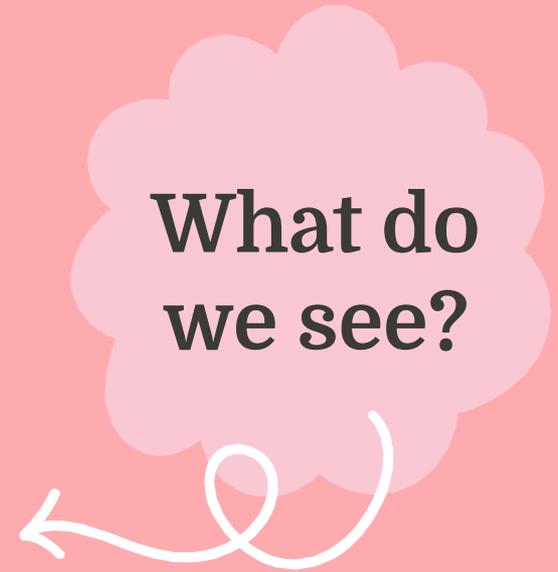
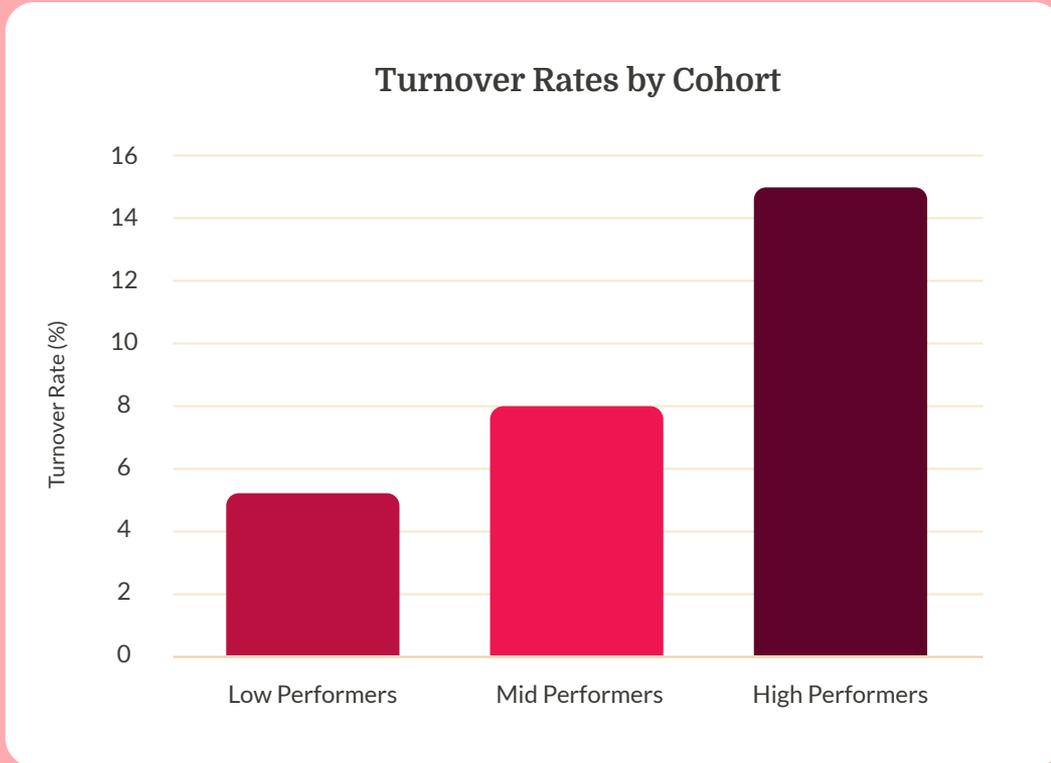
SURPRISE

Reveal a counterintuitive insight mid-story

End with a striking "what-if" scenario

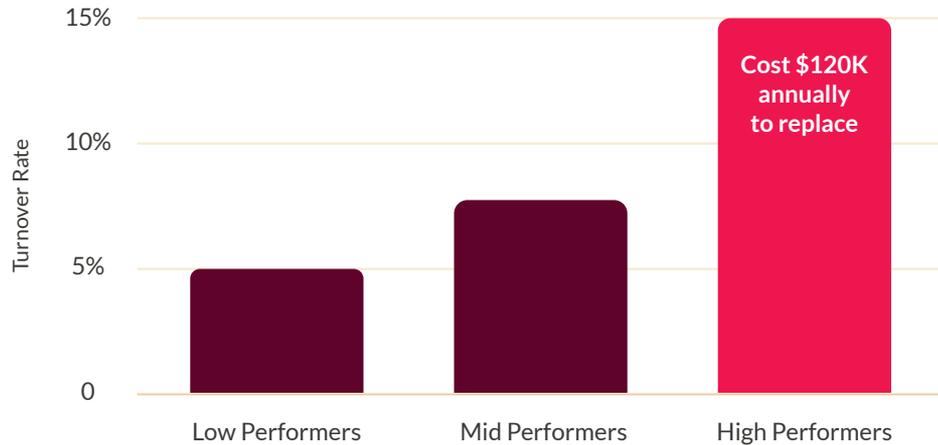
Flip expectations with an unexpected data point

THE POWER OF DATA STORYTELLING **PT. 1**



THE POWER OF DATA STORYTELLING PT. 2

High cost of high performer churn



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OVERCOMING SKEPTICISM

Objection

Response

“This is just regular market churn”



Cohort analysis by periods or benchmark group
→ beyond market explanation

“I don’t trust the data”



Show where it is from and the steps you took to audit, clean, and validate the data.

“Correlation isn’t causation”



Adjust assumptions and show positive impact across a range of possibilities.

KEY TAKEAWAYS



Start with your “Why”



Use the strategic narrative framework



Choose the right visuals



Speak the audience’s language



Humanize, simplify, surprise



Defend with transparency



Poll 2

NEXT UP IN THE ANALYTICS JOURNEY

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In Good Company

A collective of people-first
leaders on a mission to
change how work, should
work—for everyone.



Join the
Community

