

Dominate on Analytics



TK
TARA KENYON



Compete on Analytics, Chase Your Customers



DOMINATE on Analytics,

THEY CHASE YOU

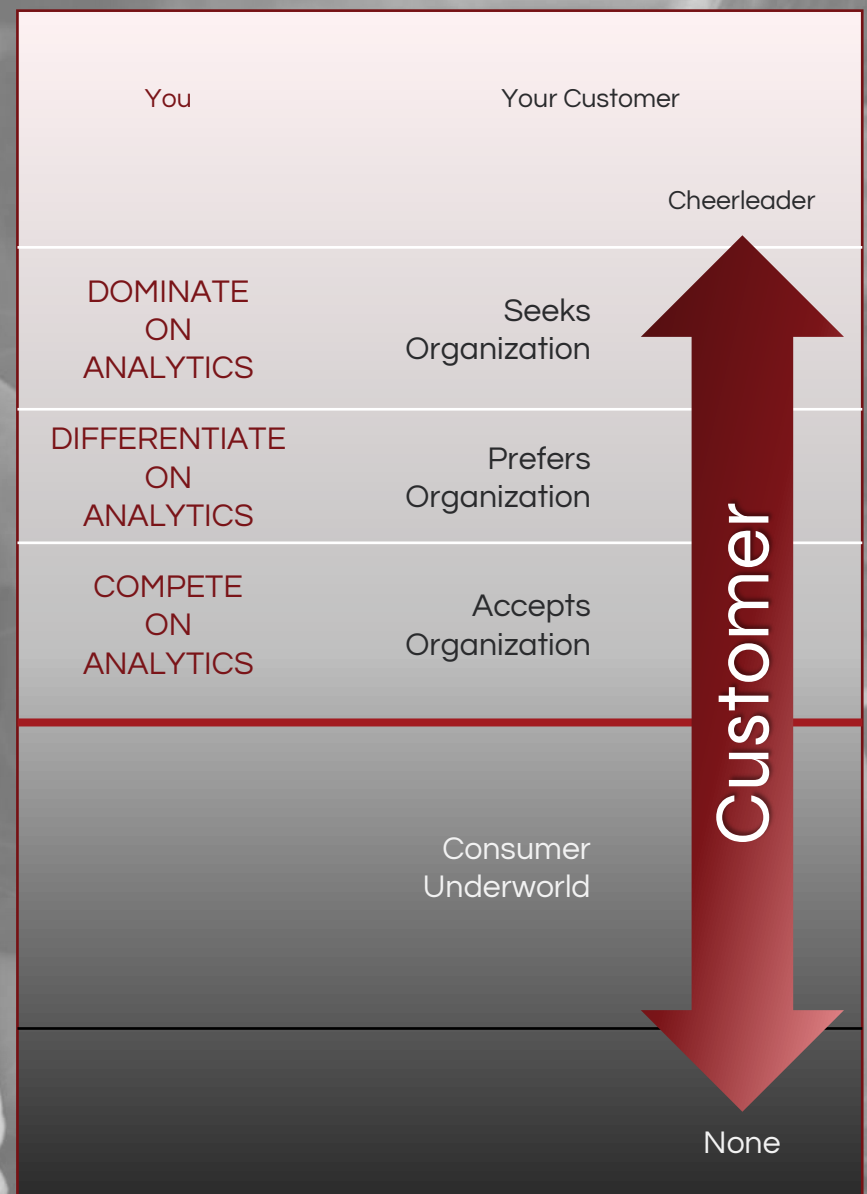
Do You Have Cheerleaders?

ARE YOUR CUSTOMERS CHEERLEADERS FOR YOUR ORGANIZATION? Or do you give them reasons to avoid it altogether (i.e., operating in the “Consumer Underworld”)?

Chances are, you are somewhere in between.

If you simply compete on analytics, you will operate on par with your competitors—they are doing the same thing.

But when you *dominate on analytics*, your customers to become your chief allies, cheerleaders that are thrilled to help you succeed.



Sources:

Crawford, F. A., & Mathews, R. (2001). *The Myth of Excellence : Why Great Companies Never Try to Be the Best at Everything* (1st ed.). New York: Crown Business.

Davenport, T. H., & Harris, J. G. (2017). *Competing on Analytics : The New Science of Winning* (Updated, with a new introduction. ed.). Boston, Massachusetts: Harvard Business Review Press.

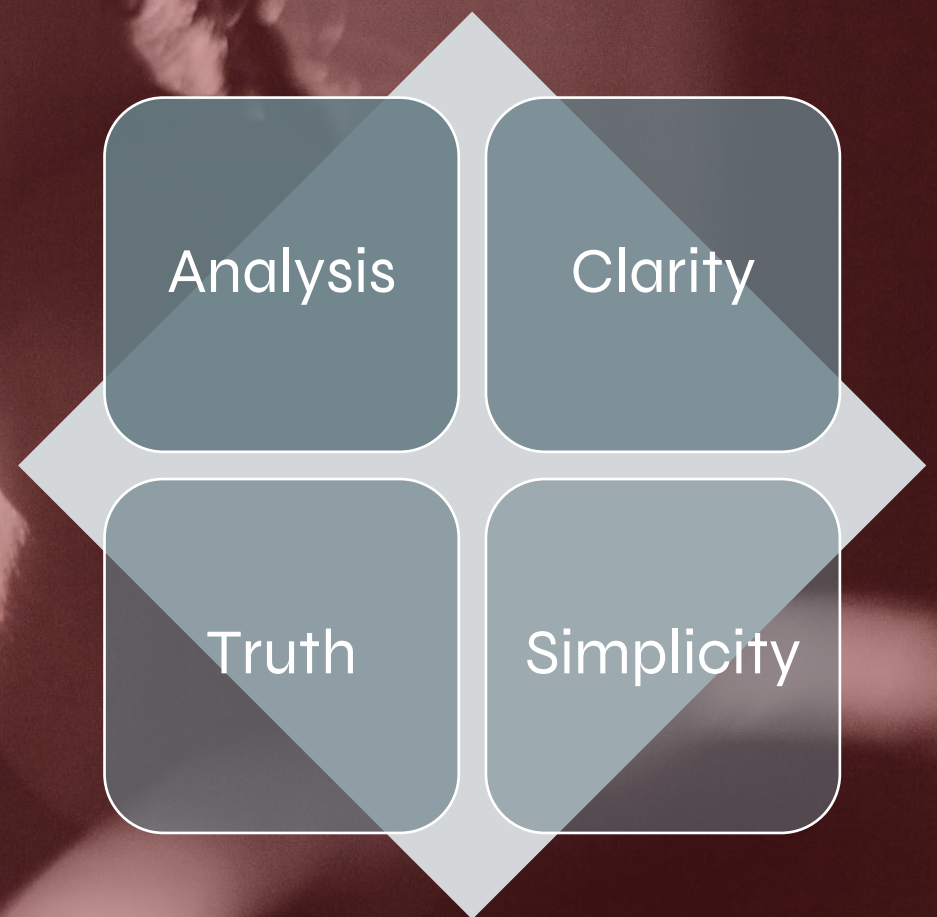
BUSINESS LEADERS USE CUSTOMER DATA AND ANALYTICS TO DOMINATE THEIR MARKETS

Our focus is NOT on data systems and data analysts.
It's on you, the business leader

You are not interested in learning the ins and outs of Python and R programming.

BUT YOU DO NEED TO KNOW HOW TO GET A RETURN ON YOUR DATA INVESTMENT.

It's about proper communication *and* expanding opportunities for Key Talent attraction and retention.



THE ACTS MODEL
FOR
DATA ↔ BUSINESS COMMUNICATION



Dominating on Analytics is Within Your Reach

Leadership in Analytics

Optimizing Data Insights,
Visualization, and Analytics (DIVA)
to Turn Data into Money

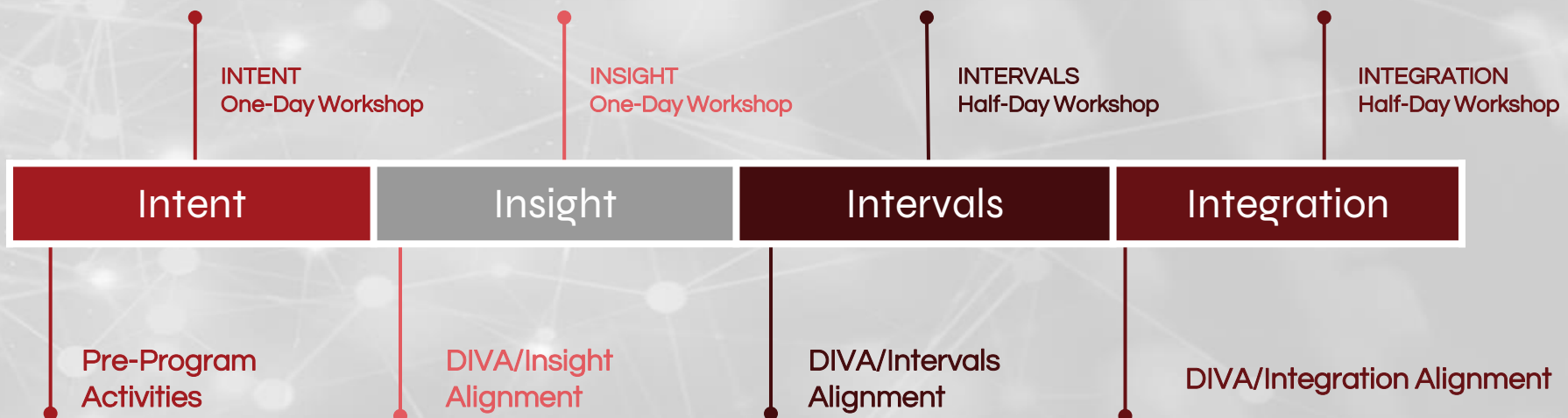
An executive experience designed to jump-start your business strategies by curating the best that your team has to offer, using data you already have.



An Integrated Analytics Leadership Program Utilizing the Four Laws of Strategic Excellence

A fully integrated DIVA Leadership in Analytics capability program built around the three key program frameworks:

- Executive Analytics Leadership Capability Program (Senior Leadership Team)
- Data/Business Analytics Leadership Program (Key Talent Cohort)
- Customer Relevancy Program (Marketing and Systems)



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Be a DIVA...

...an expert in

Data
Inights,
Visualization, and
Analytics.

I am passionate about helping executives - just like you - use their data to not only compete on analytics but to also, dominate their markets with analytics to **turn data into money.**



Tara Kenyon, PhD

DIVA

Data

Inights | **V**isualization | **A**nalytics



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Data Insights | Visualization | Analytics



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