



Scott Avery  
CFO, PhD(c)



James E. White  
CFO, EFO, MIFireE

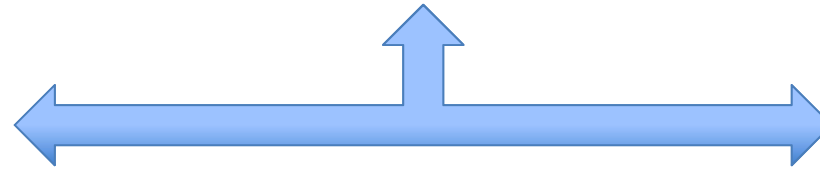
# Tell Your Story! A Practical Guide to Winning Analysis for Public Officials

4th Webinar of a 4 part Series



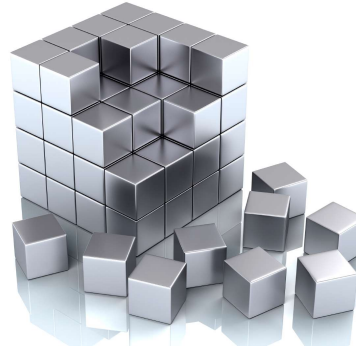
# Series Goal

To expand the fire service's understanding of the use of data to improve  
***Operational Excellence and Situational Outcomes***



# Series Objective

Series that educates Fire Departments on the building blocks of managing data, and how an agency can use data to achieve Operational Excellence!





# Objectives

- Defining performance data
  - Simple and understandable format.
- How to open a dialogue with the community about what outcomes can be anticipated from your services.

**Turnout Performance** Date Range: 1/1/2016-1/31/2016

Code 3 Enroute | From Quarters Only | within TVF&R boundary | no NNN or UUU | Includes cancelled prior to arrival and code 1 on arrival. No standard deviation applied; will not match SOC reports. Times calculated at 90th percentile.

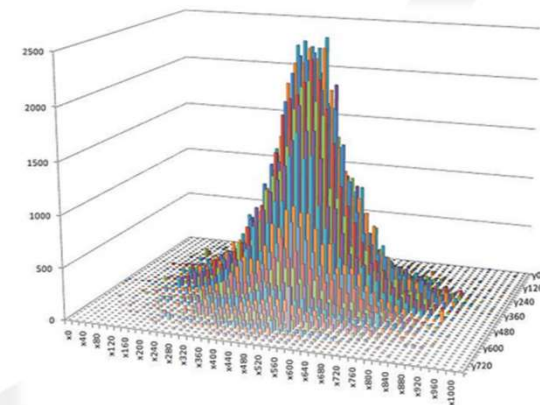
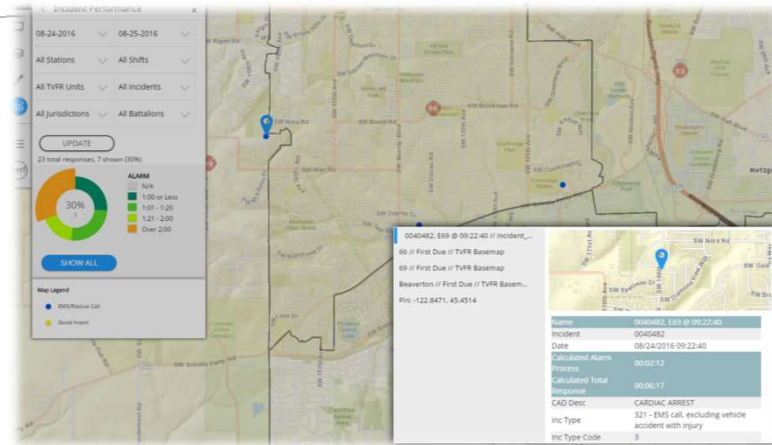
	A		B		C		Total	
	District Totals							
	Incidents	Turnout	Incidents	Turnout	Incidents	Turnout	Incidents	Turnout
District Total	636	02:14	660	02:08	702	02:14	1998	02:11
	North							
	Incidents	Turnout	Incidents	Turnout	Incidents	Turnout	Incidents	Turnout
Division Total	436	02:14	452	02:05	435	02:12	1323	02:11
Station: 50								
E50	18	02:01	28	01:52	27	02:21	73	01:57
Station Total	18	02:01	28	01:52	27	02:21	73	01:57
Station: 51								
CAR51	1	00:43			1	00:54	2	00:54
E51	2	03:31					2	03:31
HR51	27	02:38	28	02:05	30	02:17	85	02:16
T51	25	01:45	25	01:34	28	02:07	78	01:47
Station Total	55	02:16	53	01:59	59	02:13	167	02:10
Station: 53								
E53	37	02:36	40	02:16	38	02:13	115	02:21
HM53					1	00:08	1	00:08
MED53	10	01:00	5	01:01	14	02:03	29	01:48



- How to build support with public officials every day so that you're prepared for real discussions later on.
- Preparing the agency to say what they are prepared to offer as a level of performance in the way of outcomes.

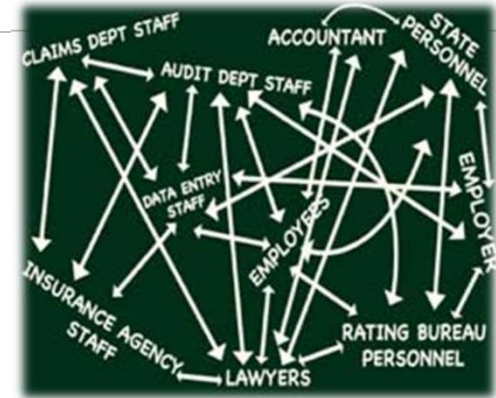
# Simplifying Performance Data

- Response and performance data is complex.
  - Agencies need to review their performance data (response times, staffing, effective response force, and Outcome performance) so that civilians can understand the abilities of the agency and what are the anticipated outcomes.
- Be prepared to talk to
  - outcomes / if we respond with this many resources, in this much time, you should anticipate this outcome ...
  - supported by performance data from past years.
- Do everything you can to remove the “mystery” of the data.



# Presenting Your Story

- Be simple and understandable
- No smoke or mirrors
  - Tell an honest story
- No bling with the presentation
- Building blocks of the presentation:
  - Build the foundation
    - details of your resources
  - Add the important performance points
  - Top it off with the anticipated outcomes
  - Explain the benefits of additional assets and resources
  - Answer questions with facts
    - Get back to them on answers you don't have



# Bringing the Series to a Full Circle

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- What Firefighters Should Know About Data
- How Not to Be Overwhelmed with Data
- Know what the “math” means to you ... and Know YOUR math
- How to “tell” your story ...

# Questions

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**Next Webinar:** Thursday, August 25<sup>th</sup>, 2pm EST`



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