

STORYTELLING BASECAMP : CASE STUDY (RAPIDO TAXI APP)



Client

Rapido is a ride-hailing service that connects users with drivers for bike taxi, auto, and cab services



Participants

24 participants – 18 from Finance, 6 Associate Directors from Operations



Objective

How to present financial data to founders, business heads and investors



Scope

1 Basecamp cohort comprising workshop spread over 2 days



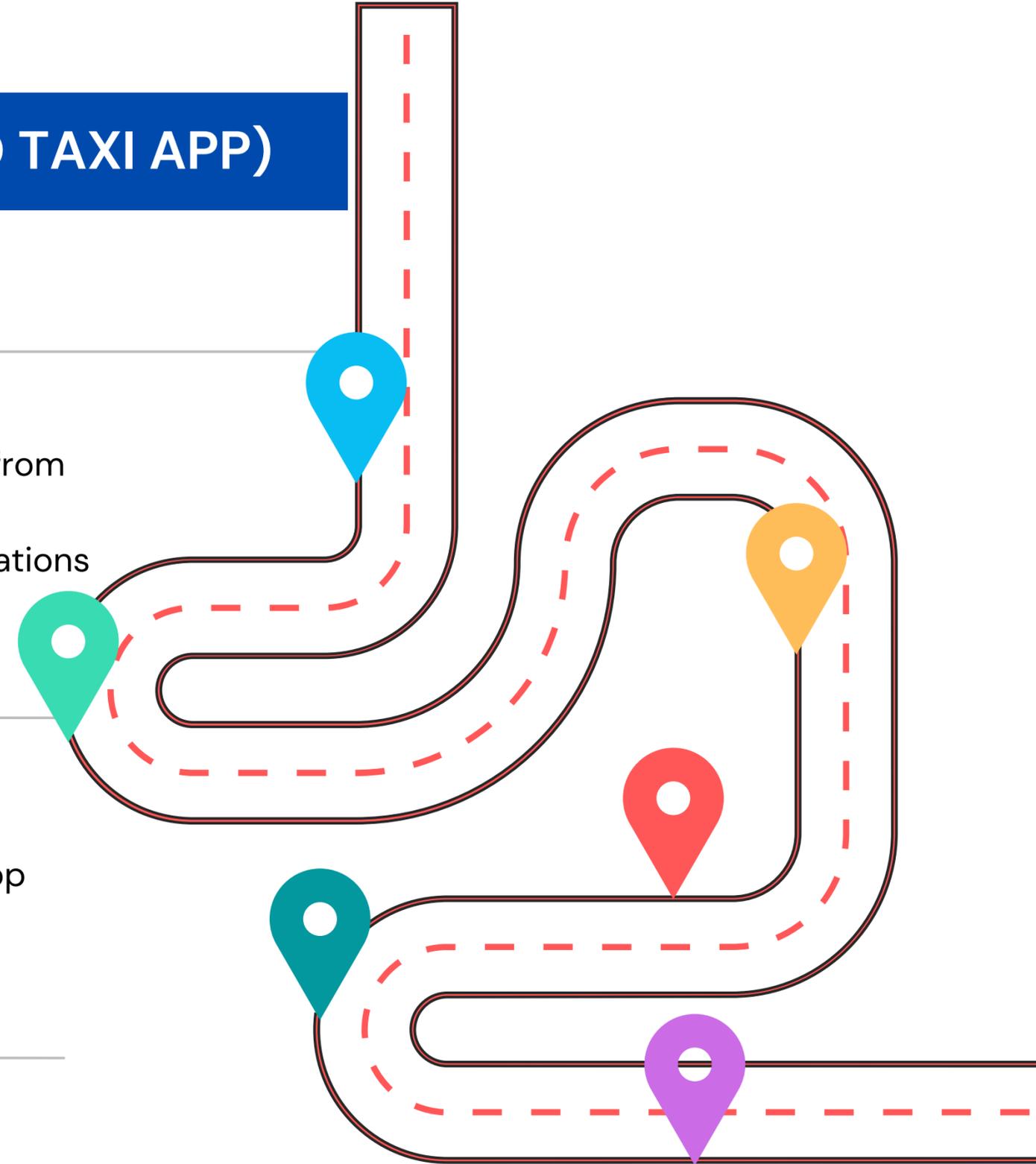
Recommendation

A Data-driven storytelling approach can enable decision-makers



Format

Classroom session

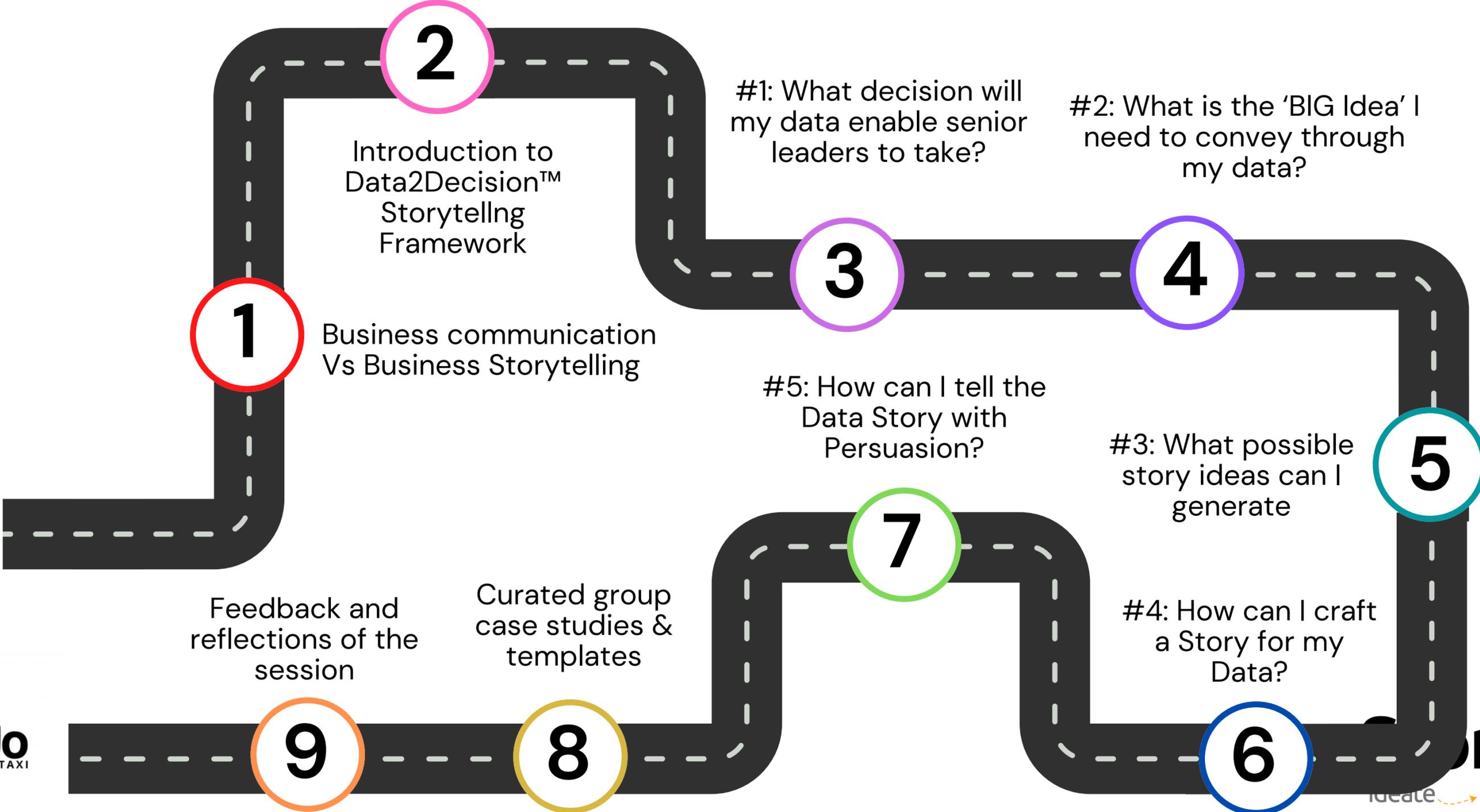


CLIENT ASK

“My team is required to provide insights on financial performance. Most of them provide basic analysis but do not summarize well for the audience they address to. Hence a training session from external experts on the topic of storytelling was needed..”

– VP of Finance

STORYTELLING BASECAMP – FLOW



STORYTELLING BASECAMP – IMPACT

Key takeaways

1. Understanding & applying the 4 key skills required for Data-driven Storytelling- Emotional Intelligence, Divergent & Convergent Thinking, Creativity and Persuasion
2. Using the Data2Decision™ Storytelling framework to craft stories from data insights used by Finance team
3. Hands-on experience of crafting stories through curated case studies and group activities
4. Specially created Data Story based Email and PPT templates for the participants
5. High levels of Engagement and enjoyable Learning Experience reported as per HR (Overall rating 4.2/5)

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