

The Four Laws of Strategic Excellence

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



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A NECESSITY

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Enough said.





Compete with Analytics
Chase Your Customers

Dominate with Analytics
They Chase You

Where Your Data Find You

There's the use of data. Then there's the proper use of data.



One of the best uses of data is melding it into your company's fiber.

Think of your company as a functional home, but perhaps not having the proper updates, outdated kitchens, bathrooms, tired paint and flooring.

When you use data properly, you'll find that your company operates like a properly remodeled and upgraded house.

You'll have more functionality, more direction, and meet more of your goals faster and with higher efficiency.

Whether remodeling a house or updating your company's strategic plan, data make the difference between being mature and being extinct.

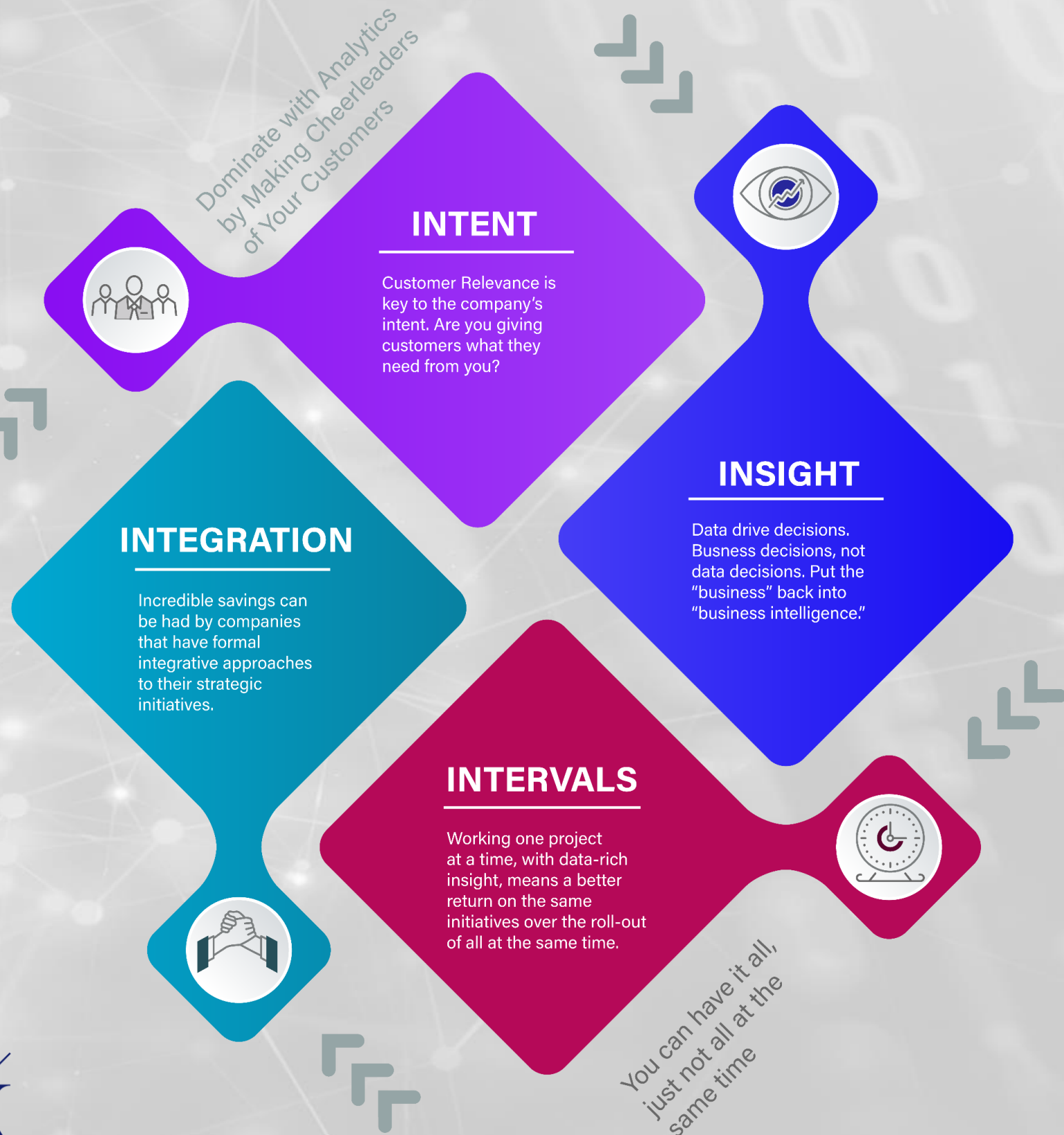
Something must change. If you keep doing the same old, same old, you'll not drift into solitude and rest. You'll become extinct.

Why only operate on par when you can have your clients seek you out? You must learn to see your business through the eyes of your clients and conduct business on the terms that they find meaningful and on a personal level.

Data can help you with that.

Whatever your problem is, data have the answer.

TURN DATA INTO MONEY™



The Law of Intent (target fixation)

91% MEET STRATEGIC TARGETS

when there is intention and motivation behind the implementation of strategic goals versus 38% who go on motivation alone.



Source: "Combining motivational and volitional interventions to promote exercise participation: Protection motivation theory and implementation intentions" by Sarah Milne, Sheina Orbell, and Paschal Sheeran. *British Journal of Health Psychology* (16 December 2010).
<https://bpspsychub.onlinelibrary.wiley.com/doi/abs/10.1348/135910702169420>



Target Fixation

Loosely defined, target fixation is a behavior in which a person becomes so focused on a singular object that they tend to ride or drive straight into it.

Target fixation is why motorcyclists tend to crash into aluminum ladders or furniture that has fallen on the road rather than steer around them and why airplane pilots run into power lines.

But target fixation can also be a positive thing. If you know what the desired target is, focus on it, and you'll hit it.

Whatever the problem is, data hold the answer.

Data and data analytics are key to discovering the underlying issues and helping you to see your business with fresh eyes.

They are vital tools you need to stop the current direction.

The Law of Insight

71% REDUCTION IN PROJECT FAILURE

Seventy percent of all projects fail to deliver what was promised to customers, but with the implementation of a process, that rate falls to below 20%.



Source: "Project Management Statistics: Trends and Common Mistakes in 2022," *TeamStage* . <https://teamstage.io/project-management-statistics/>

The Law of Intervals

(success is built sequentially)

74% OF VALUE
REALIZED IN 1ST YEAR

When your strategic initiatives are small and efficiently managed, the savings can be used for longer-term projects.



Source: "The Numbers Behind Successful Transformations" by Kevin Laczkowshi, Tao Tan, and Matthias Winter. McKinsey Quarterly (17 October 2019). <https://www.mckinsey.com/business-functions/transformation/our-insights/the-numbers-behind-successful-transformations>

Success is Built Sequentially

"Complexity is not to be admired. It's to be avoided."

~ Jack Trout, *The Power of Simplicity*



Multi-tasking is not a recipe for success. Rather, as author and entrepreneur Gary W. Keller (the Keller of Keller Williams, the world's largest real estate company) states in his book, *The ONE Thing*.

Success is built sequentially.

What we call "multi-tasking" is actually something called "task switching." Task switching creates a distraction; a distraction causes a time waste—your brain needs time to adjust and then get back to the previous task.

Traditional business planning falls short because all your energy is spread around initiatives, making your efforts much more complex than they need to be.

You have your strategic initiatives in hand. You know your goals and objectives. And you may even have a plan to launch some of them already.

But wait a minute. Before you get down this road too far, understand that you don't have time to launch them all at once.

Not All at the Same Time

Sounds counter-intuitive, doesn't it? Expressed another way, if you tackle your initiatives one at a time, things will go much faster and save on costs.

One of my heroes is American Kay Coles James.

Did you know that the U.S. has an HR Director?

James had that job, serving as the director of the United States Office of Personnel Management, a presidential nominee, confirmed by the U.S. Senate. In her illustrious career, she served as the assistant secretary at the U.S.

Department of Health and Human Services, on local and state school boards, as Chief Operating Officer for a national umbrella organization for mentoring programs, and as SVP of a family lobbying group, to name a few. James is also the mother of three.

Upon hearing her credentials listed in an introduction to a speech she was making, she quipped:

"I'm here to tell you that you can have it all...just not all at the same time."

Strategic Selectivity

In **Strategic Selectivity**, we invest a little time, energy, and money, all long enough to see if it works...or not. If it does, we move forward with more time, energy, and money; if it doesn't, we stop the process before the investment gets out of hand.

Like Kay Coles James, you can be quite successful if you take on one challenge at a time.

So, let's not waste time upfront when it comes to which initiative to select first—you'll get to all of them.

The Law of Integration

73% MEET THE GOAL/INTENT

when there is a formal integrative approach to strategic initiatives.

63% have completed the projects within budget, and **59%** have delivered the projects on time.

Source: "Project Management Statistics: Trends and Common Mistakes in 2022," TeamStage . <https://teamstage.io/project-management-statistics/>



Leadership in Analytics

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

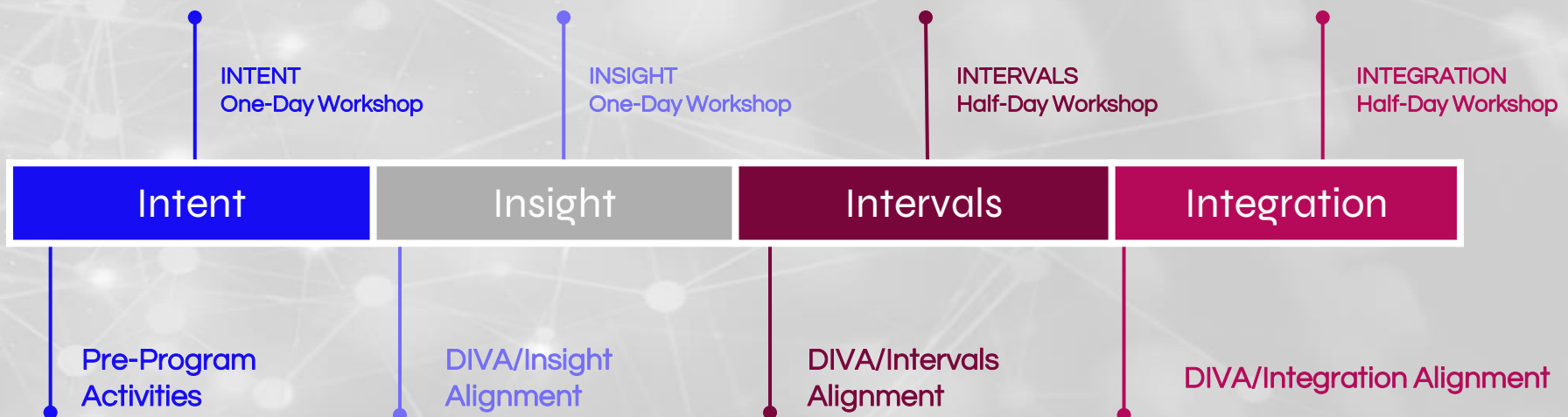
An executive experience designed to jump-start your business strategies by curating the best that your team has to offer, using data you already have.



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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