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Runn

- Resource Planning

- Capacity Management

- Scenario Planning

- Forecasting

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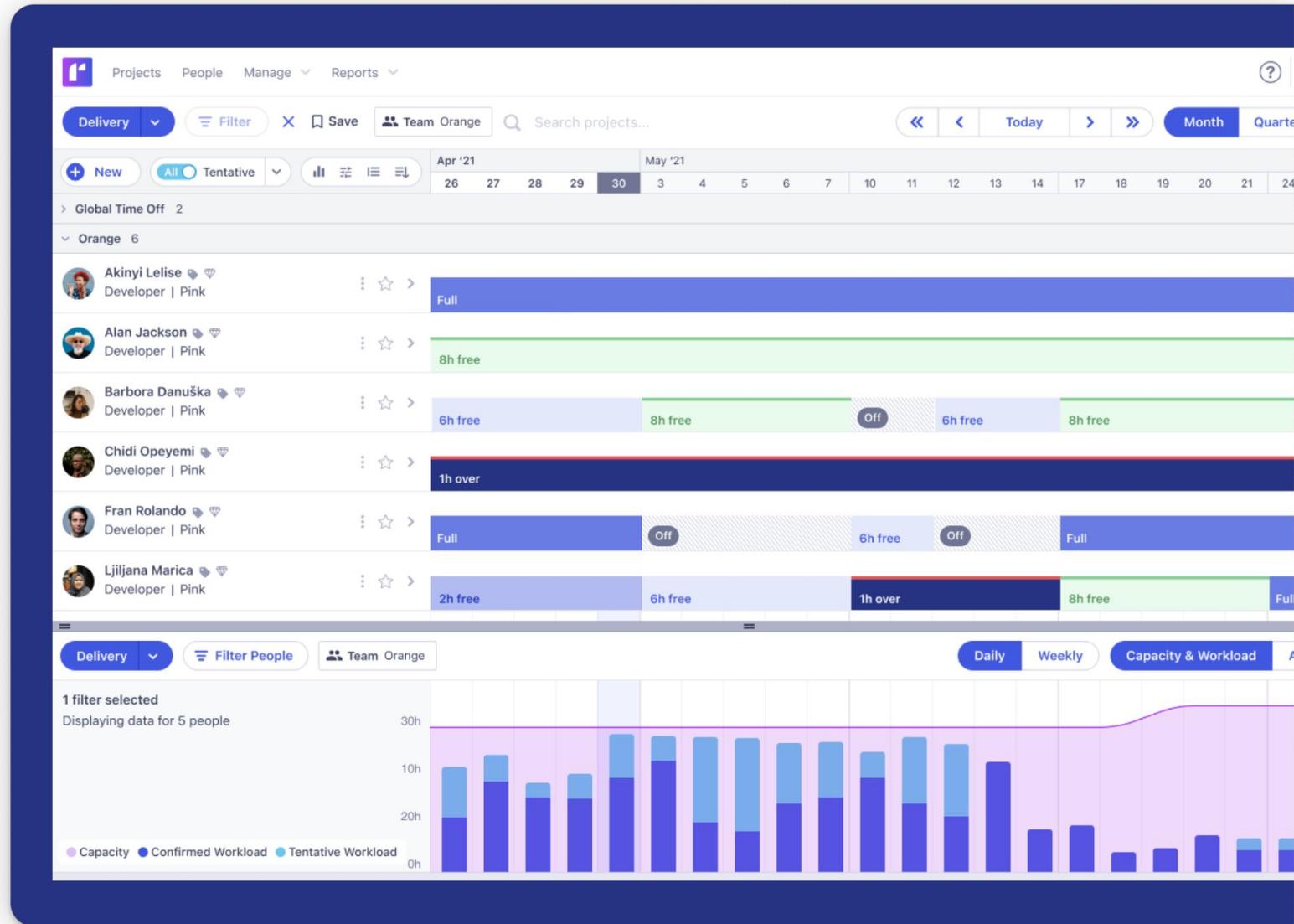
Runn

Recently launched:

- Insights

- Smart-match AI (beta)

https://www.runn.io/blog/introducing-insights

![RMI Connect logo - a part of Belcan]
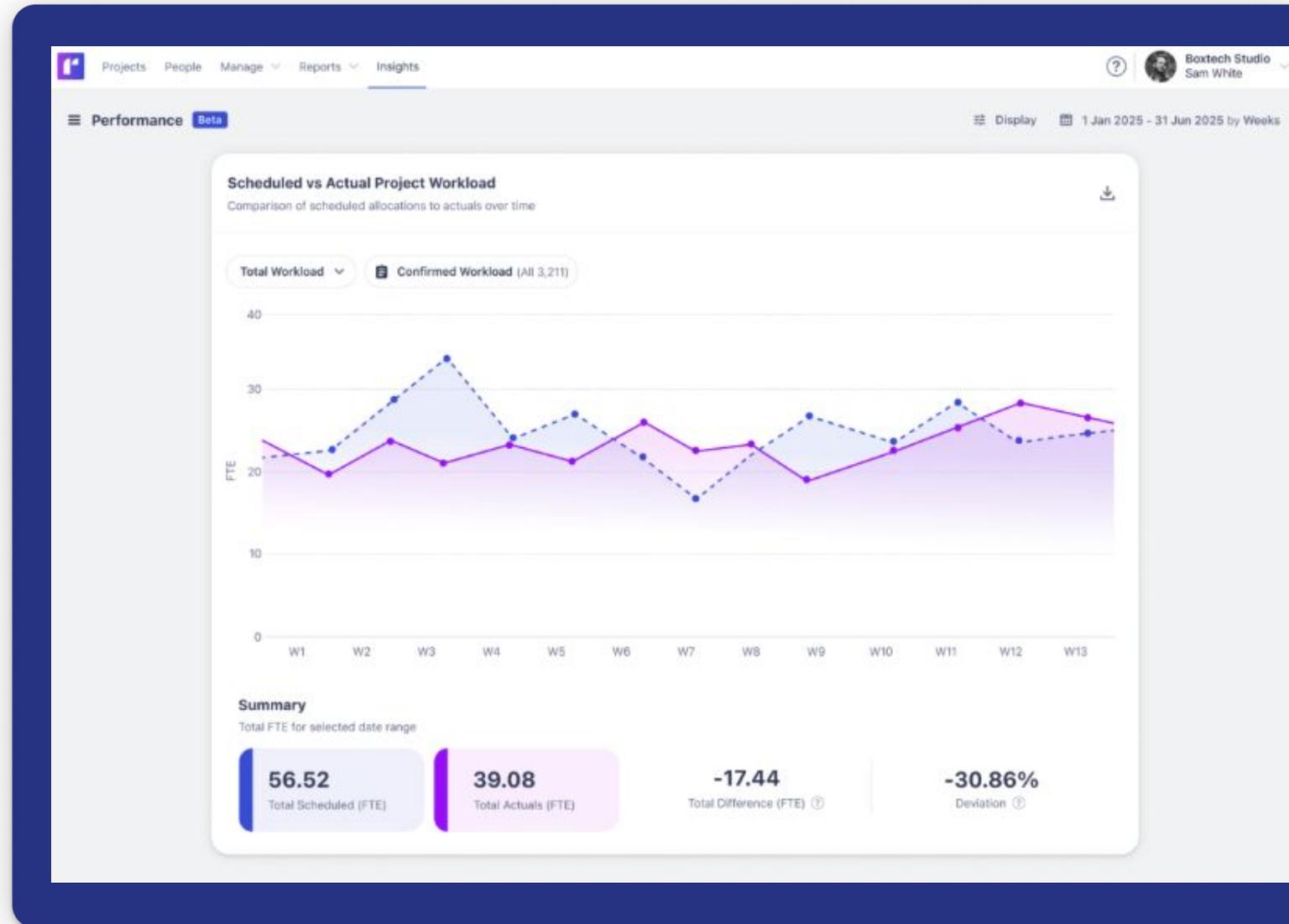
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Agenda

1 The RM Reality

2 What Data Storytelling Is and Why It Matters

3 Common Pitfalls

4 Data Storytelling Tips

5 Questions

What Resource Management insights and reports do you wish you had at your fingertips?

The RM Reality

We're surrounded by data ... and complexity.

The Challenge

Multiple stakeholders, competing needs:

Input providers:

Sales teams, PMOs, HR departments, Finance...

Insight consumers:

Senior leaders, project sponsors, team leads, executives...

<u>Challenge:</u> Cutting through the noise to create clarity.

The Opportunity

As resource managers, we are in a unique position to:

- inform decisions
- shape priorities
- drive action

at every level of the organization

Data Storytelling:
What it is and why it matters

Storytelling with data is the practice of using data not just to inform, but to influence by turning numbers into a clear narrative that drives action.

Why Data Storytelling Matters

❌ This month, we resolved 100 resource conflicts.

🟢 This month, through effective resource management, we spotted an early delivery risk: Team A was overloaded.
We managed to re-allocate people to balance capacity, we kept delivery on track and saved the organization $1M.

Done well, this is how RM shifts from being seen as a back-office reporting function to being recognized as a strategic advantage for the business.

From Data to Story

Data: The Raw Material

The foundational numbers that form the basis of all analysis.

Team A has scheduled 988 hours.

Report: Organized Information

Data structured into tables and charts, making it consumable.

Team A is at 87% utilization.
Team B at 55%.

Insight: The 'So What?'

Interpretation of data, revealing implications.

Person A is maxed out, which could affect delivery.

Story: Connecting to Action

Framing the insight to resonate and drive decisions.

If we don't rebalance workload, Project X will slip, putting $2M revenue at risk.

clarity, influence, action

1 Data:
The Raw Material

*Team A has **988 scheduled hours** this month.*

Team A - Report

All | Tentative | Filter | X | Display | Group | Columns | 01 Sep 2025 - 3

Team Team A | Search people and projects...

Person > Project ↑	Oct 2025		
	Total Effort (h)	**Capacity (h)**	
	Scheduled Total	Remaining Availa...	Contract Capacity
Totals	988	152	1,159
AJ Addison Jones	160	16	112
CC Cochran Charlie	168	8	184
ED Edge Daniels	132	0	138
FH Ferrell Heaton	176	0	184
GK Gracie-Leigh Kane	0	128	173
HB Holloway Brandstaetter	176	0	184
JM Jonathon Mike	176	0	184

2 Report:
Organized Information

Team A is at 87% utilization. Team B at 55% in October.

Eng Dept Utilization Report

Export

All | Tentative | Display | Group | Columns | 01 Oct 2025 - 31 Dec 2025 by Months

Filter | X | Team Team A +3

Search people...

Team > Person ↑	Oct 2025		Nov 2025	
	Total Effort (h)	Utilization	Total Effort (h)	Utilization
	Scheduled Total	Total Utilization	Scheduled Total	Total Utilization
Totals	2,59?	69%	916	27%
› Team A	98?	87%	592	58%
› Team B	52?	55%	180	21%
› Team C	692	60%	144	13%
› Team D	392	73%	0	0%

2 Report: Organized Information

Emma is at 200% utilization.

Eng Dept Utilization Report

⬆ Export

All ⌄ | ◯ Tentative ⌄ | ≡ Filter ✕ | Display | Group | Columns | 📅 01 Oct 2025 - 31 Dec 2025 by Months

👥 Team Team B | Search people...

| Team > Person ↑ | Oct 2025 | | | | Nov |
	Total Effort (h)	Utilization	Capacity (h)		Tot
	Scheduled Total	Total Utilization	Effective Capacity	Remaining Availability	Sch
Totals	520	55%	952	608	
⌄ **Team B**	520	55%	952	608	
AN Allegra Nahmias	120	68%	176	56	
EM Emily Magallon	352	200%	176	0	
KP Karl Palacios	0	0%	152	152	
OB Oriana Buckley	48	55%	88	40	
WC Whitney Chan	0	0%	176	176	
WA William Allen	0	0%	184	184	

3 Insight:
The 'So What?'

Emily is massively overbooked. So what?

💡

Emily has a rare skill set "Awesome skill", that only 2 other people in the org have.

All are booked.

If we look at the trend data, "Awesome skill" is in demand.
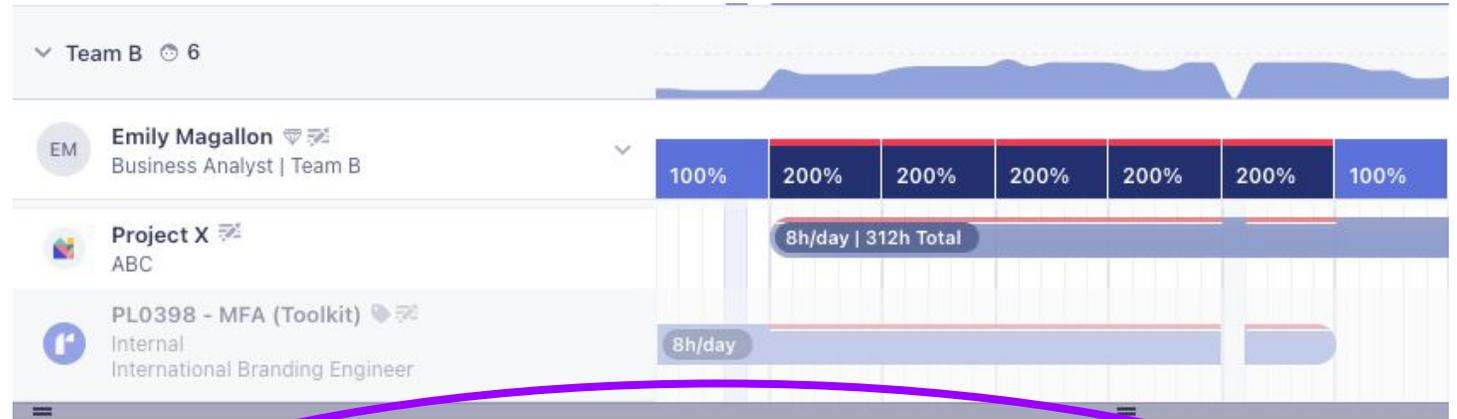
#4 Story:
Connecting to Action

We have two paths:

- *Delay the project, which puts the delivery milestone at risk.*

- *Or act now to address the skill gap — either by upskilling current team members or hiring additional people with that capability.*

Why Storytelling with Data Matters

People Respond to Stories

Not spreadsheets.

Human brains are wired to understand and remember narratives over raw numbers.

Stories Make Data Memorable

Numbers alone fade quickly, but stories with emotional connection stick and influence future decisions.

Stories Drive Value & Meaning

Context transforms numbers into insights that stakeholders can act upon confidently.

Why Storytelling with Data Matters

Good storytelling amplifies the value of RM as a central business function.

- **Clarity**: The signal in the noise

- **Trust**: Builds credibility with stakeholders

- **Collaboration**: Aligns Stakeholders

- **Action**: Drives better decisions at the right level

Read more on the science: https://storylab.co/storyscience/

Common Pitfalls

Common Pitfalls – Why RM Data Stories Fail?

7.5 hours/ week

The time resource managers spend translating raw data into reports.

51% of organizations

are mostly reactive, as poor data prevents forward-looking planning.

10% of resource managers

Don't fully trust their data, impacting decision-making.

Source: Runn State of Resource Management Report 2025

https://www.runn.io/ebooks/state-of-resource-management-2025

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The State of Resource Management in 2025

Insights from Runn's Resource Management Unfiltered survey

Common Pitfalls – Why RM Data Stories Fail?

- **Weak data foundation.** Lack of trust in the numbers due to unreliable data sources.

- **Spreadsheet overload.** No single source of truth, manual efforts to even get to the data.

- **Systems not built for insights**. It's hard to get beyond reporting.

- **Over-or under sharing**. Too much detail, audience gets lost.

- **Taking one size fits all approach.** Lack of stakeholder tailoring (same report for execs, PMs, and team leads).

From Data to Story – RM Maturity

Data: The Raw Material

The foundational numbers that form the basis of all analysis.

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RM Maturity

Data Storytelling Tips

#1
Know Your Audience

Different audiences
need different stories.

Make sure to consider:

domain knowledge,
ingrained beliefs,
demographics

- **Execs:** ROI, business outcomes

"How does this impact revenue, profitability, or strategic priorities?'

- **PMO:** Delivery confidence

"Will we hit the milestones, or do we need to shift timelines?"

- **Team leads:** Balance & fairness

"Is my team overloaded? Are we sharing the work equitable? Do we have the right skills?"

#2
Understand The What

What decisions need to be made?

- Resource reallocation between projects

- Hiring FTEs vs. contractors

- Timeline adjustments and priority shifts

- Capacity planning for upcoming quarters

The most powerful data stories answer **one critical question** exceptionally well, rather than attempting to address multiple questions adequately.

#3
Work With Your Data
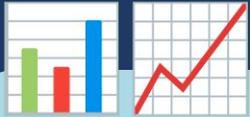
Replace tables with clear visuals.

Use **color coding** sparingly (green = good, red = risk).

Show **trends** rather than snapshots.

- **Curate.** Choose the data that best supports the who and why.

- **Visualize.** Keep it simple, highlight what matters most.

- **Contextualize.** Explain the origin, quality, and limitations of the data.

#4
Use Narrative Structure to Tell Your Story

Make your stakeholder the hero of the story!

Problem
What's happening?
Present the current situation with concrete data.

Insight
Why does this matter?
Explain the implications and consequences.

Recommendation
What should we do?
Provide specific, actionable recommendations.

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#5
Navigate competing priorities

- Resource managers often mediate conflicts (Sales vs. PMO vs. Finance).

- Build your story with "objection handling"

"Yes, we could take this project now - but that means delaying this other one, which has a higher strategic priority."

Show trade-offs visually and quantify the impact of **different scenarios**.

Turning Reports into Insights

1. **Define the audience.** Who's in the room?

2. **Understand the what.** What decisions are we informing, now and next?

3. **Work with your data.** Keep it simple, highlight what matters, choose the right chart.

4. **Tell a story.** Use narrative arc: Problem → Insight → Recommendation. Make the stakeholder the hero.

1. **Navigate competing priorities.** Use objection handling and scenario modelling to show impact and tradeoffs.

As resource managers, we're not just keepers of data.

We're **data storytellers**.

We translate complexity into **clarity**, risk into **opportunity**, and numbers into **action**.

Thank You!

Questions?