Compelling Evidence

To be compelling something needs to be really, really convincing. There should be strong evidence to support the claim. For example, you'll know your argument for a new tattoo is **compelling** when your parents not only let you get one but also pay for all your expenses.

Your data can have a similar powerful and irresistible effect! Being able to highlight specific trends can persuade others to recognize your community's values, priorities and needs! Based on your objective research, important changes may happen.

As you gather your data in one place, look at trends. Do you notice similarities across participants? What ideas or words come up most often? What is surprising or interesting? What clearly stands out as important, powerful and irrefutable?

Next think about how you can be persuasive on each point. Refer to things like:

- Specific statements, phrases or words from community members.
- Numbers of similar answers to key interview questions
- Consistent patterns in responses
- Behavior that occurs with similar frequency

Power pose: Research has shown that holding a power pose for as little as two minutes can make you feel more confident and more willing to take risks. Consider giving yourself an extra boost of confidence by standing tall with your head forward and your hands on your waist. Are there any other powerful poses you can practice? Take turns trying out some confident body language.

Visualizing your evidence

Sometime it can be helpful to visualize information in order for trends to more clearly stand out. Visualization plays an important role in making data *meaningful* and understandable. It allows your raw material to become compelling enough that the actions that should be taken become clear for decision makers. Examples of visualizing information include line graphs, town plan designs and map style representations. There are many other creative infographic examples you might discover online.

Research what kinds of infographic diagrams might be most useful for sharing the information you've collected. How information is represented can be just as powerful as the information itself!