Welcome to Week 3 Class of 2024

Our Program Partners

Today's Presenters

Caroline Carruthers

Ashley Cairns

Peter Jackson

carruthers + jackson

"

The community platform and housekeeping

Exhibit Hall – Meet our exhibitors

Where to find support: Your community manager Sam Toseland

+ 44 (0) 7861669311

stoseland@carruthersandjackson.com

Lookback: Class 2 Making the case for the CDO

What will you face?

Legacy 'Everything'

AVOIDING THE HYPE CYCLE

The Hype Cycle
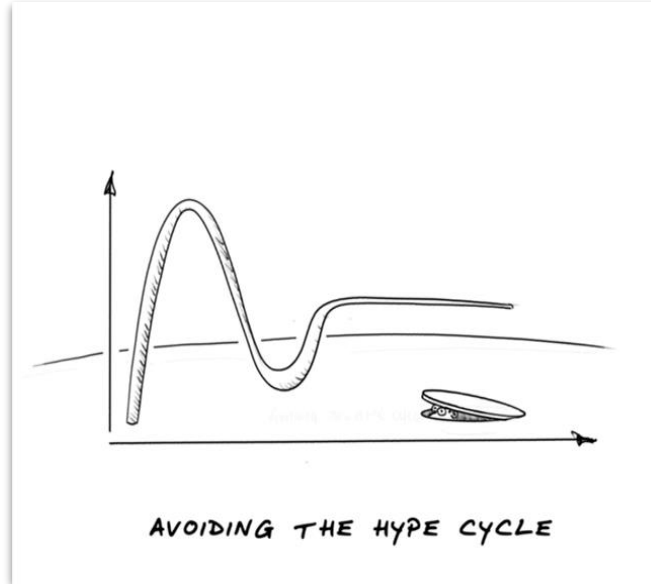
RELATING TO THE REST OF THE BUSINESS ESPECIALLY THE C-SUITE

The Rest of the C-Suite

DIKW Triangle
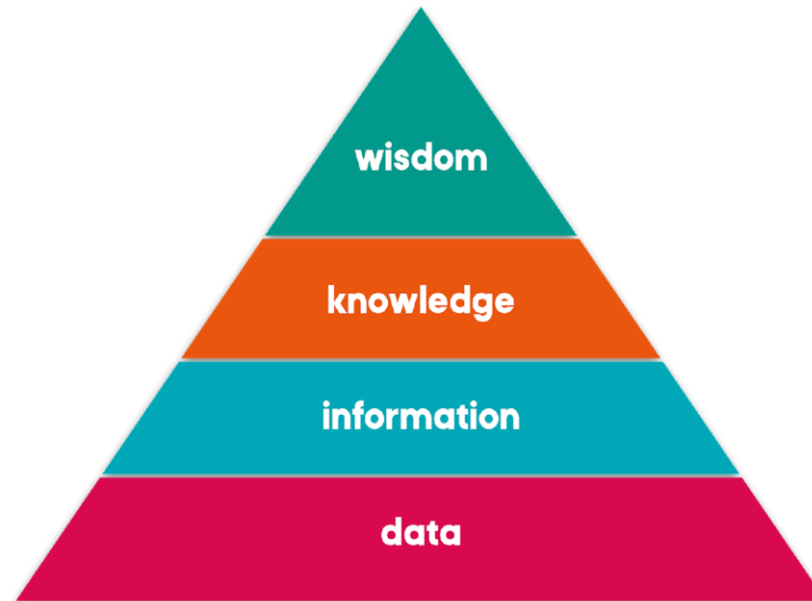
Scott Taylor:
Data Storytelling

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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 3

Planning for your first 100 days and our Maturity Overview

To be covered today

- **Quantum Data**

- **Halo Data**

- **First 100 days**

- **Next 300 days**

- **Data Maturity Assessment**

- **Exclusive benefits to students for 2024 - Adam**

Quantum Data

Halo Data

Halo Data

Peter

Date created
Time created
Date edited
Time edited
nvarchar
Created by
Edited by
Ip address
Device type
id

Lineage
Business name
Owner
Steward
DPIA
Use
Quality mark

Purchase history
Browsing history
Address
Education
Employment
Salary
Expenses
Marital status
Kids
Pets
Financial status
Likes / dislikes
Friends
Images
Text

2 Peter

60 – 65 years old

Male

Taste / preferences

The first 100 days

The case for change
Pre-work
Vision and strategy
Get your basics right • **Governance** • **Information Architecture** • **Engagement**
Quick wins

THE FIRST ONE HUNDRED DAYS

And beyond: The next 300 days

Draw a breath
Create the story
Draw back, think and plan
Rely on your team
Deliver the Immediate Data Strategy
Adopt the Target Data Strategy

THE NEXT 300 DAYS
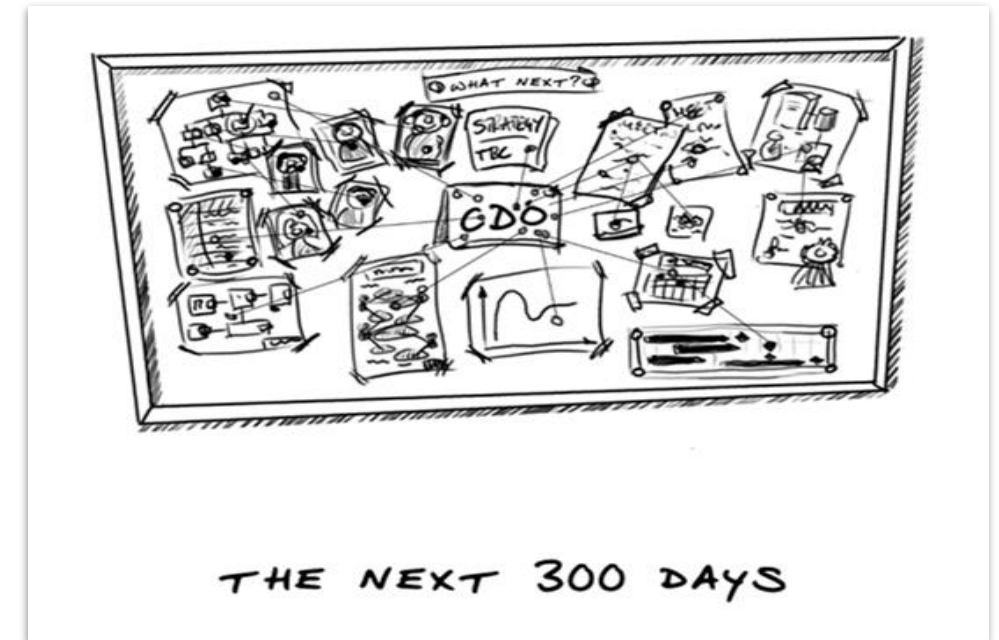
Data Maturity Assessment

- Understand where you are

- Measurable domains for the elements of data maturity

- Evidence-based

- Perception vs. reality

- Collaboration and shared understanding

- Education

Radar chart showing domains: STRATEGY, RISK, GOVERNANCE, SKILLS, BEHAVIOUR, LEADERSHIP, POLICIES, FRAMEWORK, ORGANISATION, TECHNOLOGY, METRICS, ARCHITECTURE. Legend: CURRENT POSITION (orange), AMBITION (teal).

Data Maturity Model

The data model is based upon 4 core areas, each of which contribute to data maturity:

1. **Purpose** - we know where we are going

2. **People** - we have inspired and capable people doing the right thing

3. **Method** - everybody understands what they need to do and how

4. **Tools** - everyone has what they need to do their jobs effectively
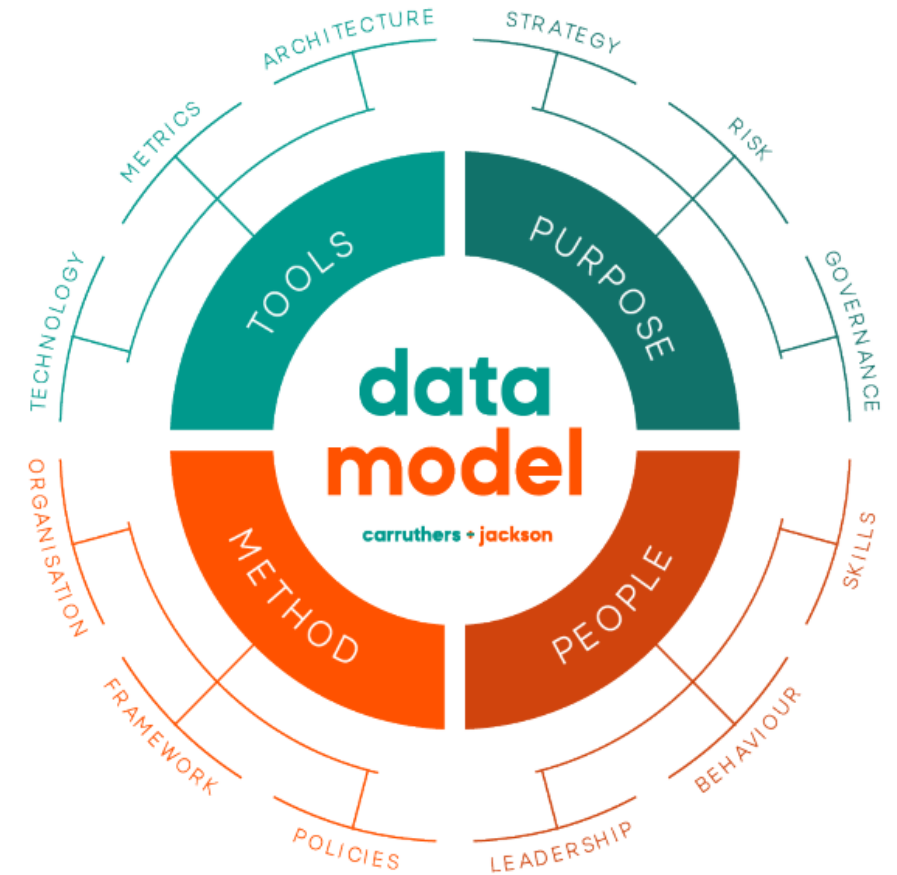
The level ratings!

| Rating	Guidance
0	**Unaware**, the organisation has no understanding of the relevance or importance of this element.
1	**Aware**, few processes other than those required by legal demands or regulation exist within the organisation, ad hoc efforts with very low levels of trust.
2	**Reactive**, some processes are emerging, not monitored and regularly worked around, data quality checks are done ad hoc, the idea of standards are starting to emerge but normally in response to an issue faced or direct data breach. Activities tend to be functional and not consistently applied across the organisation.
3	**Proactive**, processes developed with limited authority; a more consistent cross functional approach to data management has started and governance of data begins to emerge. Starting to get ahead of the curve but there still seems like a long way to go.
4	**Managed**, information governance is in place and functions at enterprise level, stewards and champions are working together. A cohesive framework is developing which is communicated, understood and embedded. Continuous data improvement is evident with data thinking embedded in all activities.
5	**Optimised**, the majority of information assets, including external sources, are inventoried. Information is advocated across the business, demonstrated through enablement and value generation. Transformative data is used internally and externally to enhance business performance. True partnerships with customers and suppliers are embedded and the data landscape is trusted and agile.

Approach 1: Workshops

- Cross-organisational teams work best for the workshops

- Guide your teams through a discussion on each of the twelve elements, rating each one using a 0-5 scale. Before moving on, note the rationale.

- The debate is the important part of this, the score facilitates the conversation.

- For each element discuss the element and its relevance for:

  - Your team

  - The organisation
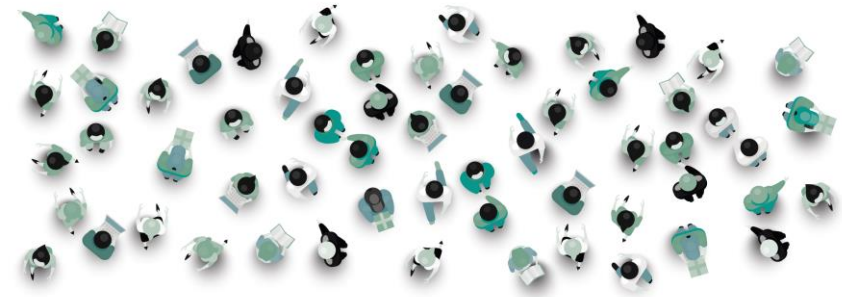
Approach 2: Interviews

- Conduct a small number of interviews with senior stakeholders

- Focus on simple, high-level questions to let them do the talking

- Use the model to frame the conversation

- Do not take them step by step through as you do in the workshops
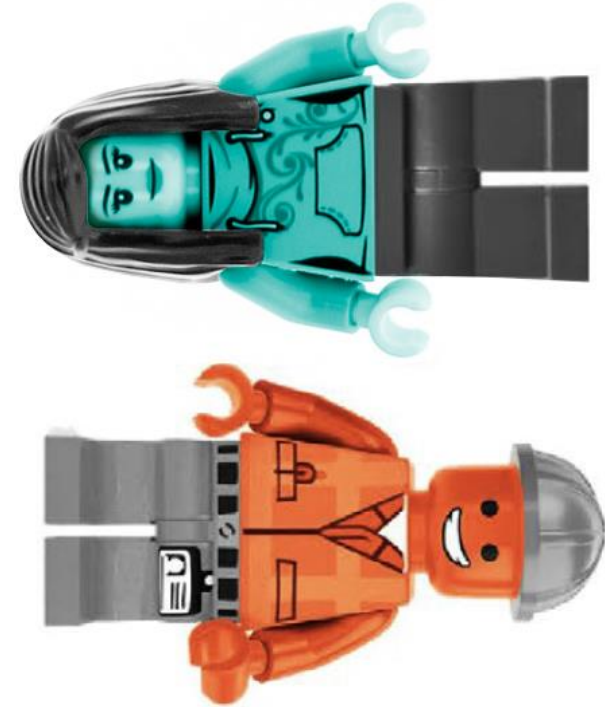
And then, pull it all together

- Use the information that you have to understand your data maturity

- Pull together the stories and scoring into a report that you use to reflect back to your participants

- Use this to look at where your biggest problem areas are

- Create a high-level presentation to use as part of your data storytelling

- Do not waste the opportunity to communicate, this is a brilliant tool to stimulate interest and conversation
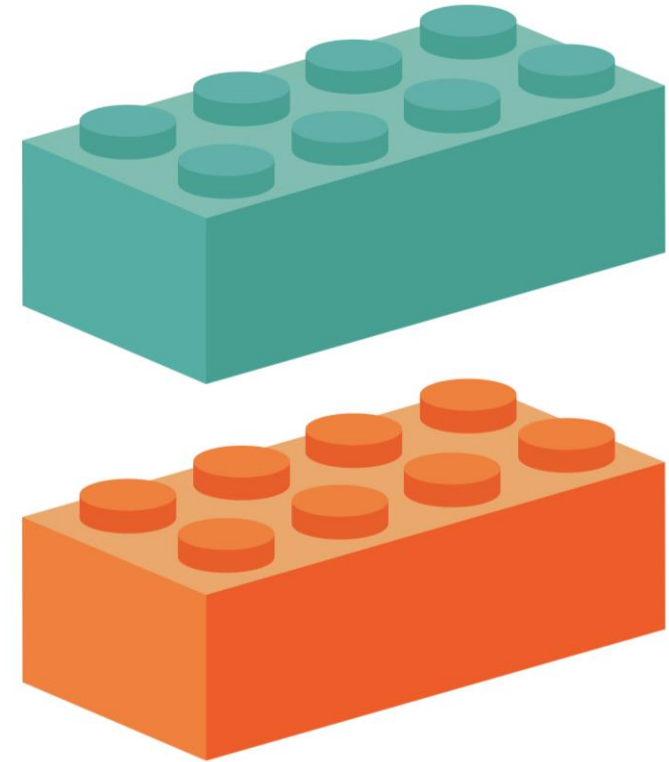
Exclusive Benefits and Offers for 2024 Summer School Students.

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Learning lessons from previous years and adding value!

You asked (well previous students asked...)	We've launched
Quicker access to C&J benefits and support services.	There is only one Caroline and Peter, however NEW for 2024, will be assigned a **dedicated resource** for each Summer school student.
Greater access to like minded individuals, working in similar roles/sectors to share best practice/counsel	We have used the application form to assemble suitable sub-groups to create shorter more accessible pathways to gain insight and offer advice. ** *Note on Masterclass development*
Can you help me demonstrate the value of this course to my organization?	Yes. We are launching **Four Exclusive Offers** this year for the 2024 cohort with our largest ever investment back to the community.
How can I integrate into the wider Alumni?	Sam will remain the single voice for the whole community, your assigned account manager has access to all our partners/clients who we feel may support you on your professional journey.

Let's meet the team…..

Account Team:

Adam Smith

Dean Misquitta

Cristina Arzuza

Kai Engal

Freek Kamst

Graham Creeth

Andy Stevens

Geraint Thomas

Helene Napoly

Jacquie Marley

Steve Parrott

David Cairns

PART OF
PRAESTO
CONSULTING GROUP

Præsto
CONSULTING

boxfusion.

carruthers
+
jackson

carruthers + jackson

Your Benefits: Over £30k of benefits *(inc of Summer School)*

	DMA Offer	RoundTable Online discussion forums	Facilitated Strategy Review	Facilitated Data and Analytics Tool review
Offer	Exclusive support from the C&J team to deliver a Data Maturity Assessment within your Organisation. We will provide a **FREE day of support** for **every** day purchased. Offering independent validation of the assessment that **YOU** will lead	Invitation and attendance to roundtable and/or online discussion forums. Participants discussing/sharing knowledge around an agreed topic. Facilitated by expert C&J/Praesto consultants to align students with similar challenges identified through the application process.	"Getting over the hump" of a project and set long term strategy with this 1-day workshop with experts from the C&J/Praesto Team. Including write up report!	Is your current technology meeting your needs? A 1-day workshop review of your Data and Analytics estate Including write up report!
Who Qualifies?	All Summer School Students for 2024	All Summer school Students 2024	Selection from Independent application	Selection from Independent application
T&C's	Offer to be taken by 31st October 2024 * details can be discussed with your account manager * No obligation * Limited availability	To take place throughout 2024/25 • *Maximum of 10 per session – selection by C&J from application review* • *Interest gained from online forms sent out to 2024 cohort* • *Further requirements may be asked to support selection.* • *Face-to-face round table events will be fully funded by C&J.*	Further information on this offer will be announced in **WEEK 8.**	
Value of Benefit	Anticipated value of benefit circa **£15,000**	Anticipated value of benefit circa **£2000**	Anticipated value of benefit circa **£5,000**	Anticipated value of benefit circa **£5,000**

A word from this week's guest

this week's class guest

Captain Brian C. Erickson P.E. Deputy Director, DHS Presidential Transition Office U. S. Coast Guard

Captain Brian Erickson currently serves as the Deputy Director of the Dept of Homeland Security Presidential Transition Office. He was the United States Coast Guard's first Chief Data & Artificial Intelligence Officer (CDAO) where he was principally responsible for the coordination of data and Artificial Intelligence activities across the organization. His previous military assignments focus primarily in engineering and operations, serving at five operational units flying HH-65 Dolphin helicopters and HC-130H fixed wing aircraft performing search and rescue, law enforcement & other military mission profiles. He is a licensed Professional Engineer specializing in aerospace and also served in the Office of Budget and Programs working directly for the Chief Financial Officer (CFO). In 2020, he was selected as the Coast Guard's MIT Sloan Fellow following service as Commanding Officer of Coast Guard Air Station Savannah, GA. He is a 1998 graduate of the U.S. Coast Guard Academy, he holds a Master of Science degree in Aeronautics and Astronautics from Purdue University and a Master of Business Administration from Massachusetts Institute of Technology. He has been appointed to the CDO Magazine Global Editorial Board and has been named as a 2022 and 2024 DataIQ top 100 most influential persons in data and the 2023 MachinCon AI Leader of the Year.

Class discussion

Question and Answer

Q = A

let's talk data.

scroll down

Next week's class

Week 4: Purpose - Strategy

➤ Wednesday July 17

08.00 PDT

11.00 EDT

16.00 BST

17.00 CEST

Closing Remarks