A Tale of Two Cities

1850’s: Chicago installs first comprehensive sewage system in US.

1915: Baltimore is the last US city to install a comprehensive sewage system.
ORGANIZATIONS WITH THE FASTEST REVENUE GROWTH ARE:

108%
Better at accessing and drawing insights from data.

84%
Better at translating insights into action.

- IBM Research
Meet Your Presenter

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5 HABITS FOR IMPROVING ANALYTICS CAPABILITIES
1. ACQUIRE

Listen in More Places

Modern Sources

Legacy Sources

Evolving Sources

Transactions

E-mail

File Share

Mobile

External

Web

IVR

Intranet

Social

Chat / IM

Big Data

IoT

Bots

Field Sales & Service

Phone

External
1. ACQUIRE

Executives
Set Direction

Management
Multiple Tiers

Operations and Front Lines

Distributors

Customers

Surveys
Annual customer and employee feedback
Clean Up Your ROTII

2006 0.16zb
2016 4.4zb
2020 44zb

53% - 80% ROTII
Employees spend about 20% of their time looking for data that they need to get their job done.

- Harvard Business Review

In a 1,000 person company with an average salary of $50,000 per year, that’s $10 million spent looking for stuff!
1. ACQUIRE

2. ANALYZE

Front Lines

Managers

Executives and Analysts

Little Data

Medium Data

Big Data
2. ANALYZE

1. ACQUIRE

DESCRIPTIVE
The Rear-View Mirror

PREDICTIVE
The Front Window

PRESCRIPTIVE
The GPS
“If you can’t describe what you are doing as a process, you don’t know what you’re doing.”

- W. Edwards Deming
Profit results are 30% greater for firms using sales process than for those that are not.

- The Sales Management Association
Be Flexible: Have Tires

Be Rigid: Have RIMS
1. ACQUIRE
2. ANALYZE
3. ACT
4. ASSESS

Know the Score
Share the Score
Give Everyone a Voice in Improving the Score
Organizations with a strong learning and collaborative culture are:

- 92% more likely to develop novel products and processes
- 52% more productive
- 56% more likely to be first to market with their products and services
- 17% more profitable than their peers

- Deloitte
86% “Collaboration is critical.”

7% “We are effective at collaboration.”

Gap!

- Boundary Spanning Leadership
1. ACQUIRE
2. ANALYZE
3. ACT
4. ASSESS

KNOW YOUR SQAGs

SQAG Performance

Period of Focus on SQAG

Time
Become Fail Safe
“Culture eats strategy for breakfast.”

- Peter F. Drucker
1. ACQUIRE
2. ANALYZE
3. ACT
4. ASSESS

5. ALIGN

FIND THE
WHY
AND THEY’LL FIND THE
WAY
1. ACQUIRE
#BigData
#Content

#Integration
Listen to people and remember what they say.

2. ANALYZE
#ROTII #BI
#Search

Distribute and analyze knowledge to discover insights.

3. ACT
#CX #UX #Process
#Adoption

#Governance
People-centric processes and experiences.

4. ASSESS
#Collaborate
#Innovate #KPI

#Engagement
Know, share and improve the score together.

5. ALIGN
#Leadership, #Culture – Use digital workplace tools to create a more people-centric LUCK-based culture.
LISTEN

Listen to people and remember what they say.

#BigData #Content #Integration

UNDERSTAND

Distribute and analyze knowledge to discover insights.

#ROTII #BI #Search

CONNECT

People-centric processes and experiences.

#CX #UX #Process #Adoption #Governance

KNOW

Know, share and improve the score together.

#Collaborate #Innovate #KPI #Engagement

GOOD LUCK

#Leadership, #Culture – Use digital workplace tools to create a more people-centric LUCK-based culture.
“If **profit** is the **pulse** of an organization, then **people** are the heart.”

— The LUCK Principle