



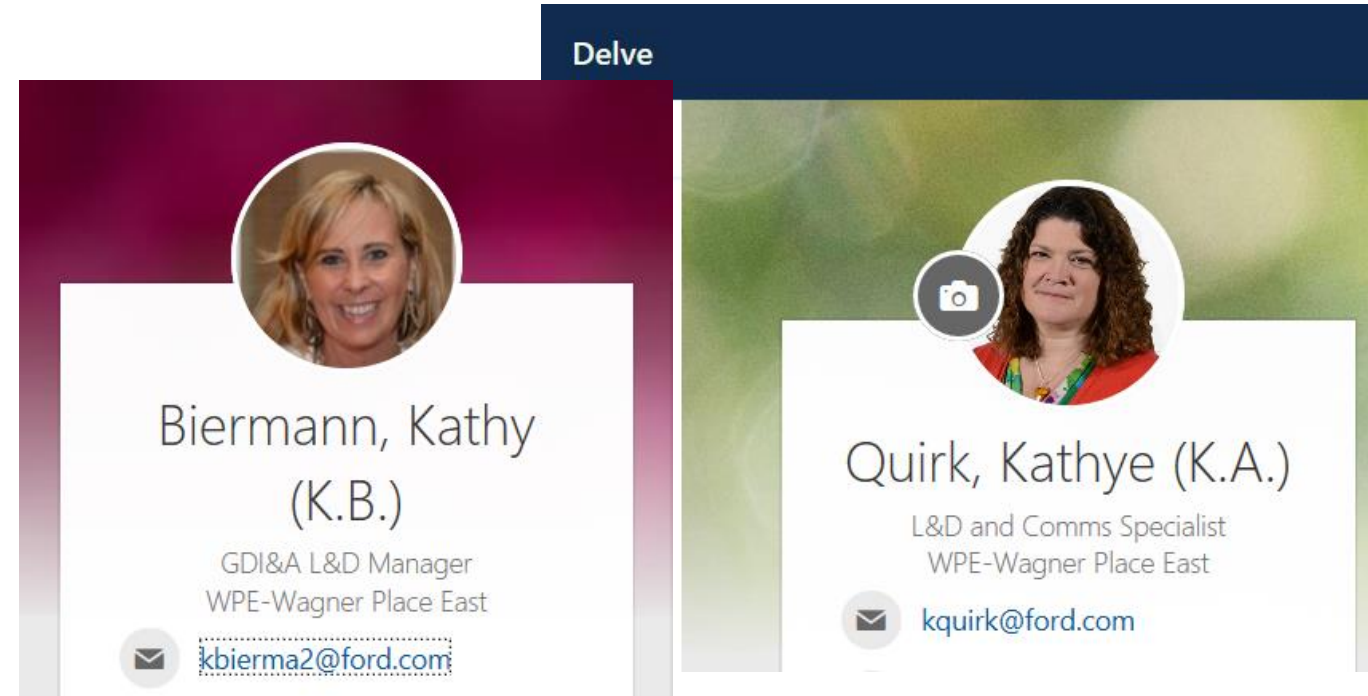
# GDI&A Skill Team Orientation Intern Edition





# Welcome!

- Virtual Intern Skill Team Orientation
- Please
  - mute yourself when you are not speaking
  - use your webcam during your introduction
  - type in the chat a **question** you have or a **resource** you need help finding



To do: Update **your** [Office Profile](#)

# Learning Objectives

## Know

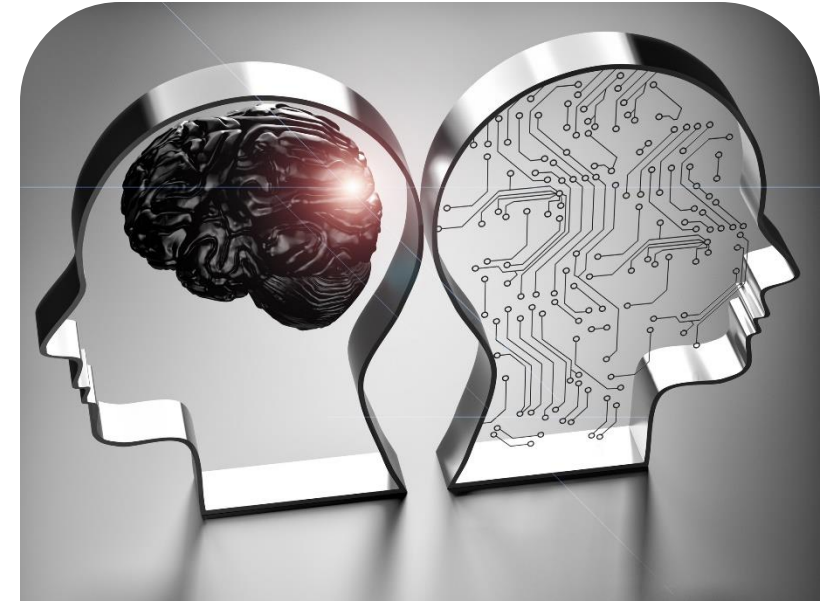
- GDI&A's organizational structure, priorities, departments, culture, and resources
- Key resources to help with your internship

## Feel

- A sense of **belonging** to the organization regardless of the virtual experience
- **Pride** in being part of the GDI&A team at Ford
- **Excited** to be a part of the team to deliver value to Ford

## Do

- Engage and ask questions in the WebEx chat
- Visit our [site](#) and leverage the available resources



# Introductions

---

1

Name and team

2

What city are you calling from?

3

What were you doing prior  
to your internship?

4

What has been your biggest  
Ah Ha so far?



Let's try a whiteboard: Fun fact



**FORD ANALYTICS**   
Global Data Insight & Analytics



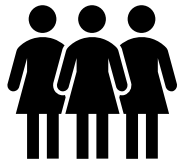


## Organization Mission, Priorities, and Structure



**FORD ANALYTICS**   
Global Data Insight & Analytics

# GDI&A Timeline



Analytics Council

227 Members: Credit,  
Marketing and Sales,  
Research, Engineering



Paul Ballew  
Chief Data &  
Analytics  
Officer



Gil Gur Arie  
Chief Data &  
Analytics  
Officer

GDI&A 2.0 . . .

2015

2020

## **“Gut”-based**

- Limited capabilities
- Financial reporting systems
- Market and product research
- Business forecasting

## **Business Intelligence Oriented**

- Widespread use of Business Intelligence
- Partial data organization
- Limited validation
- Tactical business decision support

## **Evidence-based Decisioning**

- Enterprise Data and Analytics
- Adoption of advanced methods
- Robust business process change
- Agile IT Infrastructure

## **Customer Centric**

- Advanced analytic ecosystem
- Data Factory

# Vision and Mission

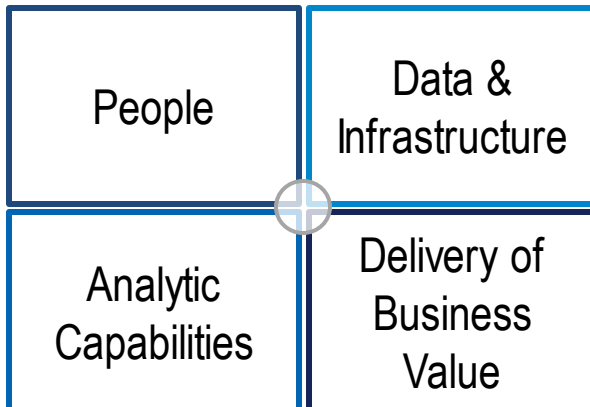
## VISION

Trusted advisor enabling Ford to see and expand our business, know our customers, and act in a meaningful way

## MISSION

To drive evidence-based decision making by providing timely, actionable, and forward-looking insights to our business partners

## FOUNDATIONAL STRATEGY PILLARS



### Customer-Facing Teams



Smart Mobility



M&S Analytics



Credit Analytics



Operations Analytics

### Enterprise Activities



Analytics R&D



AI/ML



Data Operations  
& Privacy



Global Analytics



GDIA Tech



# GDI&A - One Team



Chief Data & Analytics Officer  
Gil Gur Arie



Smart Mobility  
Kevin Cooper



M&S  
Lisa Sperling



Operations  
Craig Brabec



AI/ML  
Bryan Goodman



Credit  
Yi Lu



Data Operations & Privacy  
Robin Davies



Business &  
Sales Planning  
Jenny Lin



Analytics R&D  
Suzhou Huang



Global Analytics  
Madhu Rao



GDI&A Tech  
Steve Balaj



Legal  
Deborah Gertsen



Learning & Development  
Kathy Biermann



Business Office / Governance  
Karen Burke

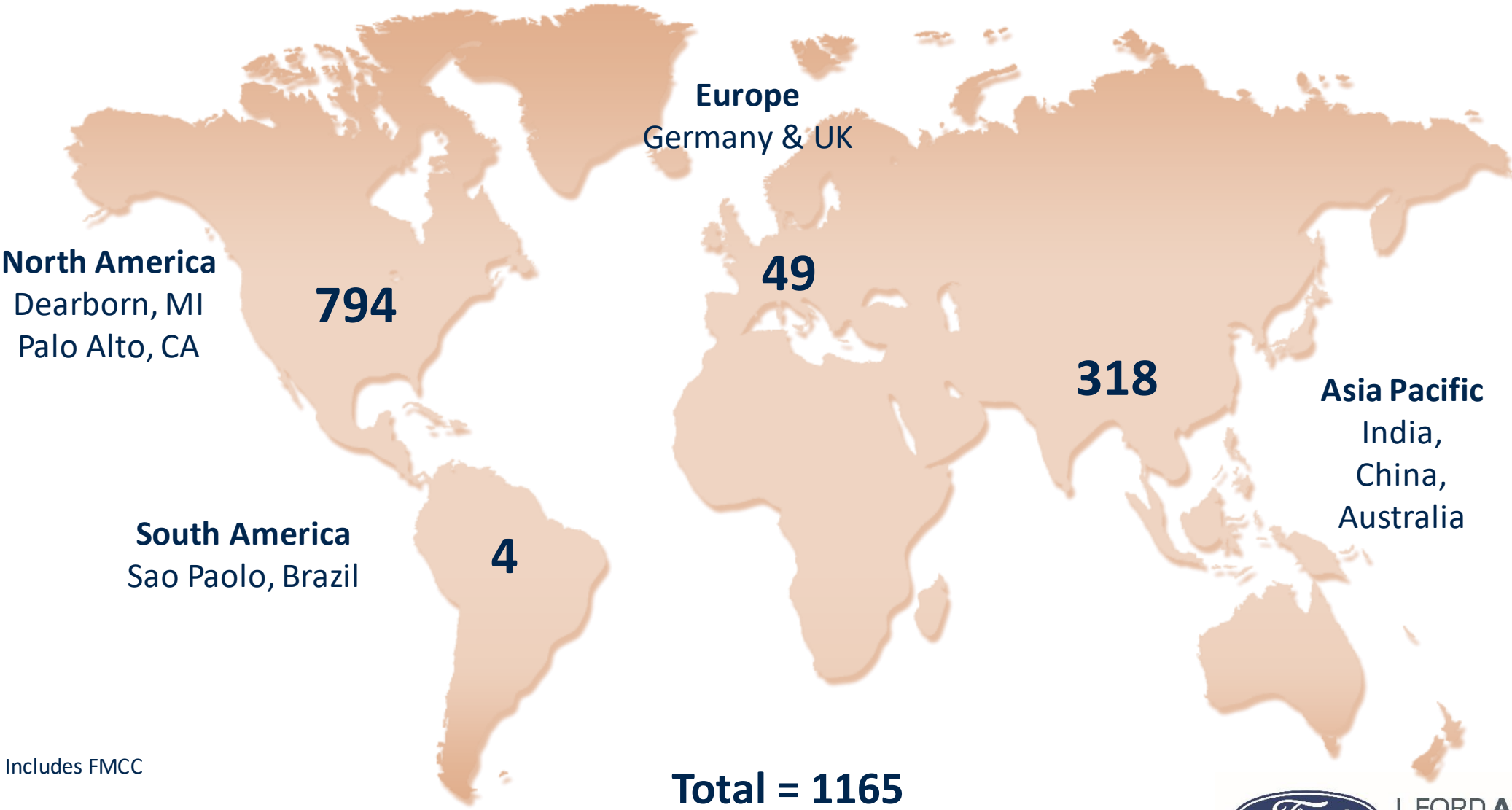


Human Resources  
Michelle Streicher



Finance  
Ryan McClain & Soni Singh

# Global Resources\*



\* Includes FMCC



**FORD ANALYTICS**  
Global Data Insight & Analytics



Let's take a poll



**FORD ANALYTICS**   
Global Data Insight & Analytics





## OCM Introductions and Department Overviews



**FORD ANALYTICS**   
Global Data Insight & Analytics

# GDI&A Team Site



Global Data Insight & Analytics (GDI&A)

GDIA Home

GDI&A Yammer Group

Business Engagement

Working Flexibly

✓ Communications

✓ Learning & Developm...

Analytics Tools

Analytics Dashboards

✓ New Team Member O...

Analytics Governance

AI Advancement Center

Analytics R&D

Credit Analytics

✓ Data Operations & Pri...

✓ Global Analytics

✓ Marketing & Sales An...

✓ Operations Analytics

Smart Mobility

Data Acquisition

+ New Send by email Page details

## Global Data Insight & Analytics (GDI&A)

### COO TEAM COMMITMENT TO EACH OTHER

#### TAKE CARE OF OURSELVES



To care for others,  
we must first care  
for ourselves.

*I will block time on  
my calendar to take  
breaks and care for  
my mental and  
physical health.*

#### CHECK IN ON TEAM MEMBERS



Provide support and  
demonstrate empathy  
for team members

*I will reach out to  
team members  
frequently to see  
how they are doing  
and provide support  
as needed.*

#### FLEXIBILITY



Acknowledge and  
support personal  
flexibility

*I will empower my team  
to determine how they  
work to meet their  
personal and professional  
responsibilities.*

#### SET AND RESPECT BOUNDARIES



Set and respect  
boundaries to  
prevent fatigue

*I will contract with my  
team to understand and  
respect what  
boundaries are  
important for their  
wellbeing.*

#### HONOR INDIVIDUAL NEEDS



Seek to understand  
and build trust

*I will avoid scheduling  
Friday night or  
weekend meetings  
(unless business  
critical) to allow the  
team to recharge.*

#### OPENLY COMMUNICATE



Communicate often  
and actively listen

*I will encourage  
dialogue in meetings  
and ask for  
clarification to  
ensure alignment.*



Go Further



### News

+ Add

See all



About GDI&A



New Team Member Onboarding

GDIA ECG Newsletter - June



## Our Departments



Global Analytics



Data Operations & Privacy



Marketing & Sales Analytics



Operations Analytics



AI Advancement Center



Analytics R&D



Credit Analytics



Smart Mobility



# Department Overview Sessions

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You'll have an opportunity to meet with each OCM leader to learn more!

Take a deeper dive into each of these departments by viewing the [department overview videos](#).



**GDI&A Department Overview - Operations Analytics**



**GDI&A Department Overview - Smart Mobility Analytics**



**GDIA Skill Team Orientation May 2020**



**GDI&A Department Overview - Data Operations & Privacy**



**GDI&A Department Overview - Global Analytics**



**GDI&A Department Overview - Analytics R&D**



**GDI&A Department Overview - Marketing & Sales Analytics**



**GDI&A Department Overview - Credit Analytics**



# GDI&A's Values

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## Smart

We value data as a strategic asset and will create analytic insights in the relentless pursuit of evidence based decision making



## Nice

We focus on building collaborative relationships with a high degree of mutual trust and respect using effective communication skills



## Curious

We are lifelong learners who actively increase our technical and business knowledge







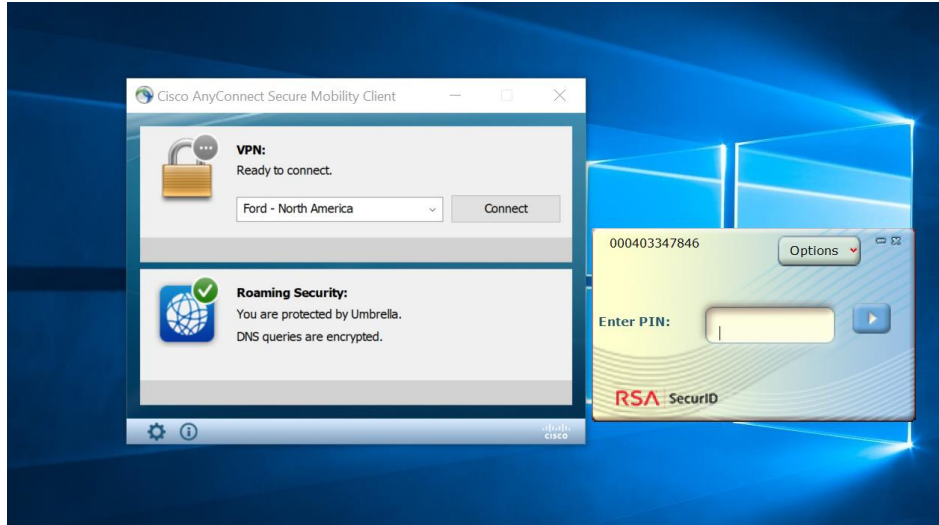
## Team Resources

Working Remotely, Learning,  
and Culture



**FORD ANALYTICS**   
Global Data Insight & Analytics

# VPN



When to use it and when not to use it:

Don't use VPN for WebEx meetings, Office tools, websites  
You may need to use it for analytics tools, data uploads and downloads, when you receive access error messages, for Life@Ford, and the full @Ford experience

For more help and information:

- [Remote access videos](#)
- [Work Remotely site](#)
- [VPN conversations on Yammer](#)

# WebEx Tips

Participants

Audio and Video Connection

Select Audio Connection

I Will Call In

1. Call

+1-313-248-3668 (FordNet 248-3668 / Toll)

+1-888-628-3668 (US Toll Free Number)

[All global call-in numbers](#)

2. Enter this access code:

129 921 6785 #

3. Enter your Attendee ID:

13 #

Start My Video

Select Video Connection

Integrated Webcam

Preview only

Your video is not showing in the meeting yet. ⓘ

May require double muting if you call in with your phone and computer

Audio and Video Connection

Select Audio Connection

Call Using Computer

Speakers/Headphones (Realtek...)

Use System Setting (Realtek(...))

[More options](#)

Connect Audio

Select Video Connection

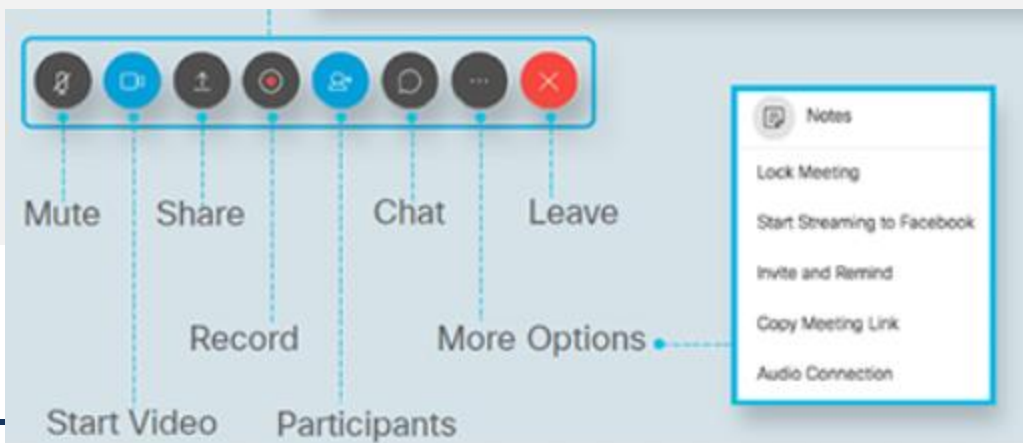
No Video

If you choose this option, you will not have video during call.

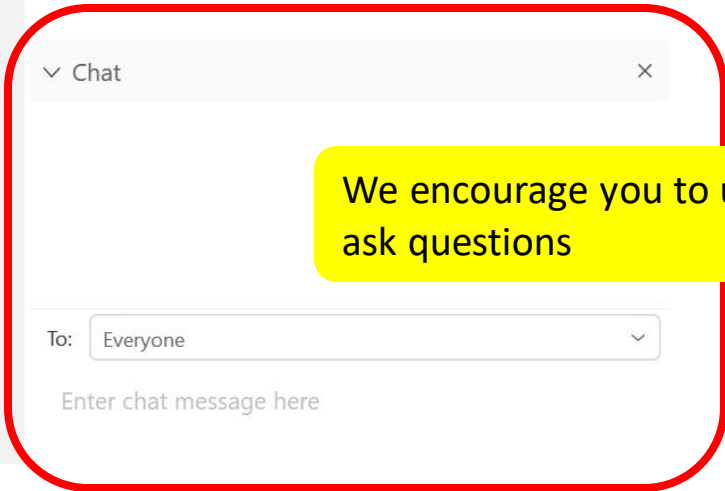


# WebEx Tips

Sign in to <https://ford.webex.com> to add your picture



Mute function



We encourage you to use the chat to ask questions

# Conference Call Bingo

## Conference Call Bingo

Hi, who just joined?	Can you e-mail that to everyone?	X? Are you there?	Uh, X, you're still sharing!	Guys, I have to jump to another call.
(Sound of someone typing... ...possibly with a hammer)	(Loud painful echo)	(Child noises)	Hi, can you hear me?	No, it's still loading.
Next slide please.	Can everyone go on mute, please?	Sorry, I was talking on mute.	Sorry, go ahead...	Sorry, my dog is really excited about this call.
So (fades out) I can (cuts out) by (unintelligible) ok?	Sorry, I am double booked.	X, your screen just greyed out.	Sorry, you cut out there.	Can we take this offline?
I'll have to get back to you on that.	Can everyone see my screen?	Sorry, I was having connection issues.	Sorry, I think there's a lag.	Sorry, the other call ran over.

# Meetings and Forums to Attend

- [Global Weekly Huddle](#) – Thursday Mornings with Bill Ford and Jim Hackett
- **Return to 10** – Thursday afternoons with North American leadership team
- **Curious Minds** – TED talk like conversations (on demand)
- **Corporate Intern Events**
- **GDI&A All Hands Meetings**
- **GDI&A Intern Events**
- **MPR** – Major Program Review meetings



On Demand Materials of the Future

# 2020 GDI&A Intern Events

**Early Summer/Intern  
Arrival Period**  
*June 1 – June 29*

**WebEx Teams Group Setup (First two weeks in June)**  
**Buddy/Mentor Programs Kickoff**  
**Virtual Game Session #1**

- Provides interns the ability to informally meet one another, play virtual games.

**Mid-Summer  
(Key Overlap Period With  
All Interns Present)**  
*June 30 – Approx. July 20*

**July 1 – Meet Gil Gur Arie**  
**July 7 – Lounge & Learn Session #1**  
**July 10 – Lounge & Learn Session #2**  
**July 16 – COVID-19 Taskforce Panel**

- Intern Q/A with GDI&A leaders (interns will view pre-recorded introductions to leadership)
- Members of GDI&A COVID-19 taskforce discuss skill team's role in Ford's virus response

**Intern Project Share Session #1**

- Interns with start dates between June 1 – June 15 give five minute overview of their summer project. FCGs will attend to provide advice.


**Late Summer/Intern  
Departures Begin**  
*Approx. July 20 – August 21*

**Virtual Game Session #2**  
**Intern Project Share Session #2**

- Interns with start dates between June 22 – June 29 give five minute overview of their summer project. FCGs will attend to provide advice.



# GDI&A Intern Page



## Global Data Insight & Analytics (GDI&A)

Public group | Proprietary ★ Following 458 members

GDIA Home

GDI&A Yammer Group

Business Engagement

Working Flexibly

✓ Communications

✓ Learning & Developm...

Analytics Tools

Analytics Dashboards

✓ New Team Member O...

Analytics Governance

Analytics R&D

Credit Analytics

✓ Data Operations & Pri...

✓ Global Analytics

✓ Marketing & Sales An...


+ New

Send by email


Promote

Page details

Published 6/1/2020 Edit




### GDI&A Interns



#### Global Data Insight & Analytics Department Slides

SLIDE 1 OF 97



#### 2020 Calendar of Events

**JUNE**  
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

**JULY**  
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

**AUGUST**  
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31


Orientation  
Note: Interns will only attend orientation during their first week.


Adapting to Change/Personal Branding  
Design Thinking Workshop  
Virtual D&I Fair  
Agile Training


Where there are two colors, there are multiple events.


\*All events (except orientation & payroll) are optional. Please discuss your attendance with your supervisor.

#### Key Links

[GDI&A Orientation & Department Videos](#)

[More GDI&A Videos](#)

[GDI&A Glossary of Terms](#)

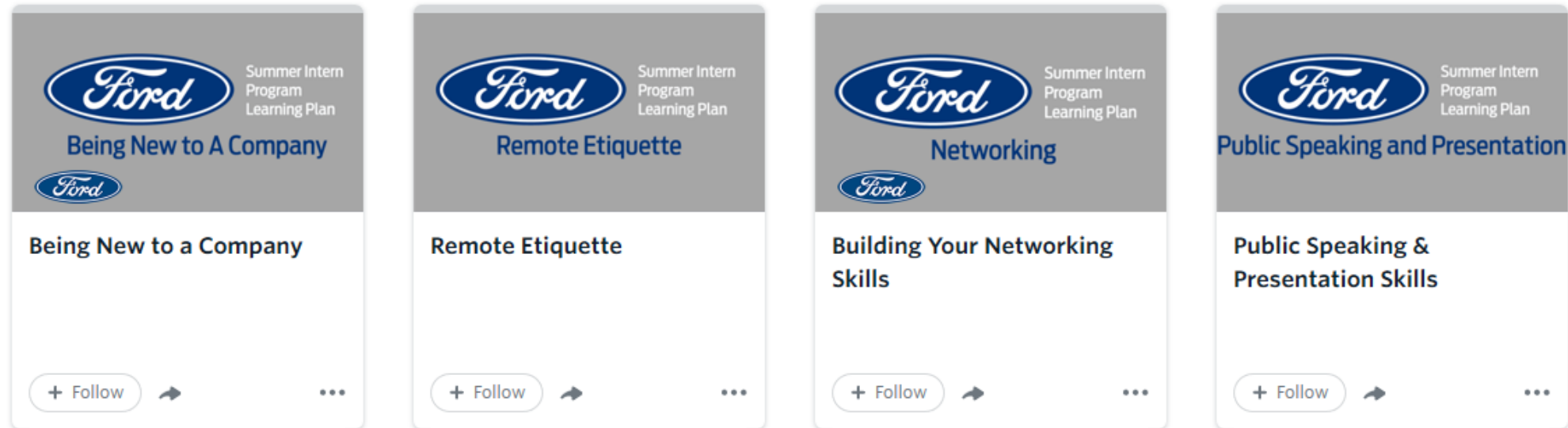
[Life@Ford](#)

# Summer Intern Learning Plan on Degreed

This plan is for summer interns at Ford to provide learning experiences that will help them be successful at a new job. It includes ways to acclimate, ways to work remotely, building networks, presentation skills, and many soft skills that companies find important.

## Getting Started With My Internship

We curated these pathways to set you up for success throughout the summer. You should start here! We've identified these skills and topics as the most important for your success. As you open each pathway, you find learning broken down into sections and lessons. Remember to click and scroll to see all of the great stuff! When you are finished with each learning asset, mark it complete and watch your points (under your profile) grow! You got this!



# GDI&A New Team Member Page

## New Team Member Resources



Working Flexibly



U.S. Onboarding Site



GDI&A Department Overview Videos



GDI&A FCG Page

## Learning Resources



GDI&A Learning and Development



Office 365 Training



Analytics Tools



GDI&A Technical Excellence



Women of Ford - GDI&A



Ford Merchandise Store




Ford Volunteer Corps



FERA | Ford Employee Recreation Association

# Join the Conversations – GDI&A Yammer Group







**Global Data Insight & Analytics (GDI&A)** PROPRIETARY



NEW CONVERSATIONS ALL CONVERSATIONS FILES SEARCH



WK

**Welle, Kathryn (K.)** – Friday at 02:46 PM  
Congratulations to all of our COVID-19 hackathon teams who did an amazing job during pitch day today! And congrats to the teams that won awards! If you missed out on the hackathon pitches, check out the attached pitch decks that were presented. If you have questions about any of the pitches or want to learn more, follow up with the team members. Thanks again to all that participated!

  
COVID19\_hackathon\_pitch\_day\_marketing\_final  
Global Data Insight & Analytics (GDI&A) > Files

  
COVID19\_hackathon\_pitch\_day\_mobility\_final  
Global Data Insight & Analytics (GDI&A) > Files


  
COVID19\_hackathon\_pitch\_day\_operations\_analytics\_part\_1\_final  
Global Data Insight & Analytics (GDI&A) > Files

  
COVID19\_hackathon\_pitch\_day\_operations\_analytics\_part\_2\_final  
Global Data Insight & Analytics (GDI&A) > Files

OneNote


Planner


PINNED [Add](#)


 [GDIA Department Slides](#)


RELATED GROUPS


+ Add a related group


 [GDI&A Applied Analytics G...](#)


 [Alteryx at Ford](#)


 [GitHub](#)

 [python](#)

 [Tableau at Ford](#)

 [Internet of Things](#)

 [Women of Ford - GDI&A](#)

 [Data Thinking](#)

ACCESS OPTIONS

☒ Subscribe to this group by email

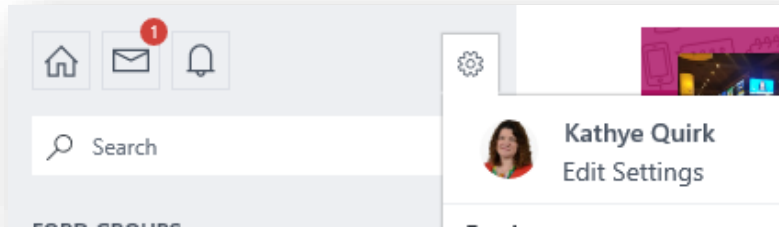
☐ Post to this group by email

Dive into our  
Department slides

Explore Related Groups



# Setting Yammer Notification Settings



## Account Settings

PROFILE NETWORKS ACCOUNT ACTIVITY MY APPLICATIONS NOTIFICATIONS

Select the network you'd like to change your notification settings for:

► Ford

### Email me when...

- ☒ There are updates from my groups (daily)
- ☐ I receive a message in my inbox
- ☐ I get new followers
- ☐ I install a new application
- ☐ I log in from somewhere new
- ☐ I post a message via email (This will send a confirmation email.)
- ☐ Someone invites me to a group
- ☐ Someone likes messages I posted (daily)
- ☒ Someone requests to join a private group I administer
- ☐ There are highlights from groups I haven't joined (weekly)
- ☐ There are new suggestions for people to follow (weekly)

There is new activity in the following groups:

- ☐ All Company
- ☐ Alteryx at Ford
- ☐ Climate Activism
- ☐ Collaboration Tools Advisory Council
- ☐ Communications Guild
- ☐ Corporate Orientation
- ☐ Crucial Conversations
- ☐ Dearborn Campus Transformation
- ☐ Design Thinking
- ☐ Digital Worker Community
- ☐ ECOFriends
- ☐ FOE Learning Laboratory
- ☐ Ford Classifieds
- ☐ Ford Credit - Leadership and Professional Development
- ☐ GDI&A Applied Analytics Guild
- ☐ GDI&A Business Engagement
- ☐ GDI&A Technical Excellence
- ☒ Global Data Insight & Analytics (GDI&A)

# Women of Ford – GDI&A

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- Affiliate of Women of Ford
- Global organization that primarily serves women in GDI&A
- To participate, bookmark and Join the Yammer group at [Women of Ford – GDI&A](#)



Watch for invitation to next event!



WOMEN of FORD  
GDI&A



## Questions

What else are you curious about?

**When in doubt, give us a shout!**

Kathy Biermann (kbierma2) or Kathy Quirk (kquirk)



**FORD ANALYTICS**   
Global Data Insight & Analytics



# Field Trip





# Welcome Video

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