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ISA 616 Business Value Reflection

The first main takeaway I have from this course is to “begin with the end in mind”. This phrase has stuck with me from the very first week and is one I know will serve me well for the rest of my professional career and life. We have already accomplished this with the business value proposition assignment. At first, this assignment felt trivial to me, but as I was doing it, and as I realized some of the mistakes I made doing it while workshopping during class, I realized just how easy it is to be on the wrong page with a client. Moving forward, and in my professional career I will always :begin with the end in mind’ by ensuring I am on the same plan of action and have the same goals as my clients and supervisors. This might even manifest itself through company values and the interview process this fall.

The second main takeaway from this course has been that your message should be catered to your audience. In order for someone to best understand the value of what you are doing, you need to be speaking their language. Who your customer or audience is will ultimately decide what is or is not important for what you are communicating with them. The main activity from class that we saw this was the Knowledge Reuse article (Markus 2001) in which the author went into great depts about certain types of knowledge reuse, all based on who the “reuser” was. This will come to light as we complete the client project in the spring, ensuring we keep things at a presentable level, and communicate what makes sense to the specified audience. This concept will also play out in my professional career as it is always important to consider who you are addressing your message to in order to communicate the proper information, tone, and sentiments to the correct person.

The final main takeaway I have gained thus far in this course is when creating a process that needs to be implemented by others, you must clearly outline each step of the process so that they can also understand how to use what you have created. If you are spending time doing things that are not reproducible for a certain audience, it can be a huge waste of your time. This concept was best represented by comparing the two capstone projects. While one may have had a tidier or better solution, it was not as well documented in their process, and the solutions and implementations were difficult to follow. Data science and analytics can be very difficult to follow at times, so documentation of processes that allow for reproducibility are a key component to what we do. I am interested to see how we will best implement this knowledge further in the class, and will certainly need to develop a process on how to track my tasks completed in a project when I enter the working world (perhaps this is where the Kanban boards come in?).

One other item of interest from class was “what it means to deliver value” we talked about three main ideas when it comes to delivering value. One: it must be practical (can I get this done?). Two: it must be feasible (do I have the proper resources?). And Three: it must be cost-effective (Is it worth completing?). I would like to learn more about this process of decision making. These questions seem very important when it comes to business decisions and I would like to see them played out in a real-life scenario. I am hoping to discover more about this throughout the semester long project, as well as the client based project starting in January.