





Welcome to Summer School

Class of 2024



Introductions

Our Program Partners



Today's Presenters



Caroline Carruthers
CEO



Dave Atherton
Tech Director / Host



Peter Jackson
CDO



The community platform and housekeeping

The Summer School Platform

The screenshot displays the Summer School Platform interface. On the left is a teal sidebar menu with the following items: Event Admin (with a shield icon), a user profile for Samuel Toseland, Lobby (with a house icon), Backstage (with a video camera icon), Sessions (with a calendar icon), Speakers (with a person icon), Exhibit Hall (with a group of people icon), Networking (with two people icon), Account (with a gear icon), Help (with an information icon), and Logout (with a door icon).

The main content area features a header with the Carruthers + Jackson Summer School for data leaders logo. Below the header are two buttons: Event Feed (orange) and Launch Photo Booth (green). A large banner for Carruthers + Jackson Summer School for data leaders is displayed, featuring the MicroStrategy logo. Below the banner is a quote by Caroline Carruthers: "As businesses realise the power of data to transform their organisations and drive value, it is imperative for data leaders to understand how to successfully guide the data transformation journey." At the bottom of the main content area is a Private Chats button (orange).

On the right side, there is a chat interface. It includes a header with a One Data logo, a green status indicator, and a count of 2. Below the header are icons for chat (0), a person (1), and a bell (0). The chat area contains a message: "No one has started chatting here yet. Leave a message to be the first!". At the bottom of the chat area is a text input field labeled "Chat here ..." and a button with a smiley face and a plus sign.

Summer School Platform – The Sessions

The screenshot displays the Summer School Platform interface. On the left is a teal sidebar with navigation options: Event Admin, Samuel Toseland (profile), Lobby, Backstage, Sessions (highlighted with an orange box), Speakers, Exhibit Hall, Networking, Account, Help, and Logout. The main content area features the 'summer school for data leaders' logo, a search and filter bar, and a list of sessions. The first session, 'Summer School - Week One', is highlighted with an orange box and shows details for Ashley Cairns, Caroline Carruthers, and Peter Jackson on Wednesday June 26th, 5:00 - 7:00 PM in Conference Room A. Below it are 'Summer School - Week Two' and 'Summer School - Week Three'. The right side of the screen shows the session title 'Summer School - Week One' and the time. At the bottom right, a chat interface is visible with a message: 'No one has started chatting here yet. Leave a message to be the first!'. The bottom of the screen has a red bar with 'Private Chats' and a chat input field.

Event Admin

Samuel Toseland

Lobby

Backstage

Sessions

Speakers

Exhibit Hall

Networking

Account

Help

Logout

summer school for data leaders

Search Filter

Hide All

Summer School - Week One

Ashley Cairns, Caroline Carruthers, Peter Jackson

JUN 26 5:00 - 7:00 PM

Summer School - Week Two

Ashley Cairns, Caroline Carruthers, Peter Jackson

JUL 03 5:00 - 7:00 PM

Summer School - Week Three

Ashley Cairns, Caroline Carruthers,

Præsto CONSULTING

2

Summer School - Week One

Wednesday June 26th, 5:00 - 7:00 CEST

Conference Room A

welcome to


No one has started chatting here yet. Leave a message to be the first!

Chat here ...

Private Chats

Our Speakers

Event Admin



Samuel Toseland

Lobby

Backstage

Sessions

Speakers

Exhibit Hall

Networking

Account

Help


Logout

summer school


for data leaders

Search

Filters




Andrew Lunt




Ashley Cairns
C&J

carruthers + jackson



Caroline Carruthers
Chief Executive Officer, Carruthers & Jackson

carruthers + jackson



Dave Atherton


Private Chats


Præsto

CONSULTING

2

A





0

carruthers + jackson

summer school

for data leaders

Andrew Lunt

Start Chat

Exhibit Hall – Meet our exhibitors


The screenshot displays a virtual event interface for the "summer school for data leaders". The interface is divided into several sections:

- Sidebar (Left):** Contains navigation options: Event Admin, Samuel Toseland (profile), Lobby, Backstage, Sessions, Speakers, **Exhibit Hall** (highlighted with an orange box), Networking, Account, Help, and Logout.
- Exhibitor List (Center):** A list of exhibitors with their logos and descriptions:
 - Corndel:** Build a high-performance data team with fully funded data training opportunities.
 - MicroStrategy:** Intelligence Everywhere.
 - One Data:** The Market's First Data Product Builder – Redefining data management for the age of AI innovation.
- One Data Booth (Right):** A detailed view of the One Data booth, featuring a large image of an astronaut on the moon using a laptop. The text reads: "One Data The AI-Powered Data Product Builder". Below the image, it says "Visit: onedata.de and start your data product mission!". At the bottom, there are buttons for "Email", "Poster", "Website", and "Linkedin".
- Chat Window (Far Right):** A chat window titled "Private Chats" with a message: "No one has started chatting here yet. Leave a message to be the first!".


The interface also includes a top navigation bar with "Præsto" and a bottom taskbar with various system icons and a search bar.


Your account


Event Admin





Samuel
Toseland


 Lobby


 Backstage


 Sessions


 Speakers

 Exhibit Hall

 Networking

 Account

 Help

 Logout

Profile

Exhibitor

Organization

Event Host Inc.

Title

Event Manager

Designations

e.g. CMP, PhD, (he/him/his)

About Me

I am the community manager for Carruthers & Jackson and your point of contact for any

Profile Picture

Private Chats



Change Password

Minimum 10 characters, requires a number and a capital letter

New Password

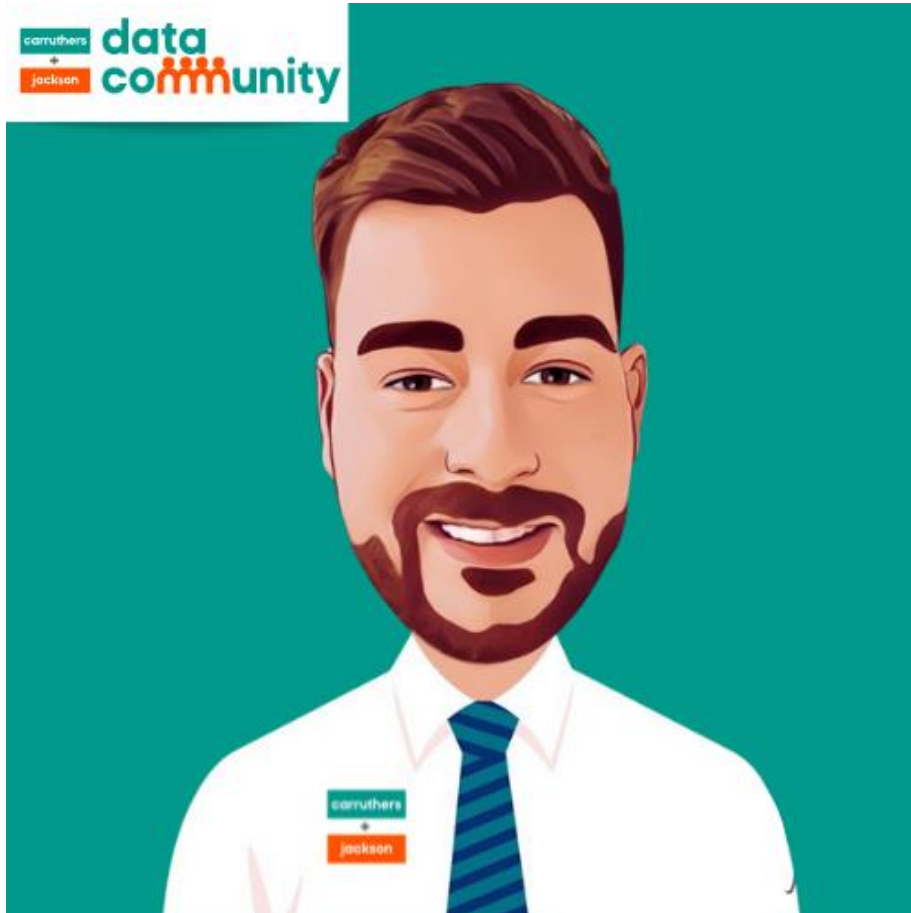
Confirm New Password

Set New Password

Files

Upload PDF files to your profile, public files will be visible in an interactive file viewer

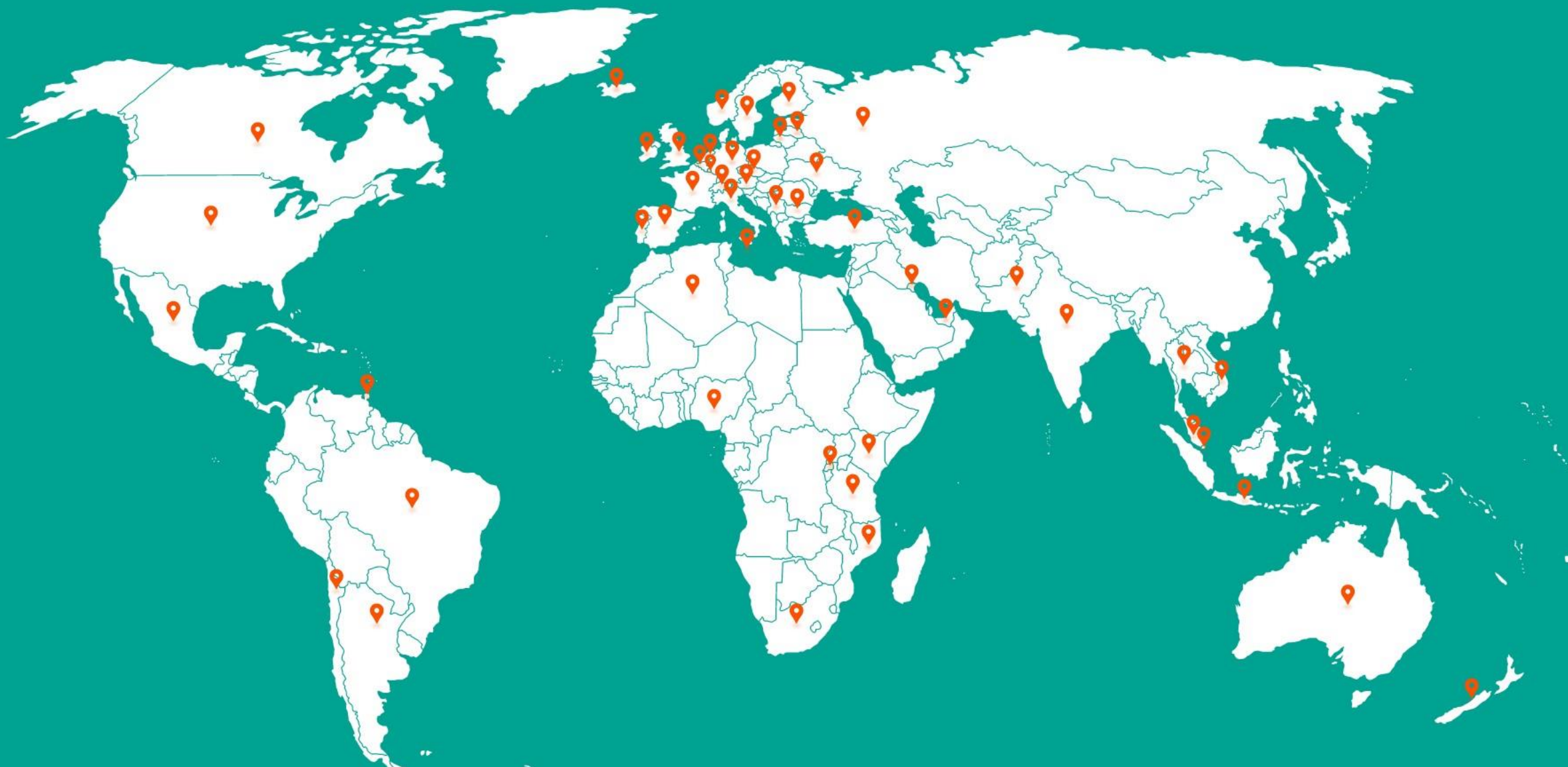
Where to find support: Your community manager Sam Toseland



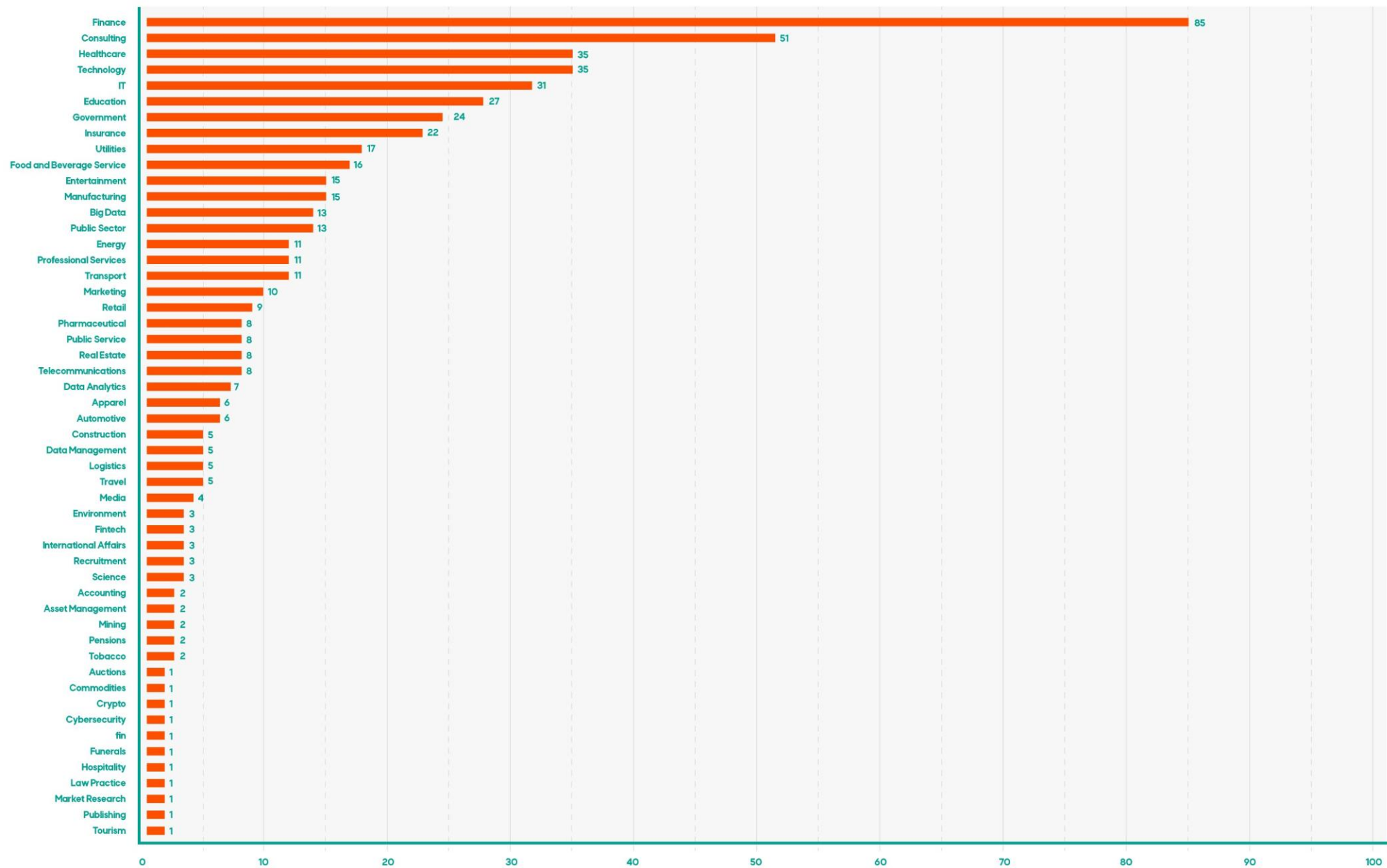
+ 44 (0) 7861669311



stoseland@carruthersandjackson.com



Algeria	Brazil	Dubai	Indonesia	Latvia	Mexico	Norway	Serbia	Switzerland	Ukraine
Argentina	Bulgaria	Finland	Ireland	Lithuania	Mozambique	Pakistan	Singapore	Tanzania	United Arab Emirates
Australia	Canada	France	Italy	Luxembourg	Netherlands	Portugal	South Africa	Thailand	United Kingdom
Austria	Chile	Germany	Kenya	Malaysia	New Zealand	Russia	Spain	Trinidad	United States
Belgium	Czech Republic	India	Kuwait	Malta	Nigeria	Rwanda	Sweden	Turkey	Vietnam



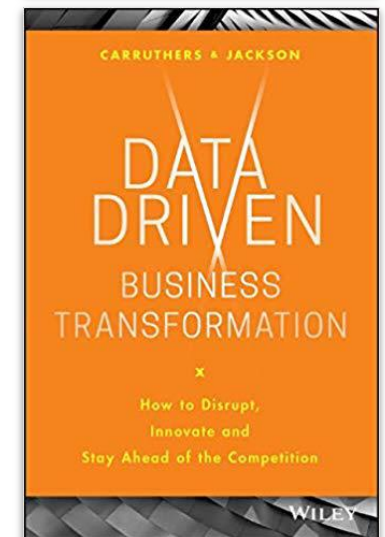
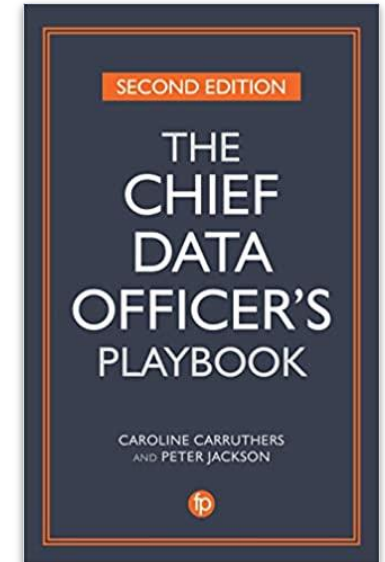
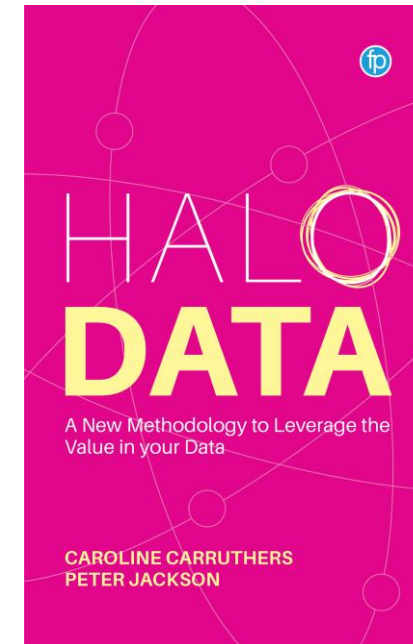


Program Overview

Introducing Summer School: Class of 2024

June 26 – August 28

- A 2-hour session every week
- Pre-class reading and homework
- Complementary reading and supporting materials
- Live attendance is encouraged
- All content available on-demand



The Program

- **Week 1 - Guest Speaker Aaron Wilkerson** - Understanding the different types of CDO and what kind are you
- **Week 2 –To be joined by Scott Taylor** - Making the case for the CDO and business case development
- **Week 3** - Planning for your first 100 days and beyond and The Carruthers and Jackson Data Maturity Assessment Overview
- **Week 4** - Strategy Development part 1 Purpose
- **Week 5** - Purpose
- **Week 6** - People
- **Week 7** - Method
- **Week 8** - Tools
- **Week 9 To be joined by Kate Strachnyi** - Building your team
- **Week 10** - Disruption versus innovation

2024 Added Value

- Insights from Caroline and Peter's latest book – **“Halo Data”**
- **We want to help YOU practice what WE preach.**
- More opportunities to meet face to face, and some additional online masterclasses
- Help and support to get this implemented in your organisation – you'll hear more about this in week 3!
- We want to provide a structure for all your voices to be heard and more personal support.
- We will be providing each of you with a **lead contact** – look out from a welcome email from them.

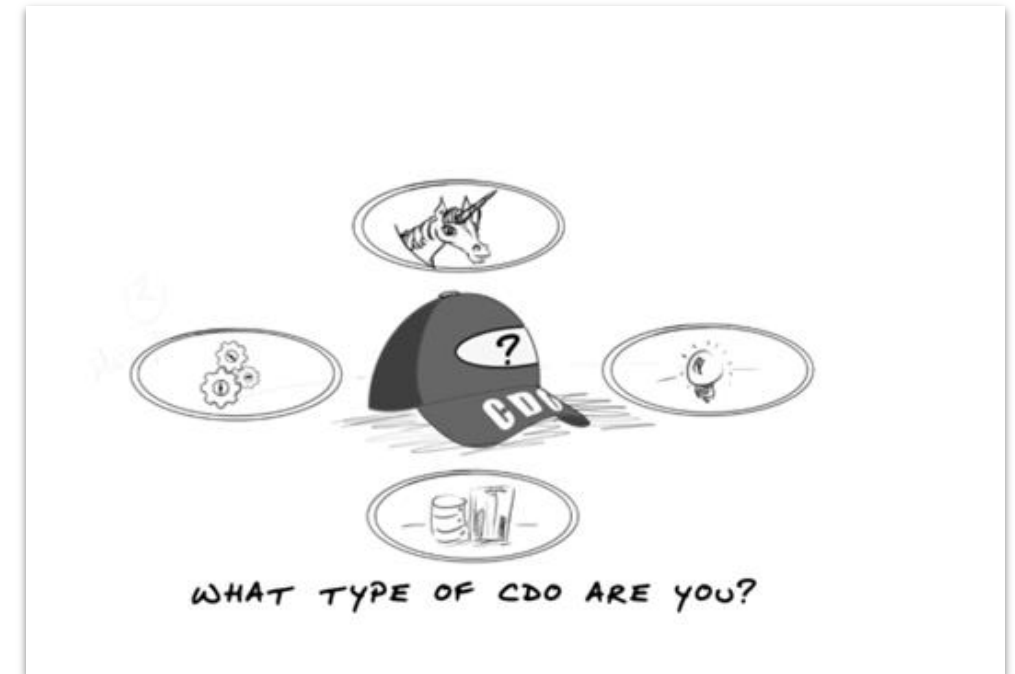


Class 1

Introducing today's
Data Leader and CDO

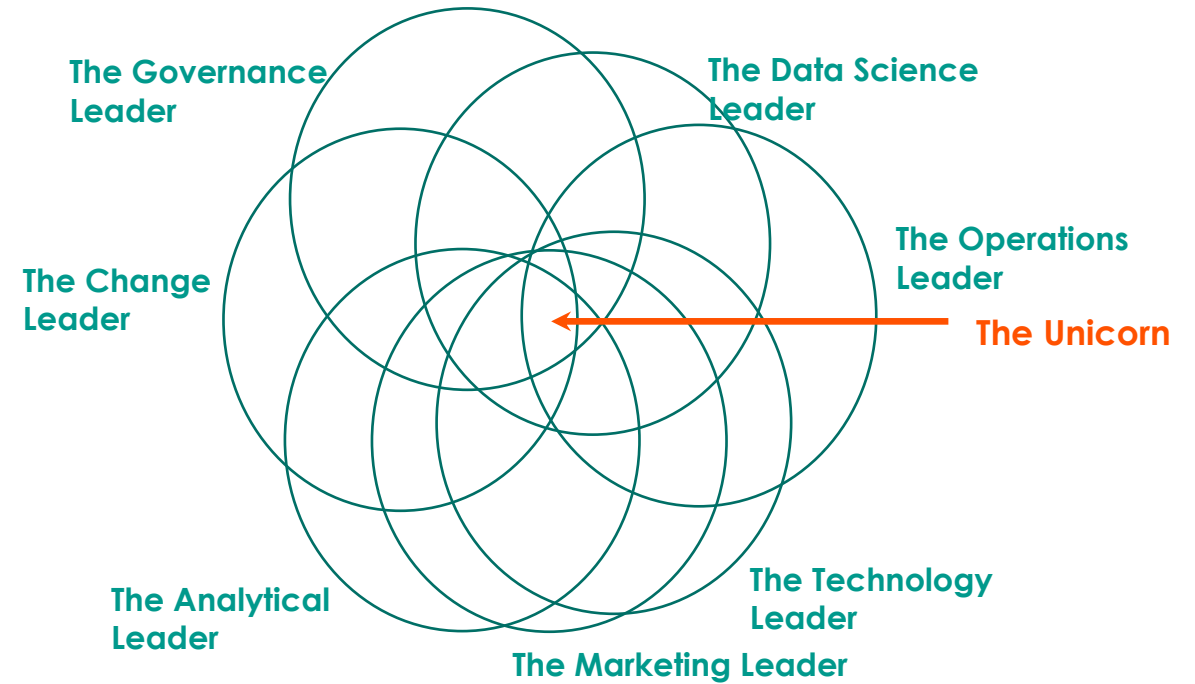
What type of Data Leader are you?

- What is a Data Leader?
- Where do Data Leader's currently come from?
- Caroline and Peter's CDO journeys
- The roles of Data Leaders
- Trends and movement



Where does a Data Leader come from?

And the other left field...



The different types of CDO

- First Generation
- First Generation - Reimagined
- Second Generation
- Third Generation



What skills do you need?

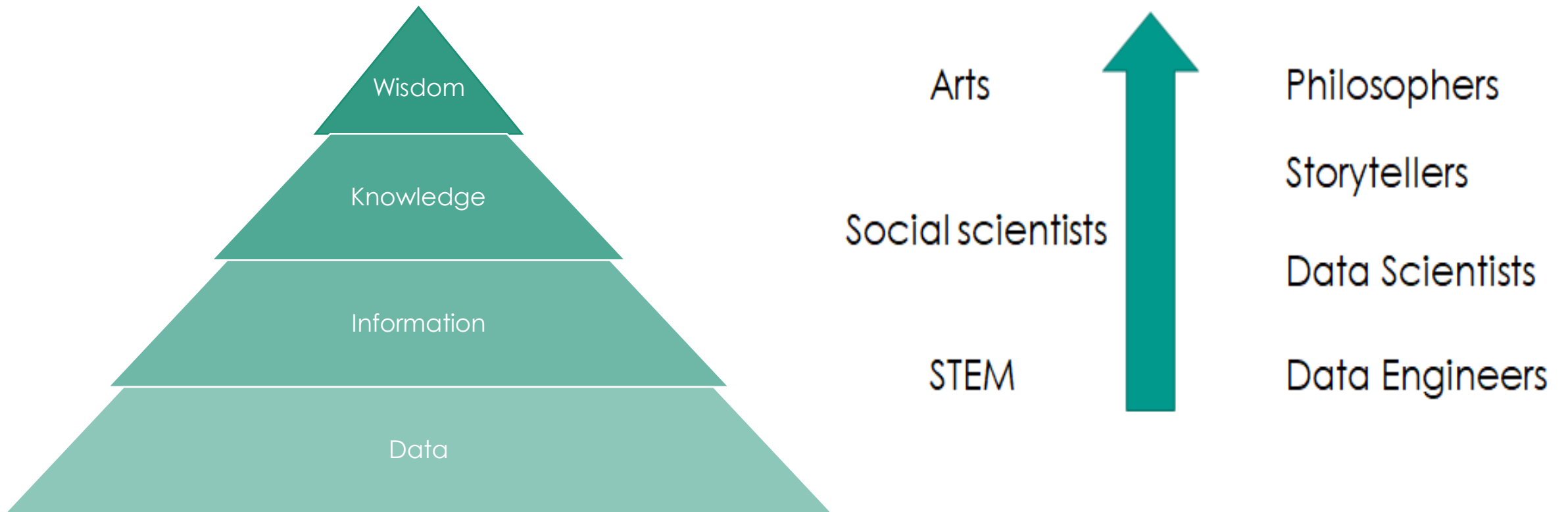
Skill ingredient	Percentage
Communications	16.5%
Relationship building	16.5%
Specialist	16.5%
Strategist / tactician	16.5%
Credibility	16.5%
Passion for data	16.5%
Luck	1%





A new way to map
the skill set

Data Leader skills on the DIKW Triangle



Presenting yourself as a CDO





A word from this week's class guest

this week's class guest

Aaron Wilkerson – Previous CDO Summer School Student



Aaron Wilkerson is the Director of Data Strategy & Products at Carhartt. He has over 17 years of experience in data & analytics, having worked in various industries. He has specialized in building and driving data strategies that help companies leverage their data assets. He also has experience building and leading teams to implement data solutions enabling data-driven problem-solving. These experiences have provided measurable business value to the companies that have leveraged these solutions.

Aaron has a Bachelor of Science in Engineering degree from Grand Valley State University. Aaron lives in Livonia, MI with his wife and their five children.



Class discussion

Question and Answer



let's talk data.





Next week's class

Week 2: Making the case for data and telling your data story with the 3 V's

➤ Wednesday August 3rd

Guest speaker: Scott Taylor, The Data Whisperer

08.00 PDT

10.00 EDT

16.00 BST

17.00 CEST



Preparation for next week's class

- Complete your profile
- Engage in the Linked In and WhatsApp groups with your peers and our partners
- Pre-class reading and homework



Closing remarks

