





# Welcome to Week 2

## Class of 2024

# Our Program Partners



# Today's Presenters



Caroline Carruthers



Ashley Cairns



Peter Jackson



# 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 options: Event Admin, Samuel Toseland (profile), Lobby, Backstage, Sessions, Speakers, Exhibit Hall, Networking, Account, Help, and Logout. The main content area features a top navigation bar with the Carruthers + Jackson Summer School for data leaders logo, an Event Feed button, and a Launch Photo Booth button. Below this is a large banner for the Carruthers + Jackson Summer School for data leaders, featuring the MicroStrategy logo. A quote by Caroline Carruthers is displayed: "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." The right sidebar contains a chat interface with a message stating "No one has started chatting here yet. Leave a message to be the first!" and a chat input field at the bottom.

Event Admin

Samuel Toseland

Lobby

Backstage

Sessions

Speakers

Exhibit Hall

Networking

Account

Help

Logout

Event Feed

Launch Photo Booth

One Data 2

summer school for data leaders

MicroStrategy

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.

Caroline Carruthers

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

Chat here ...

Private Chats



# 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'. A large banner for 'welcome to' is visible. On the right, a chat interface is shown with a message: 'No one has started chatting here yet. Leave a message to be the first!'. The bottom of the screen has a 'Private Chats' button 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


Filters


 Andrew Lunt


 Ashley Cairns  
C&J  


 Caroline Carruthers  
Chief Executive Officer, Carruthers & Jackson  



 Dave Atherton

 Private Chats



 summer school for data leaders


Andrew Lunt


 Start Chat

2

A

🌐



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# 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.
- Header (Top):** Includes the event title "summer school for data leaders", a search bar, a filter dropdown, and a "Praesto" logo.
- Exhibitor Cards (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 Banner (Right):** A large banner featuring an astronaut on the moon using a laptop. The text reads: "One Data The AI-Powered Data Product Builder". Below the banner, it says "Visit: onedata.de and start your data product mission!". The One Data logo is also present.
- Chat Window (Bottom Right):** A chat interface with a "Private Chats" button. The chat area shows a message: "No one has started chatting here yet. Leave a message to be the first!". The chat input field is labeled "Chat here ...".
- Taskbar (Bottom):** Shows the Windows taskbar with various application icons, including Praesto, and the system clock indicating 10:53 on 20/06/2024.


# 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

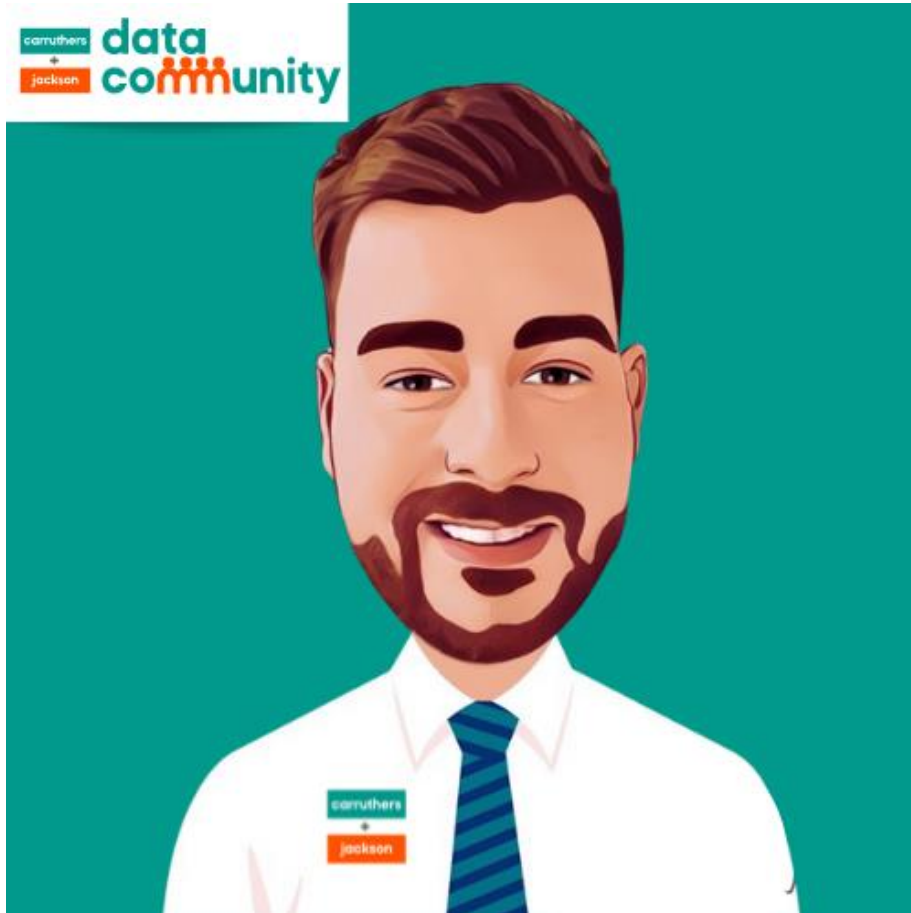
Confirm New Password

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



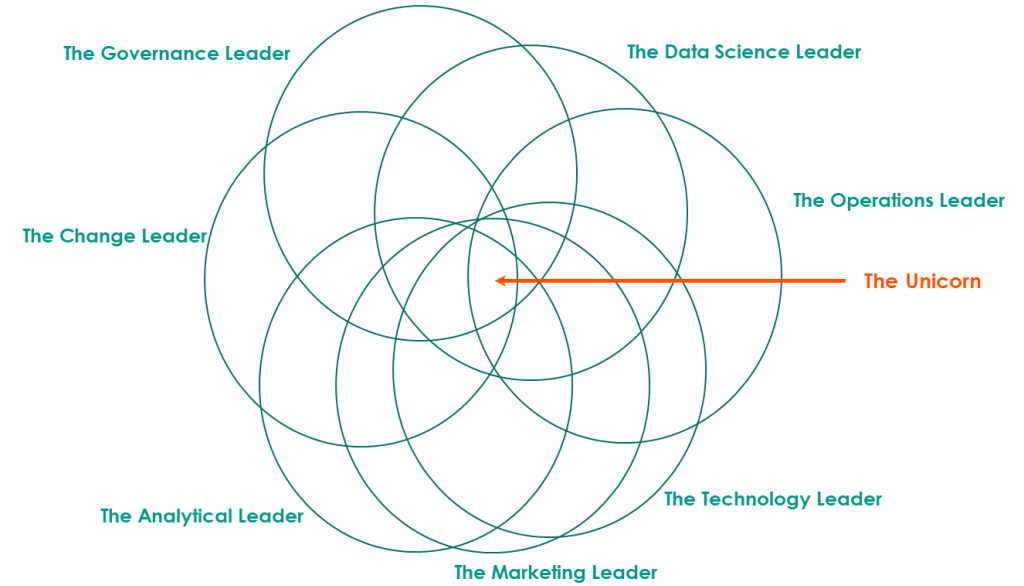
[stoseland@carruthersandjackson.com](mailto:stoseland@carruthersandjackson.com)



# Lookback: Class 1

## Today's Data Leader

# Class 1 in Review



# Class 1 in Review





# Class 1 in Review





# Program Overview

# 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



# Class 2

## The Case for the CDO

## To be covered today

- The problems you will face
- The hype cycle and how it relates to the CDO journey
- The DIKW Pyramid
- Vertical strikes
- Relating to the rest of the C-suite
- Telling your data story - Scott Taylor

# What will you face?

Legacy data environment (siloes, no MDM, no ownership)

Legacy systems / applications

Shadow IT & data

Legacy business processes

Multiple suppliers

Legacy IT departments

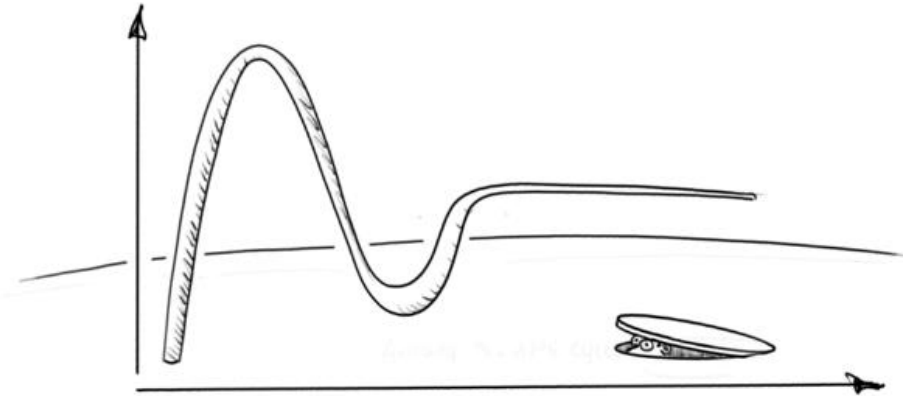
Legacy 'change processes'

Threat of existing projects





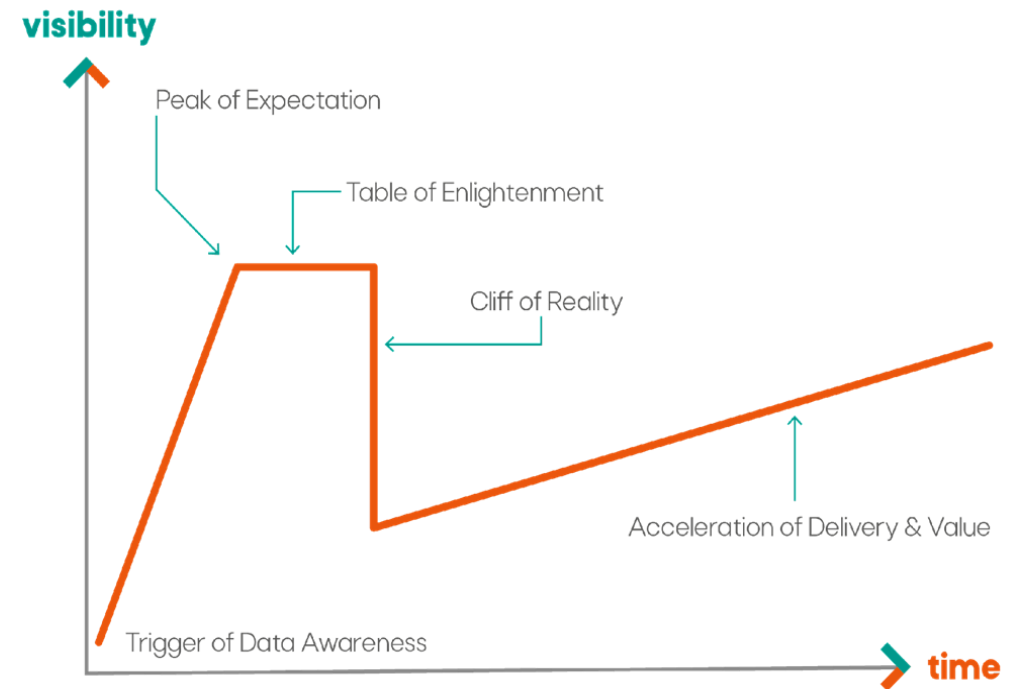
# The challenge



AVOIDING THE HYPE CYCLE

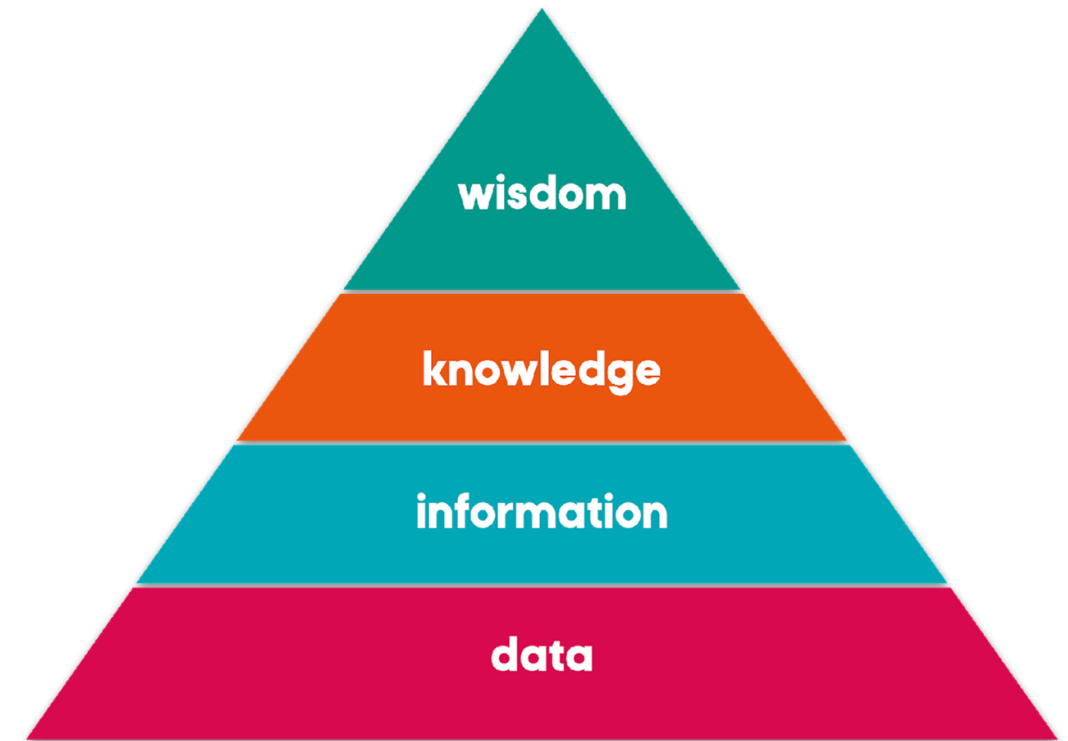
# The CDO Journey

- Trigger of data awareness
- Peak of expectations
- Table of enlightenment
- Cliff of reality
- Acceleration of delivery and value

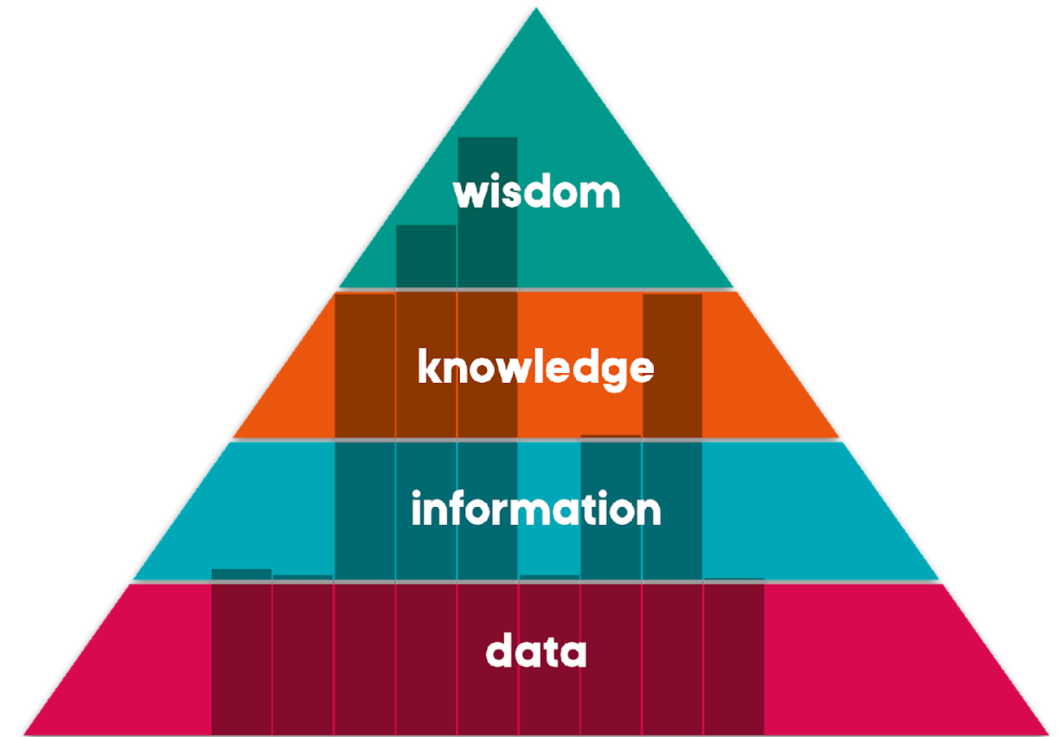
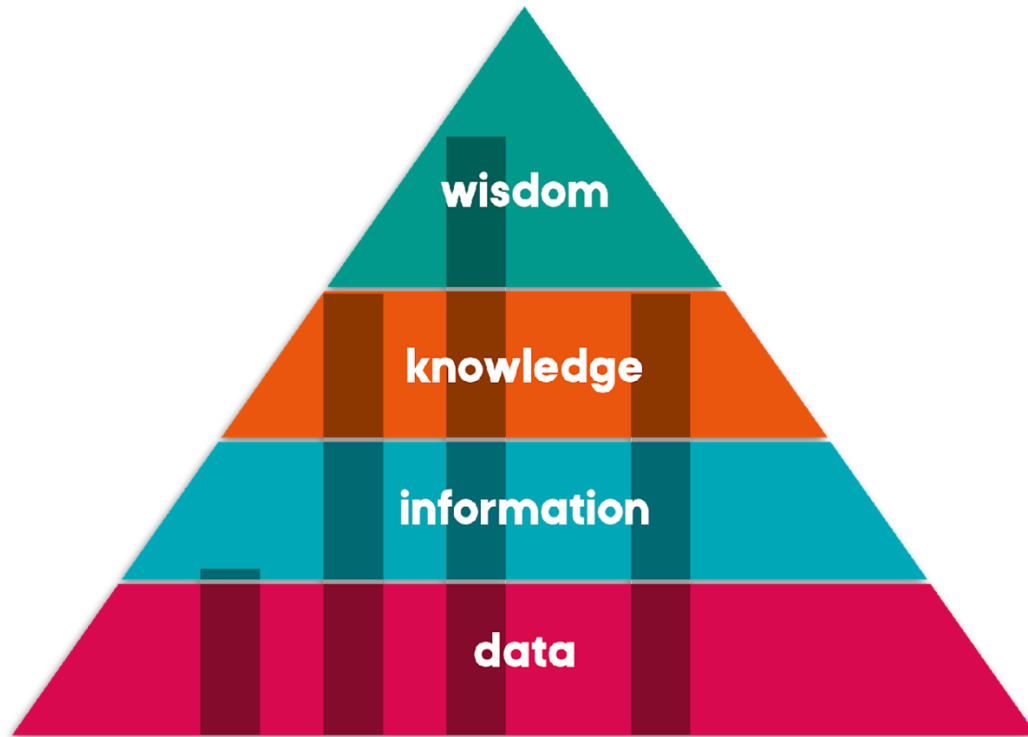


# DIKW Pyramid

- Wisdom – The road is icy and it will take me longer to stop the car!
- Knowledge – the traffic light I am driving towards is red so I have better stop
- Information is Collated, Curated and Contextual Data – a red light above an amber and green light is a traffic light
- Data - a red light

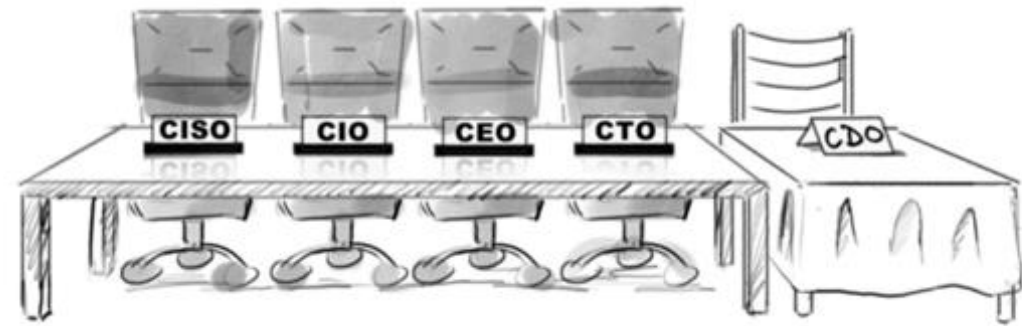


# Vertical Strikes



# Relating to the rest of the business: the C-Suite

- CEO
- CFO
- CIO
- COO



RELATING TO THE REST OF THE  
BUSINESS ESPECIALLY THE C-SUITE



Guest speaker:

Scott Taylor

Data Storytelling: The

3 V's





# Class discussion

# Question and Answer



let's talk data.



scroll down



# Next week's class

# Week 3: The First 100 Days and the C&J Data Maturity Assessment Overview

➤ Wednesday July 10

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 to be shared by Sam on Monday's

# London Graduation!

- We are pleased to announce that the London Graduation is booked and confirmed.
- Date: September 5<sup>th</sup> start time 6:30PM
- Location: The Standard, 10 Argyle St, London WC1H 8EG, United Kingdom
- Form to register attendance will come out with week threes homework





# Closing Remarks

