



mulhern-Presentation-7.2

- It is important for there to be a balance between business-driven decisions and technology driven decisions.
- This balancing should be done by the CTO of an organization (The Enterprisers Project, 2015).
- The article The Enterprisers Project covers how Tech-Focused individuals can get "Lost in their work"
- This article suggest business minded individuals should reign over tech minded Individuals.
- This process is known as "management".

- I believe the opposite of what the article said.
- I believe business minded individuals are "money hungry"
- I believe business minded individuals are "greedy"
- I believe technology minded individuals can be bad at money management.
- For that reason it makes sense that there is a guy at the startup who manages money.

- An article by Soft Journ introduces the idea of Data-Driven Decision making.
- This idea of data-driven decision making is based upon the idea of facts as opposed to observation.
- Instead of a person of authority at a startup making decision upon what they see; they instead make decision upon what the numbers tell.
- This is good for money management.
- This is also a good methodology for marketing the product.

- An example of data-driven decision making would be this example of marketing.
- The data behind paid advertising suggests paid advertising costs money
- However SEO doesn't cost money.
- So it's a good idea for a marketer to do SEO than paid because it costs less money.
- That was a data-driven decision making decision.

- Data driven marketing is the term for the previous example (Soft Journ, 2019).
- Some of the advantages of Data-Driven Decision making is it can lead to greater accountability (Soft Journ, 2019).
- It also can be improved upon continuously (Soft Journ, 2019).
- It is a business model that works.
- It is clean; concise and an analytic way to approach business (Soft Journ, 2019).

- Data Driven Decision Making can also lead to greater employee satisfaction (Soft Journ, 2019).
- It can improve employee productivity (Soft Journ, 2019).
- It can improve other facets of how employees work.
- It can save the startup money.
- It can ultimately make more money.

- Overall when deciding upon a business model its important to stay neutral.
- This means not going with an overly business model
- Or an overly technology driven business model
- This means adopting neutrality as a way of life.
- And this also means data-driven decision making is the ultimate neutral between business and technology.



- There can be many issues with making decisions that are too business driven
- There can be issues with making decisions that are too technology driven
- That's why neutrality is often sought out in the data
- This data can be collected from metrics
- Metrics are the heart of data.

# References

1. The Enterprisers Project. (2015). How CTOs can balance business and technology interests. Retrieved from <https://enterpriseproject.com/article/2015/9/how-ctos-can-balance-business-and-technology-interests>.
2. Soft Joun (2019). Data-Driven Decision Making. <https://softjourn.com/blog/article/data-driven-decision-making>