

# Workshop: Getting Organizational Buy-In to Key Trends in Data and Analytics

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# What We Will Do Today?

1. Understand Your Organization's Culture
  - Self-Assessment
2. Apply Your Culture
  - Table exercise applying social media use cases to the four cultural styles
3. Think About Your Options
  - Paired ideation and storytelling
4. Tell the Story
  - Table exercise to sell a data/analytic trend story to reduce customer churn for your corporate culture.
5. Questions and Feedback

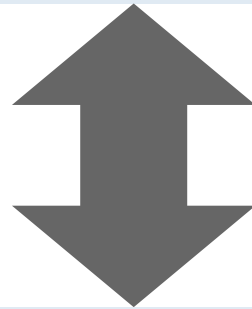
# Understand Your Culture

# Culture Self-Assessment — Part 1

## Flexibility Orientation: Freedom to Act.

Emphasize adaptation, change, and organic processes.

"We encourage informal collaboration, improvisation and autonomy."



## Control Orientation: Process and Policy.

Emphasize stable, predictable, and mechanistic processes.

"What gets measured gets managed, we embrace A/B Testing, and 6 Sigma."

# Culture Self-Assessment — Part 2

## Internal Orientation: Integration and Unity.

Excel by focusing on  
themselves and their processes.

"If we do the right things, then  
good things will happen  
in the marketplace."

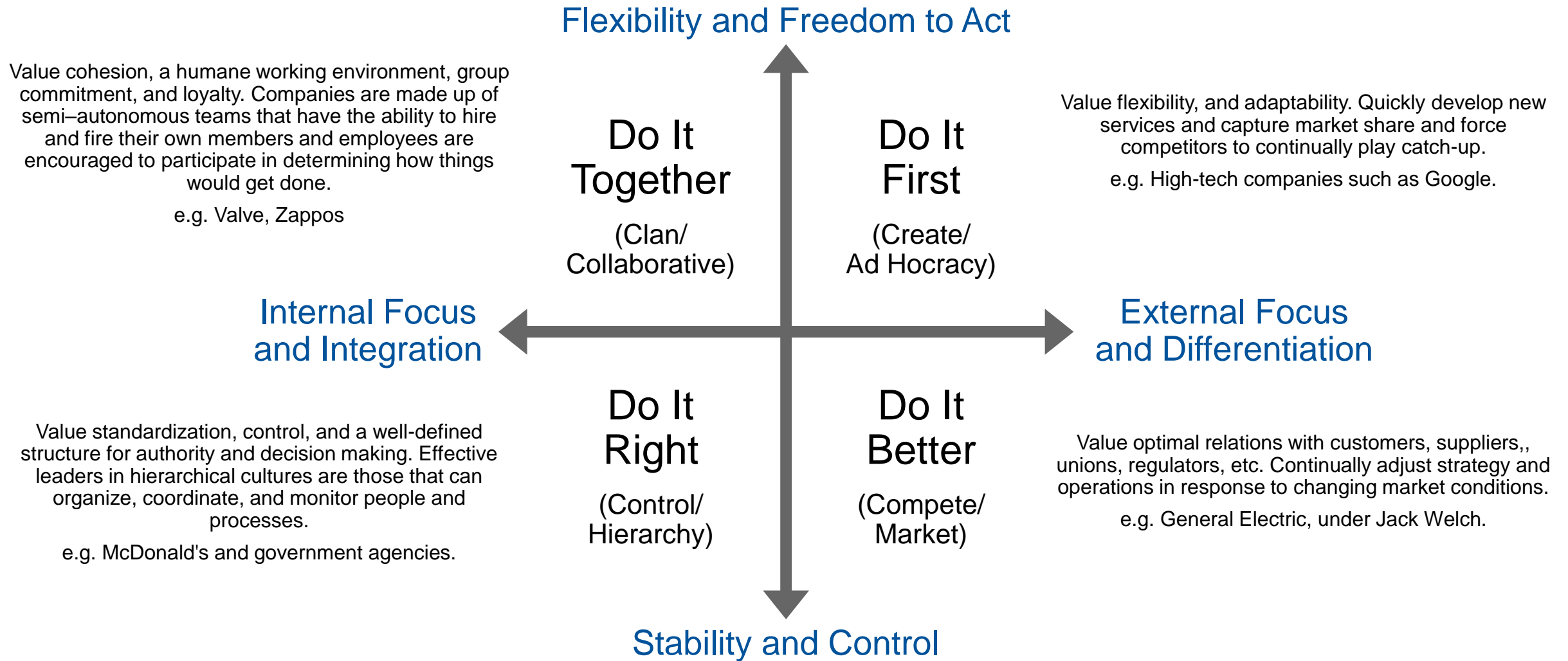


## External Orientation: Differentiation and Rivalry.

Excel by focusing on the  
market or competition.

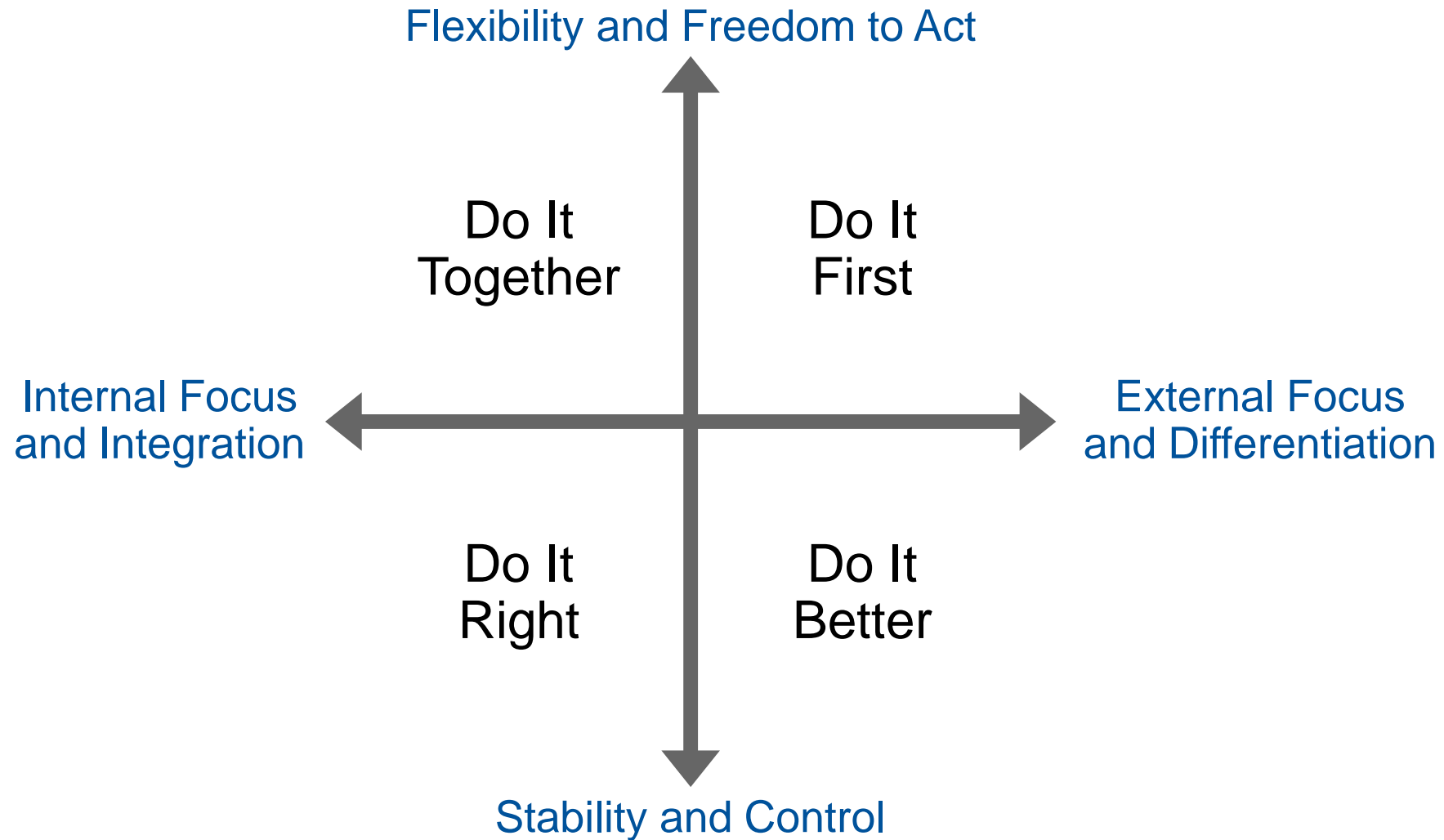
"Our rivals have weak product  
development, so that is where  
we will differentiate ourselves."

# Understand Your Organization's Culture



# Apply Your Culture

# Table Exercise: Social Media Analysis in the Four Cultures





# What Are We Trying to Do With Social Analytics?

Understand  
Customer  
Segments

What do different  
types of customers  
value?

Measure  
Campaign  
Success

Can we detect failure  
faster?

Competitive  
Analysis

Who is engaging our  
customers?

Influencer  
Analysis

Which customers do  
other customers  
listen to?

Identify  
Market  
Trends

What does our next  
product need to  
offer?

Monitor  
Reputation

What do customers  
like or dislike about  
us?

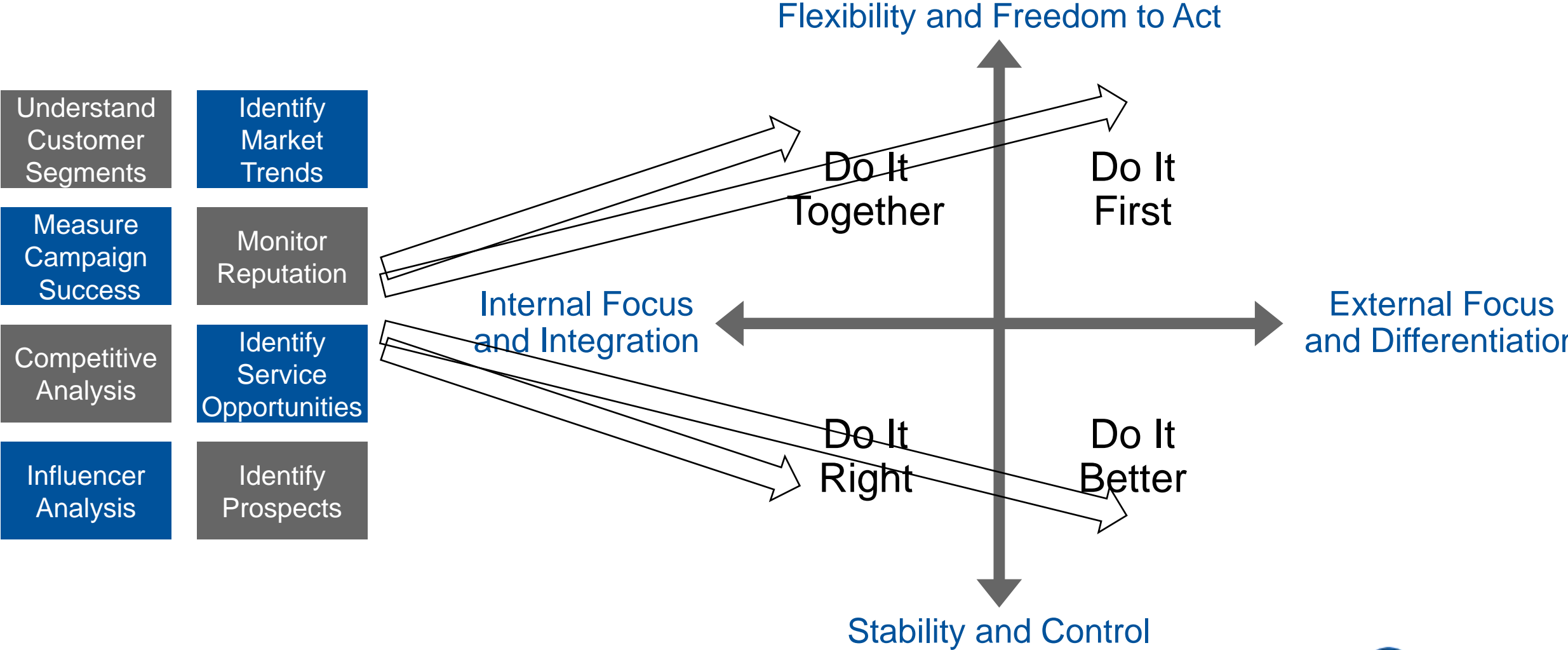
Identify  
Service  
Opportunities

Which customers are  
having problems?

Identify  
Prospects

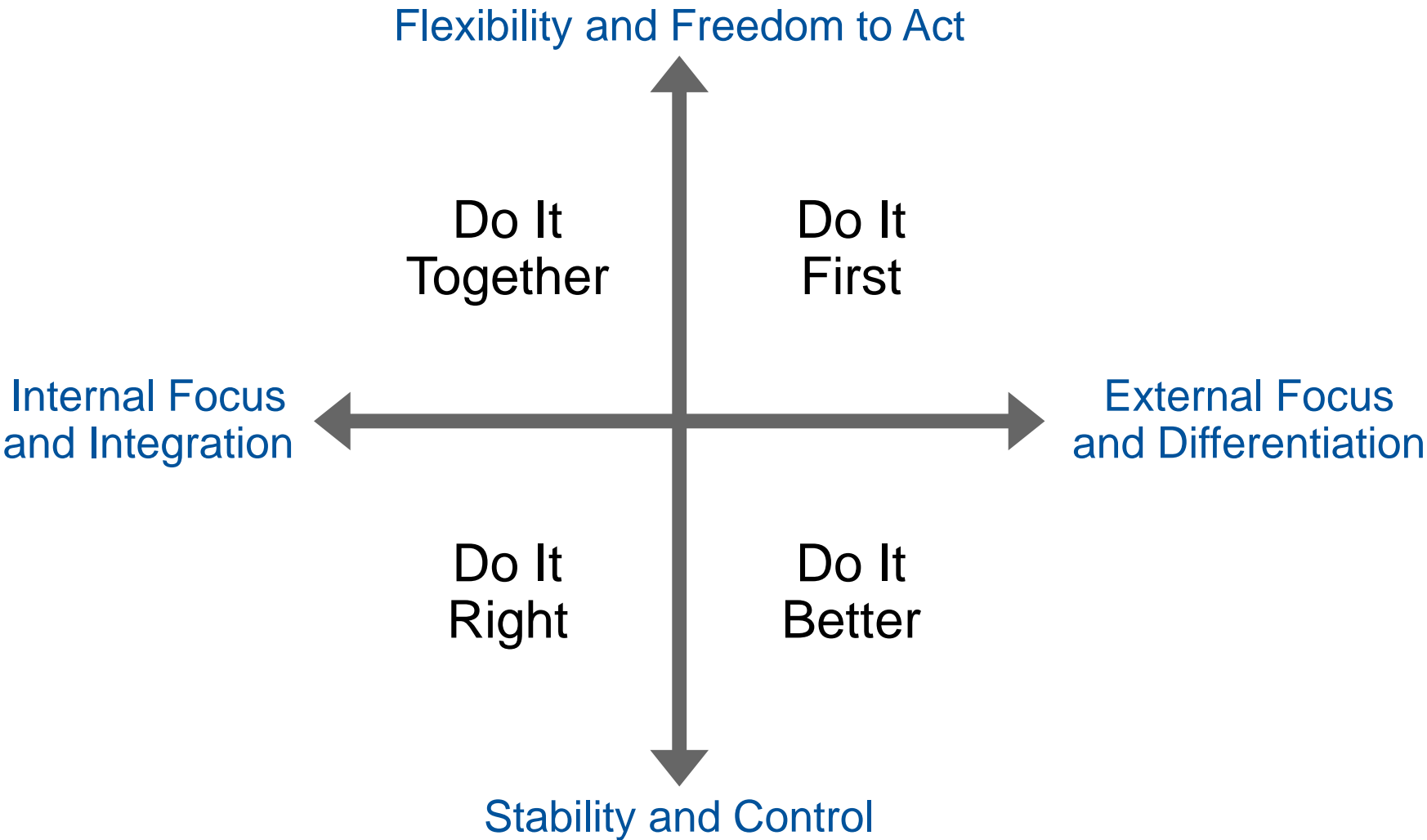
Who might be  
interested in buying  
from us?

# Social Media Analysis in the Four Cultures



# Recap: Social Media Analysis in the Four Cultures

- Understand Customer Segments
- Measure Campaign Success
- Competitive Analysis
- Identify Market Trends
- Influencer Analysis
- Monitor Reputation
- Identify Service Opportunities
- Identify Prospects

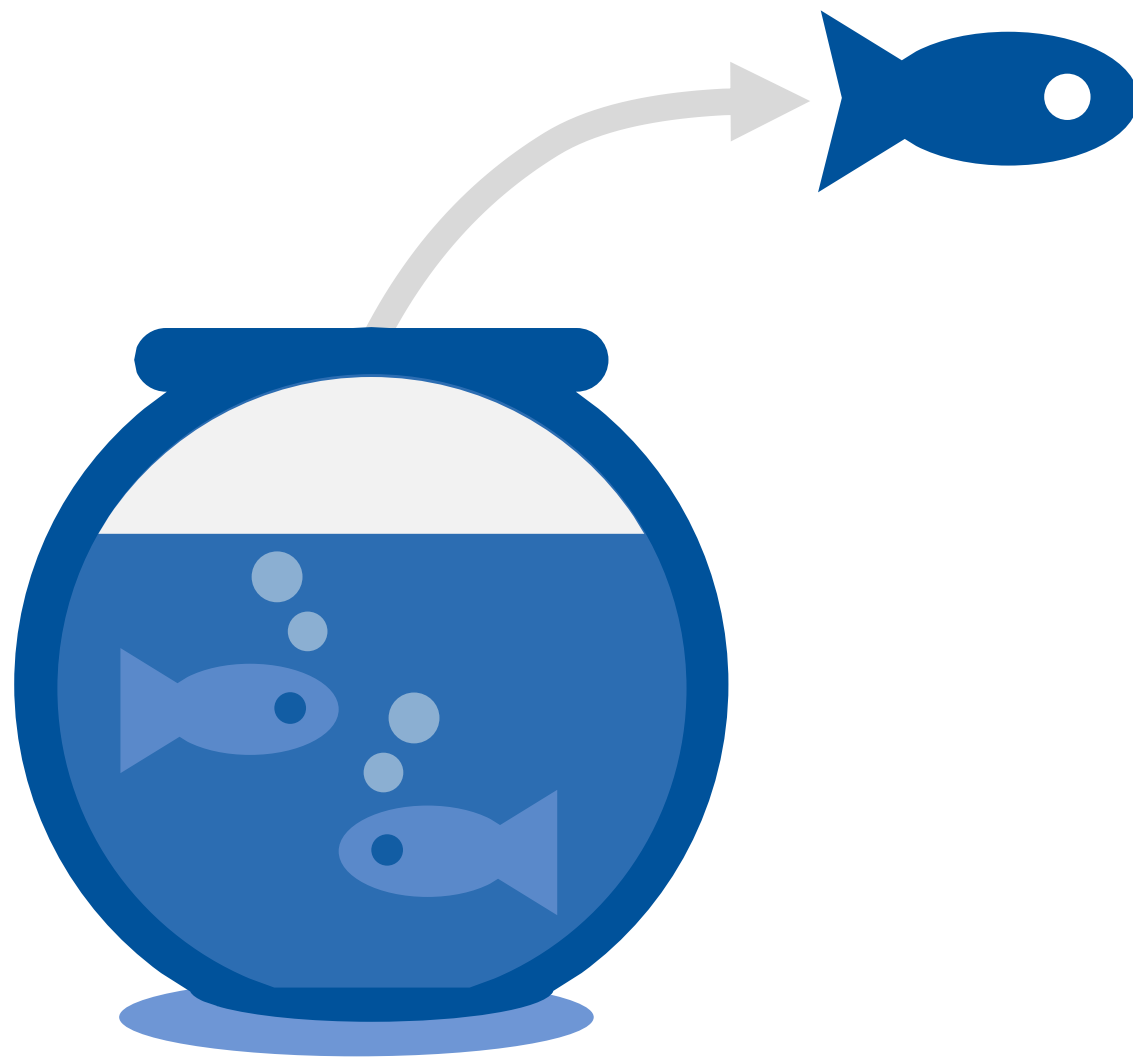


# Think About Your Options

# Visualize the Future to Leverage Opportunities

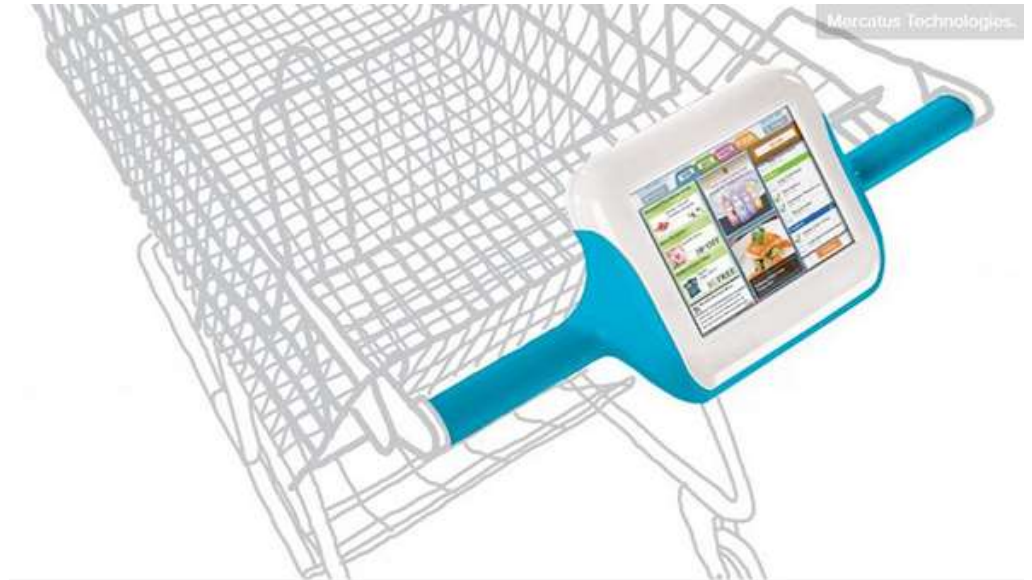


# Tell the Story



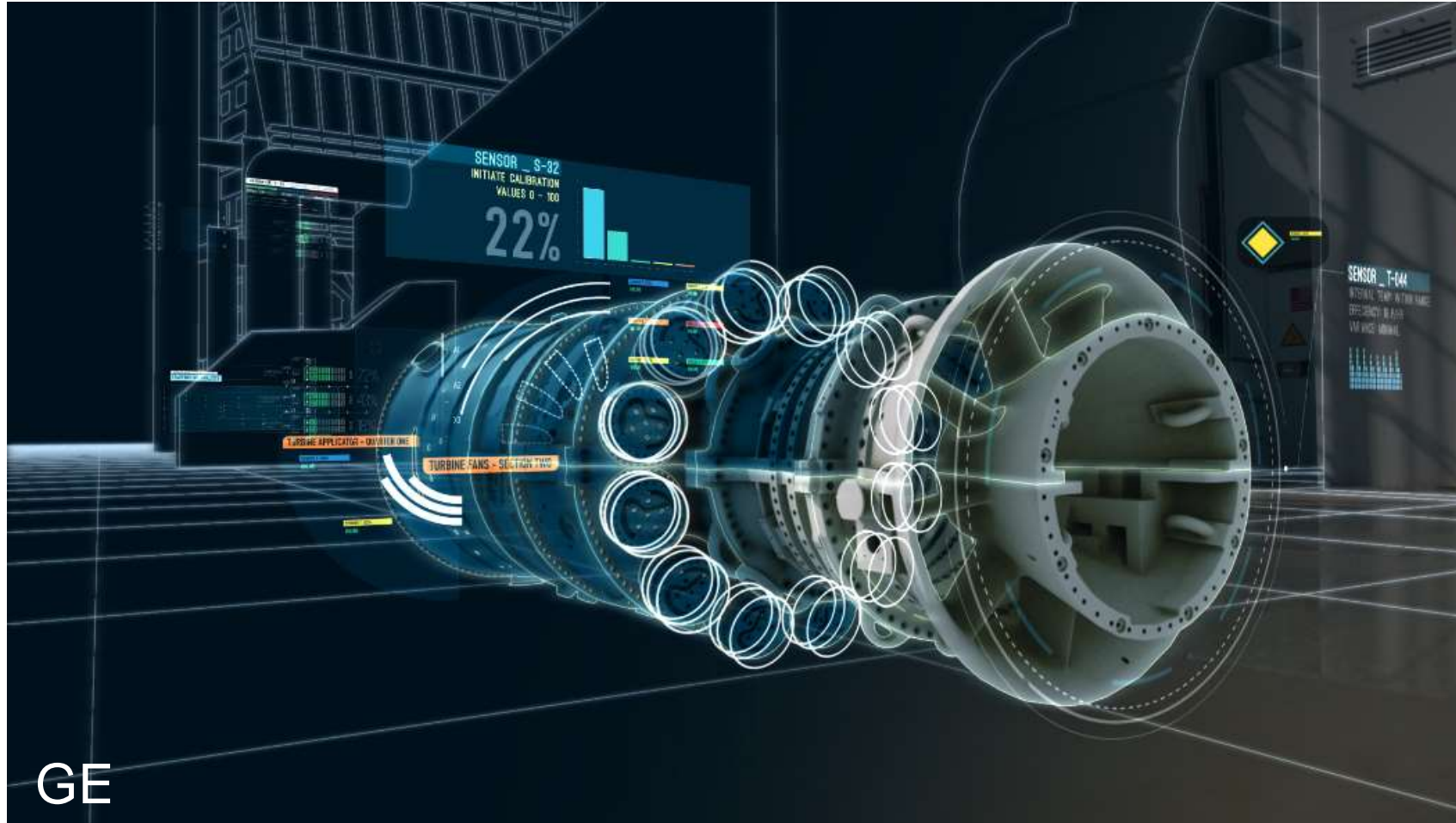
# For Customer Churn ...

# Option 1: Geolocation (including Microlocation)



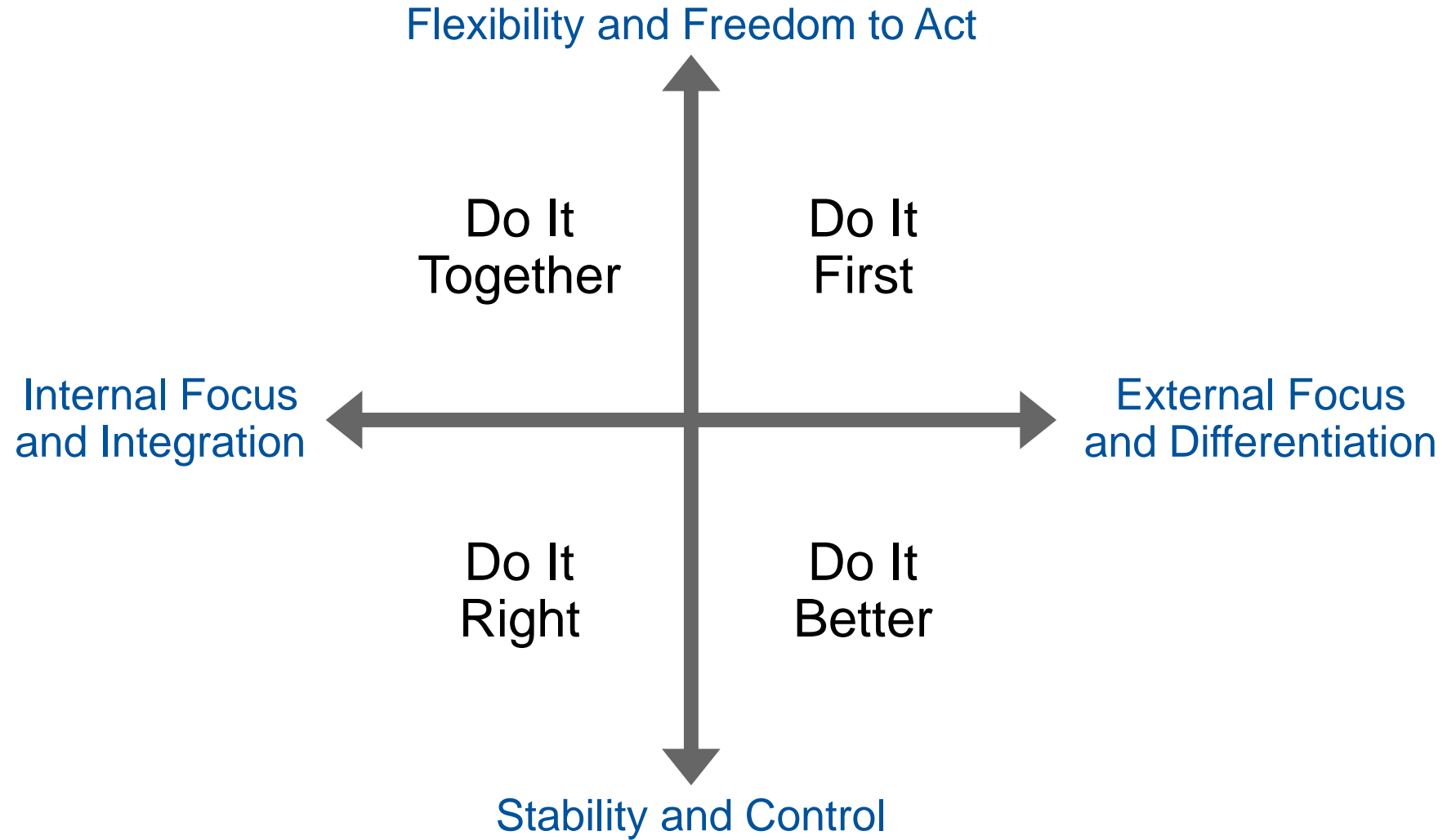


## Option 2: IoT Data (including Digital Twins)

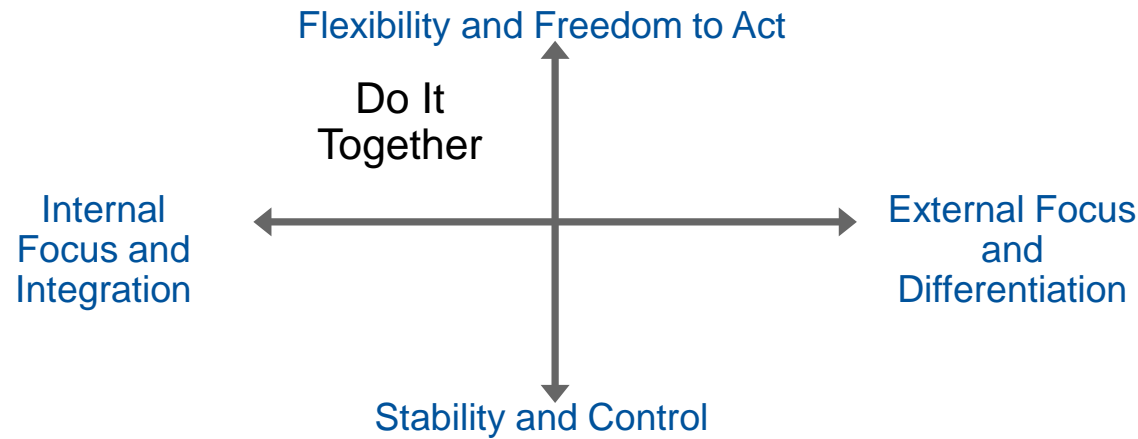


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# Apply Either Trend to Your Organization



# Example



Value cohesion, a humane working environment, group commitment, and loyalty. Companies are made up of semi-autonomous teams that have the ability to hire and fire their own members and employees are encouraged to participate in determining how things would get done.

e.g. Valve, Zappos

Technology: Natural Language Generation

Story: Using NLG we will create an easy-to-understand report for each team about relevant issues that drive churn and solicit suggestions for how to fix them.

Emotional: Create a sense of engagement with the problem for employees.

Rational: Large number of potential solutions will allow us to identify those with the best cost/benefit ratio.

# Your Culture

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Flexibility and Freedom to Act

Do It Together  
(Clan/  
Collaborative)

Do It First  
(Create/  
Ad Hocracy)

Value flexibility, and adaptability. Quickly develop new services and capture market share and force competitors to continually play catch-up.  
e.g. High-tech companies such as Google.

Internal Focus  
and Integration

External Focus  
and Differentiation

Value standardization, control, and a well-defined structure for authority and decision making. Effective leaders in hierarchical cultures are those that can organize, coordinate, and monitor people and processes.  
e.g. McDonald's and government agencies.

Do It Right  
(Control/  
Hierarchy)

Do It Better  
(Compete/  
Market)

Value optimal relations with customers, suppliers,, unions, regulators, etc. Continually adjust strategy and operations in response to changing market conditions.  
e.g. General Electric, under Jack Welch.

Stability and Control