



Leadership in Analytics



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

DATA MAKES THE DIFFERENCE

“You can have data without information, but you cannot have information without data.”

~ Daniel Keys Moran, author

THE TRENDY BUSINESS IDIOMATIC BUZZ PHRASE, “move the needle,” is popular for a good reason: traditional strategic planning exercises don’t get the organization moving.

Instead, they get management and stakeholders hopeful. They get employees excited (for a while). But after all the time and energy put into crafted goals, results are elusive. Plus, implementation seems to take eons.

And that’s also the reason why I don’t facilitate strategic planning workshops in the traditional way anymore—even if they are held in Kiawah Island or Kilimanjaro.

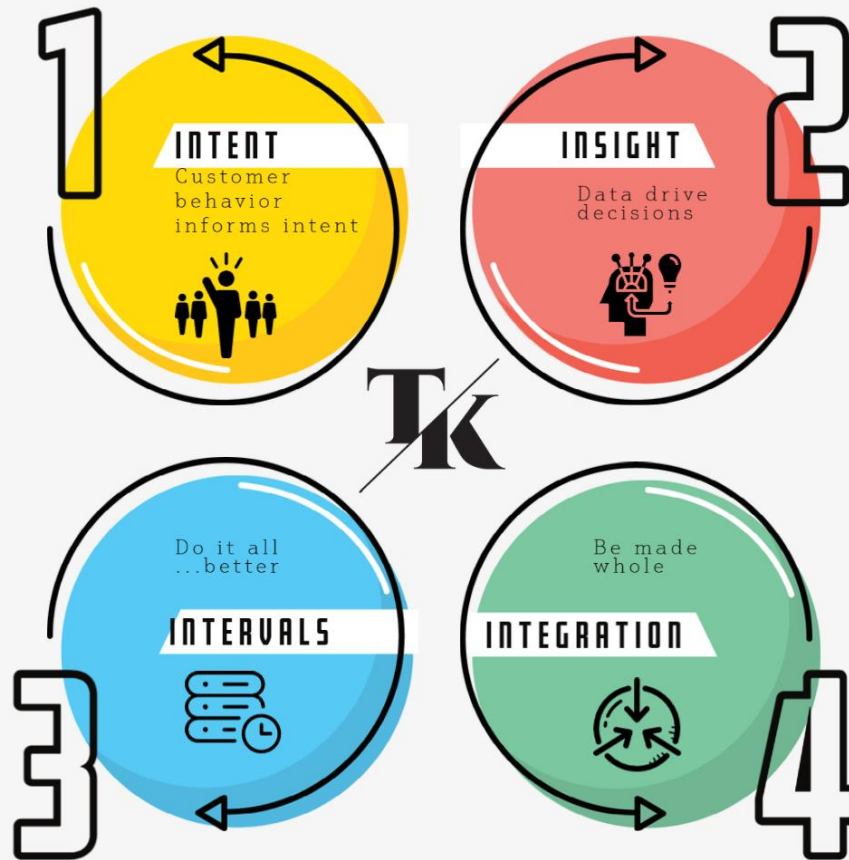


Then why do 99% of Fortune 1000 companies do it that way? After having facilitated dozens of traditional strategic planning exercises over the past two decades, I’ll share with you what I knew even before the global shut down:

We don’t have time for this stuff.

Now, how about we tried something that we know works?

4 LAWS OF STRATEGIC EXCELLENCE



www.tarakenyon.com

THE FOUR LAWS OF STRATEGIC EXCELLENCE represent a proven process to create value for your business. When taken as an ordered process, fortified by DIVA (Data Insights, Visualization, and Analytics), the "I"s have it:

INTENT ▷ INSIGHT ▷ INTERVALS ▷ INTEGRATION

WHY THE LAWS HAVE SO MUCH VALUE

The Law of Intent

91% MEET STRATEGIC TARGETS

when there is intention and motivation behind the implementation of strategic goals versus 38% who go on motivation alone.¹

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%.²

The Law of Intervals

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.³

The Law of Integration

73% MEET THE GOAL/INTENT

when there is a formal integrative approach to strategic initiatives. Plus, **63%** have completed the projects within budget, and **59%** have delivered the projects on time.²

Sources:

¹"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>

²"Project Management Statistics: Trends and Common Mistakes in 2022," *TeamStage*. <https://teamstage.io/project-management-statistics/>

³"The Numbers Behind Successful Transformations" by Kevin Laczowshi, Tao Tan, and Matthias Winter. *McKinsey Quarterly* (17 October 2019). <https://www.mckinsey.com/business-functions/transformation/our-insights/the-numbers-behind-successful-transformations>

Your Customer

“Compete on analytics, chase your customers. Dominate on analytics, they chase you.”

~ Tara Kenyon, PhD,
behavioral economist and entrepreneur

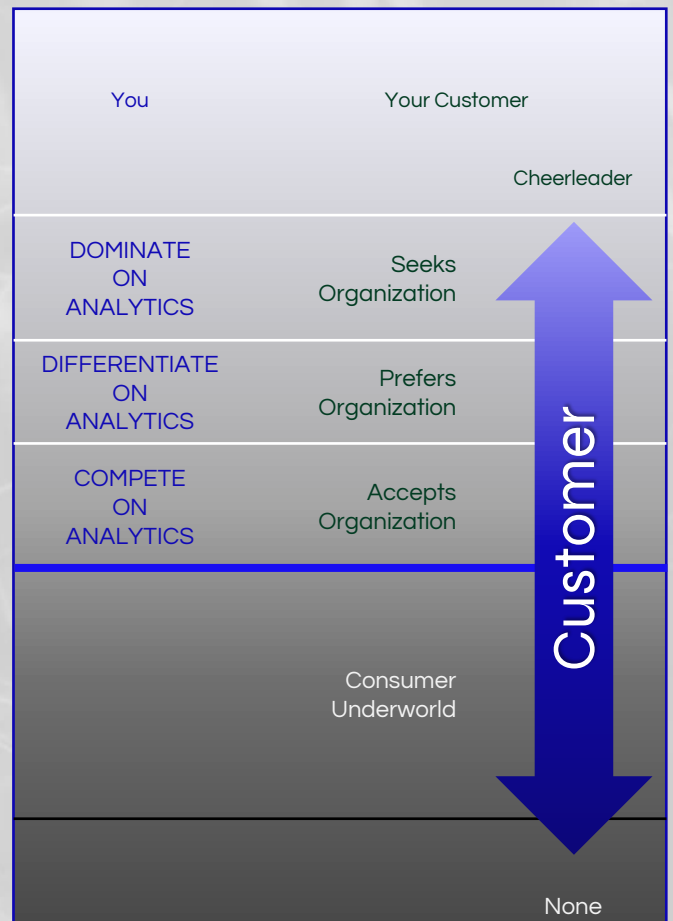
ARE YOUR CUSTOMERS
CHEERLEADERS FOR YOUR
ORGANIZATION? Or do you give
them reasons to avoid it
altogether (i.e., operating in the
“Consumer Underworld”)?

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.

It’s a living.

Work with us, and we’ll help you
to **dominate on analytics** and
get your customers to become
your chief cheerleaders, 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.

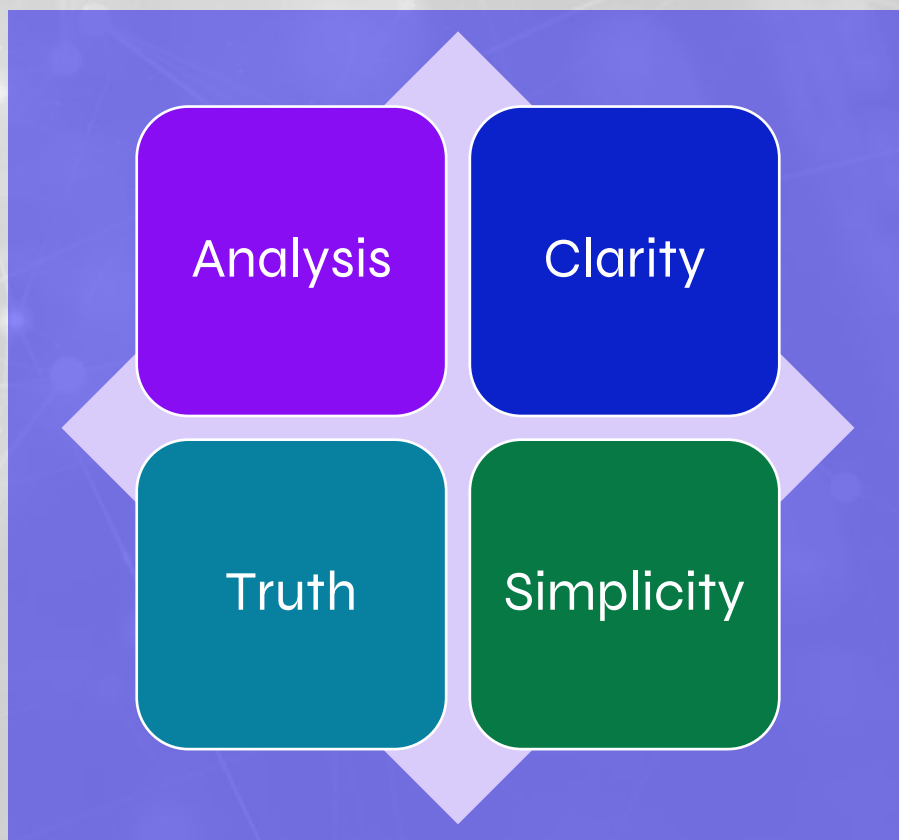
Davenport, T. H., & Harris, J. G. (2017). *Competing on Analytics : The New Science of Winning* (Updated, with a new introduction. ed.). Boston, Massachusetts: Harvard Business Review Press.

WHAT I “PREACH”

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—and that's where I can help you. It's about proper communication *and* expanding opportunities for Key Talent attraction and retention.

THE ACTS MODEL
FOR DATA↔BUSINESS COMMUNICATION



Your Team

“An individual can make a difference,
but a team can make a miracle.”

~ Doug Pederson, NFL Coach

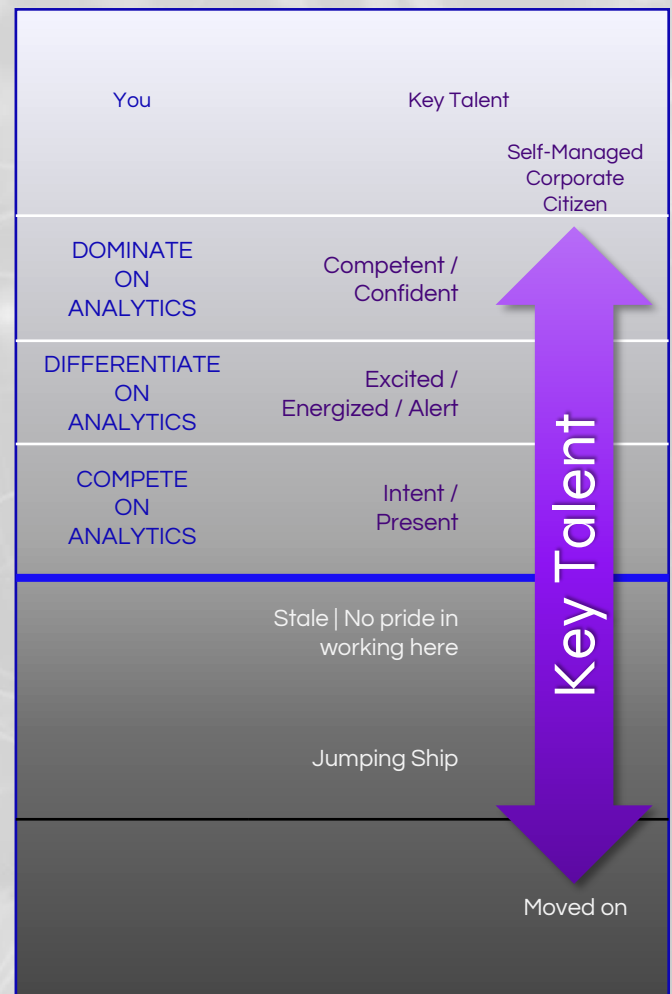
ATTRACT AND RETAIN KEY TALENT.

More often than not, we see that as a strategic goal. It’s costly to find the right people and even more costly when you can’t keep them.

We can help you not only keep that awesome talent you recruited, but we can also help turn them into competent, confident corporate citizens.

Imagine the business side of the house able to readily communicate with the data side of the house—and vice-versa.

With the ACTS Model for Data ↔ Business Communication, your team will be able to fashion your organization into a place where only the best-of-the-best need apply.



Sources:

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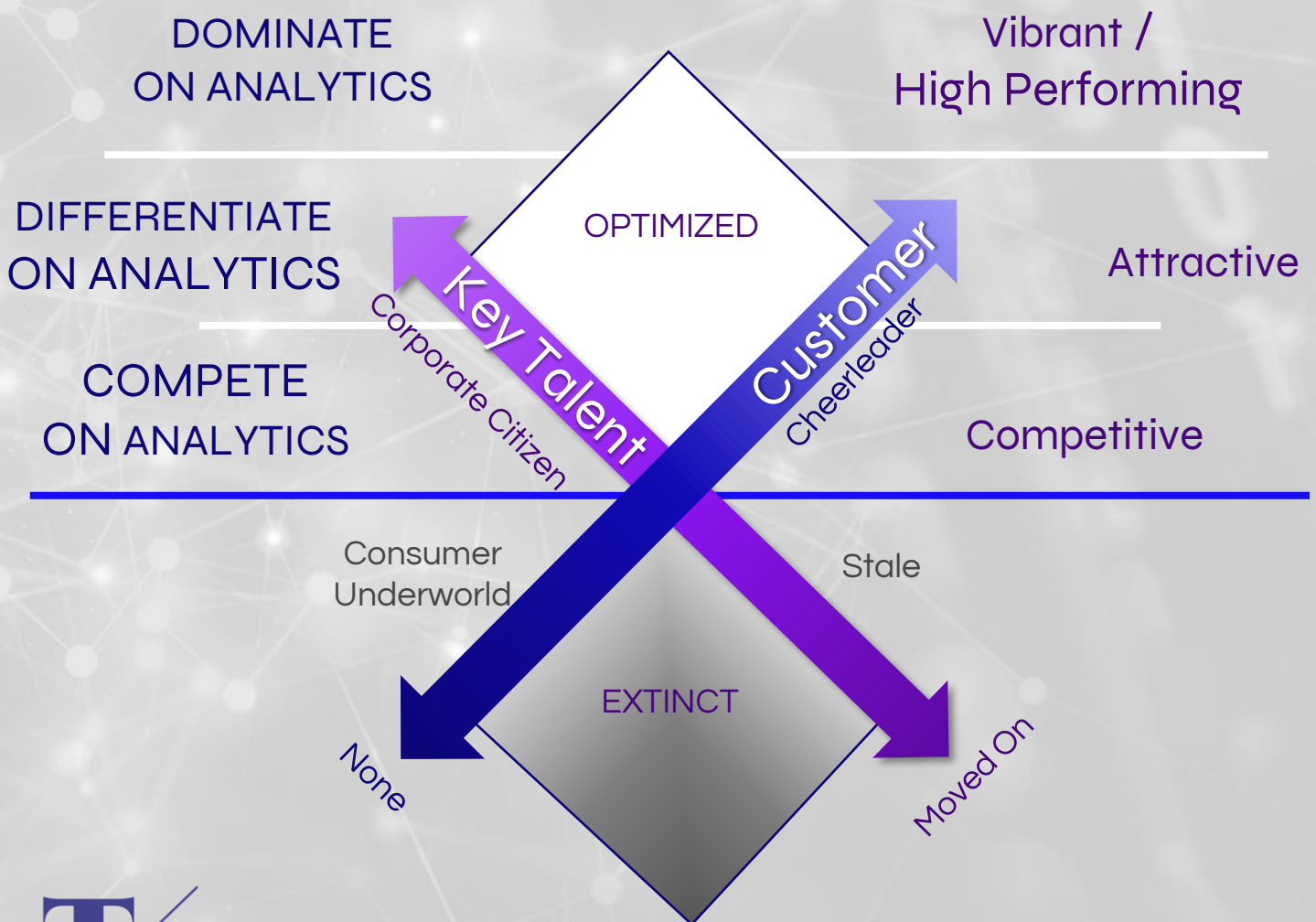
YOUR ORGANIZATION

“Strive not to be a success, but rather to be of value.”

~ Albert Einstein

THE VALUE WITHIN YOUR REACH. Think of a time when your customers could seek you out for one specific attribute your organization produces. Also, think of that time when individuals on your team know exactly what to do and when to do it.

Be vibrant and high performing. Dominate on Analytics.



Leadership in Analytics

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

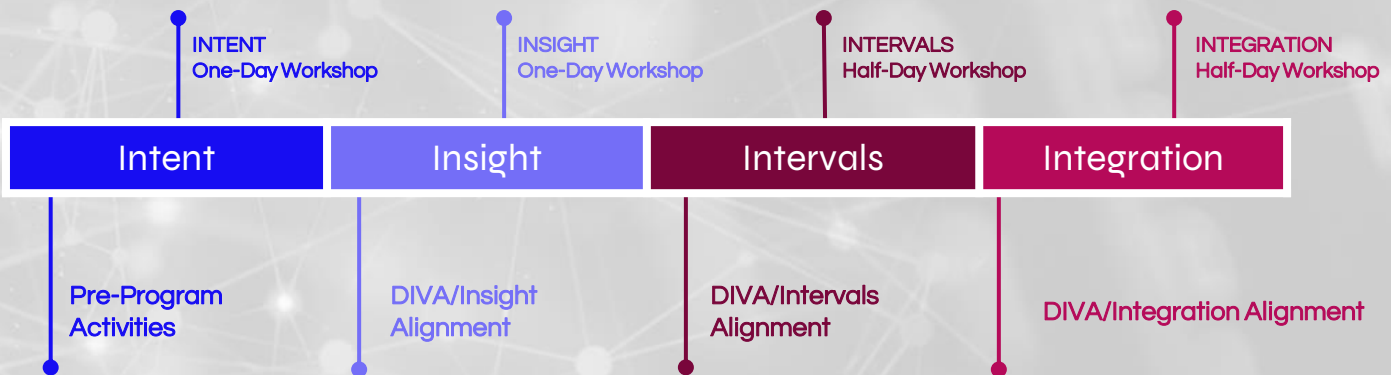
An executive experience designed to jump-start your business strategies by curating the best that your team has to offer, using data you already have.



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)



Monthly fee for the one-year Leadership in Analytics Program: US\$18,000

Compete on Analytics, Chase Your Customers
Dominate on Analytics, They Chase You

Tara Kenyon, PhD

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DIVA

Data Insights | Visualization | Analytics



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