How to Create Insight that is Approachable and Engaging

R Exchange May 2024

Nathan Brown

Te Kāwanatanga o Aotearoa
New Zealand Government

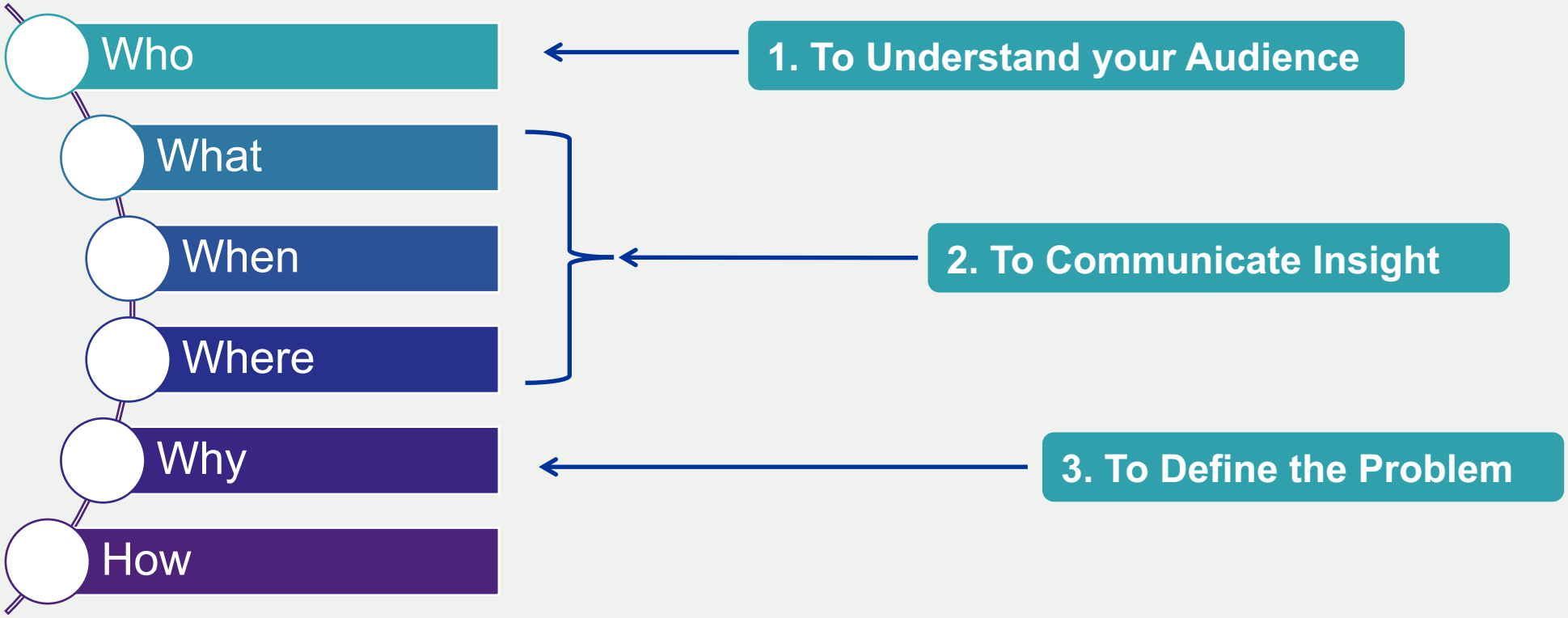
Health New Zealand
Te Whatu Ora

Executive Summary

How do you create insight that is approachable and engaging?

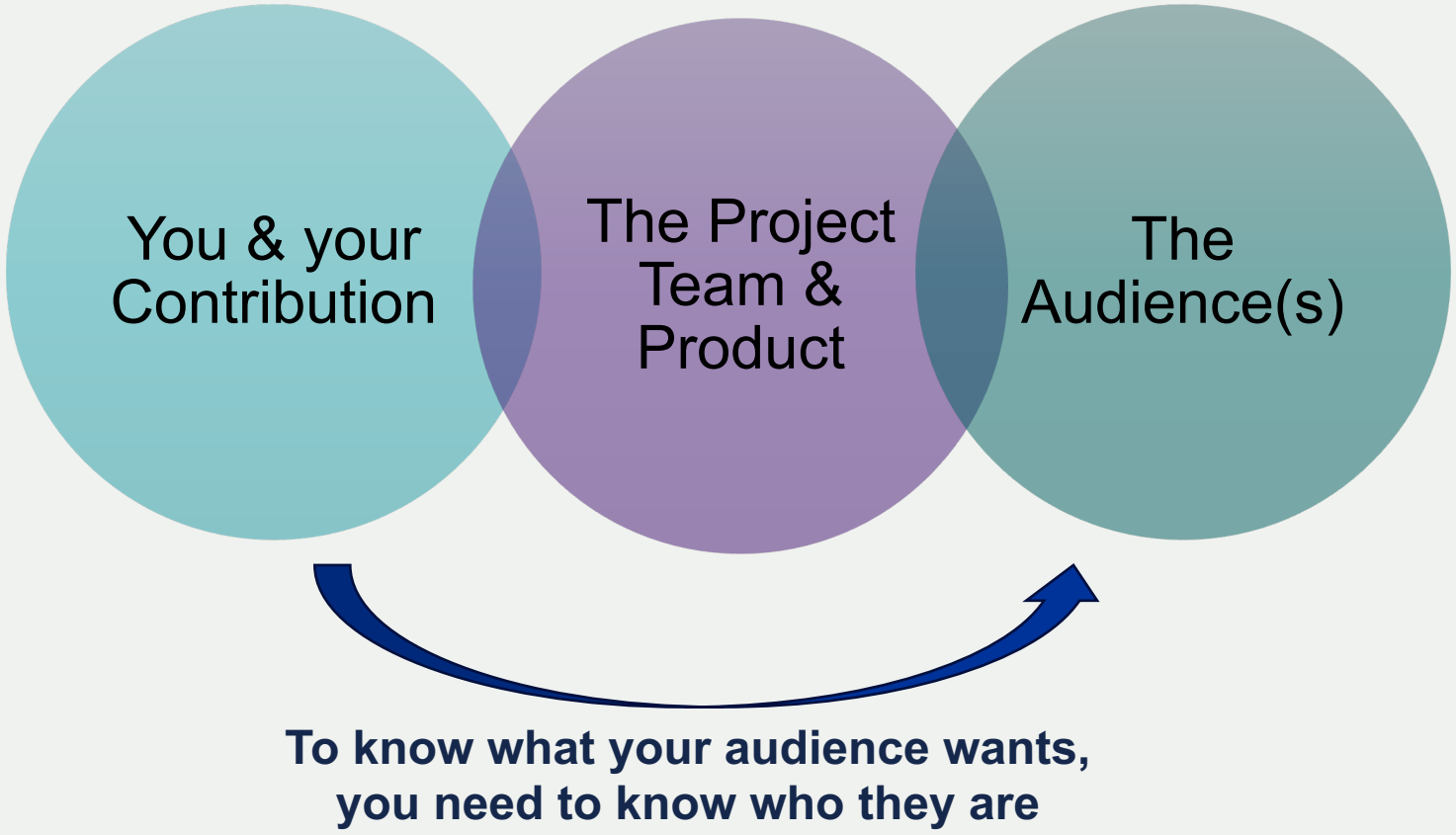
- Ask questions

Asking Questions
i.e. What I'll Actually be Talking About



The Who, The What-When-Where, The Why
Ask Questions to Understand your Audience

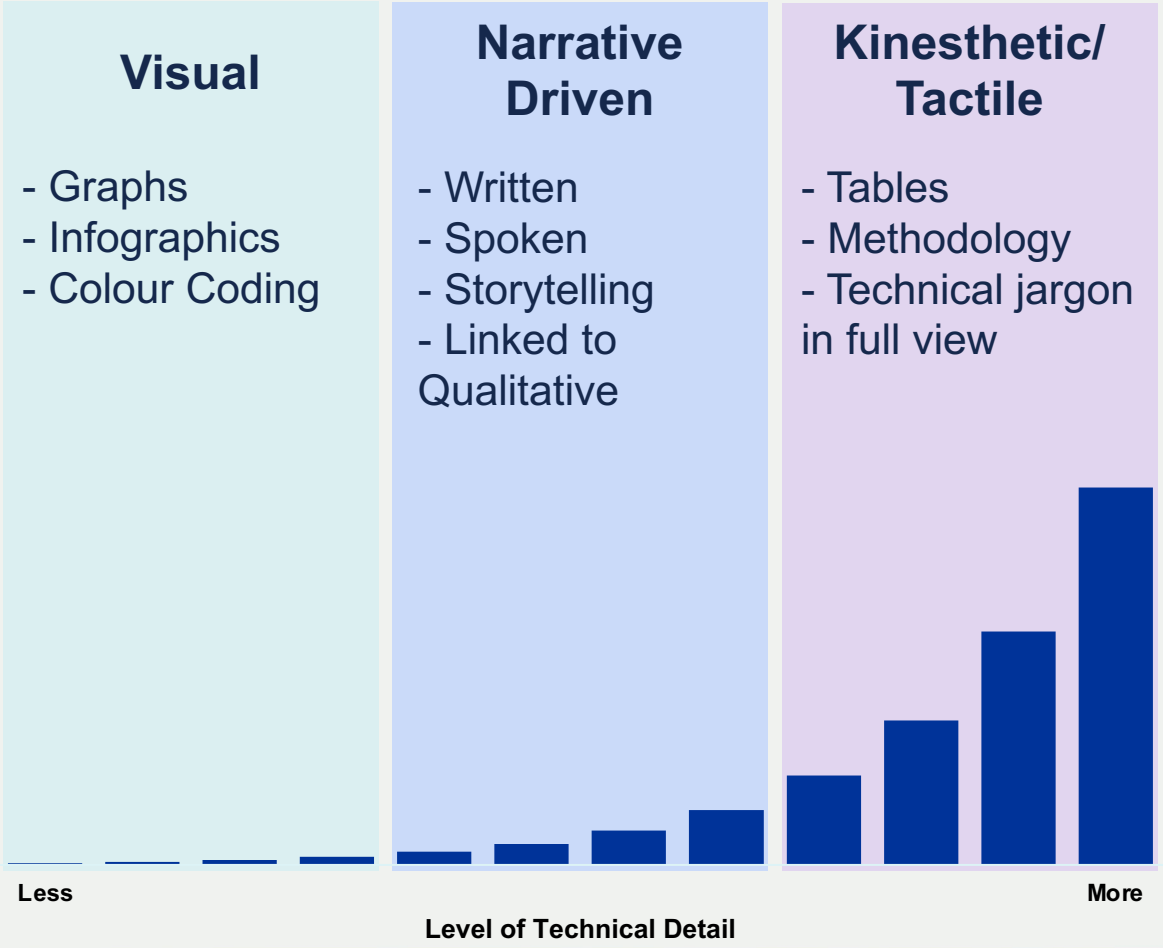
- Do you know who your audience is/are?



The Who, The What-When-Where, The Why

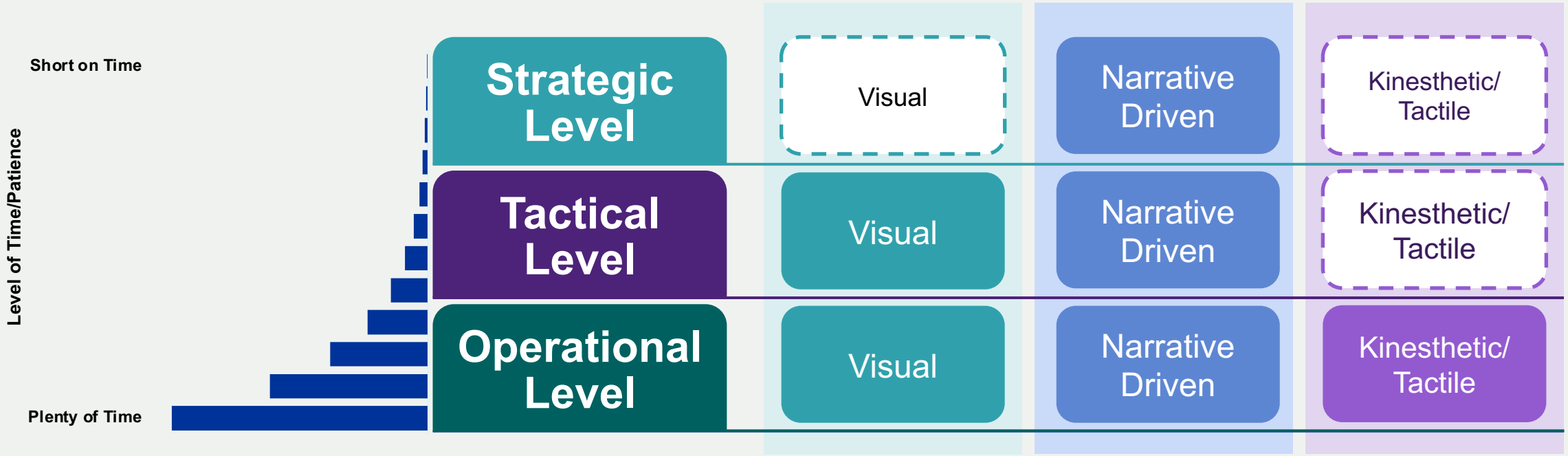
Ask Questions to Communicate Insight

- What does your audience respond to?



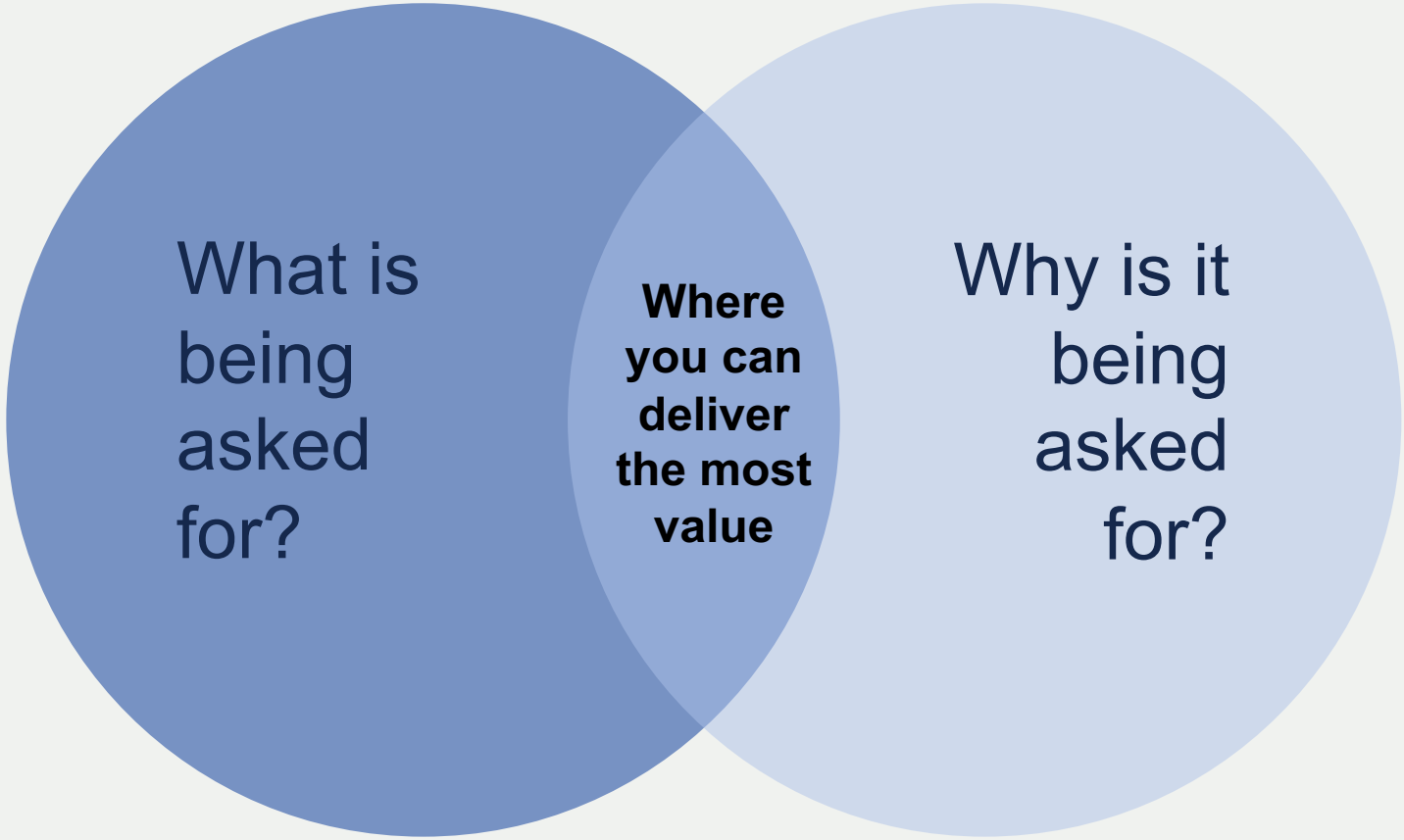
The Who, The What-When-Where, The Why
Ask Questions to Communicate Insight

- How much of their time/ attention do you have?

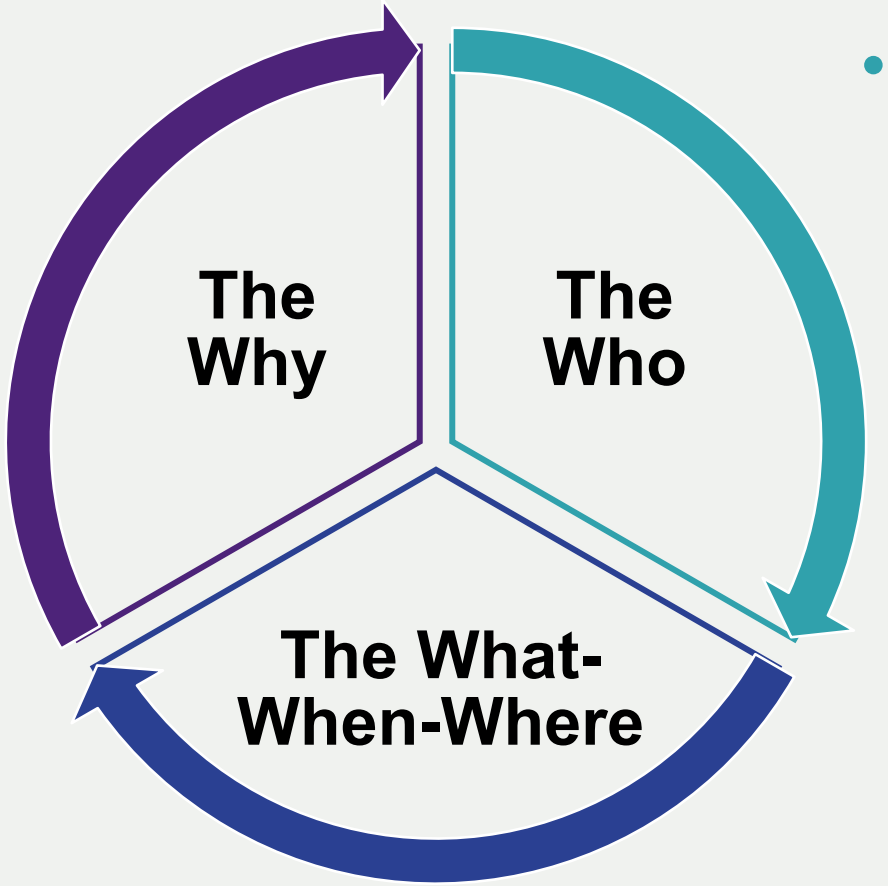


The Who, The What-When-Where, The Why
Ask Questions to Define the Problem

- **Are they asking the right question?**



The Who, The What-When-Where, The Why
The Last (and Most Important) Question



- When you put all the information together, **Does it make sense?**

Thank you for your time

Any Questions?