

# The Talk On Talks

Phil Henrickson  
AE Business Solutions

# The Talk or On Talks

# The Talk On Talks

or

How to Give a  
Good  
Presentation  
While Trying  
Very Hard and  
Caring a Lot

# The Talk On Talks

# Talk About

## The Talk

### On Talks





# The Rebel's Dilemma

Why do people participate in collective action against their government?

Gurr: Potential for collective action varies with the intensity and scope of relative deprivation.



How could you disprove Gurr?

What are the necessary components of a model [theory]?

Relative deprivation is present everywhere, yet revolutions are rare.

Iran



Algeria



Sierra Leone



**Why do individuals participate in collective action against their government?**

**The Puzzle**

**Selective Incentives**



**Evidence?**

**Social Networks**



Relative deprivation  
Selective incentives  
Social networks  
Revolutionary potential  
Revolutionary potential

Participation in collective action against the state  
Revolutionary potential

The Rebel's Dilemma:  
A model of rebellion that predicts rebellion by those who feel deprived

# Predicting the Costs of War

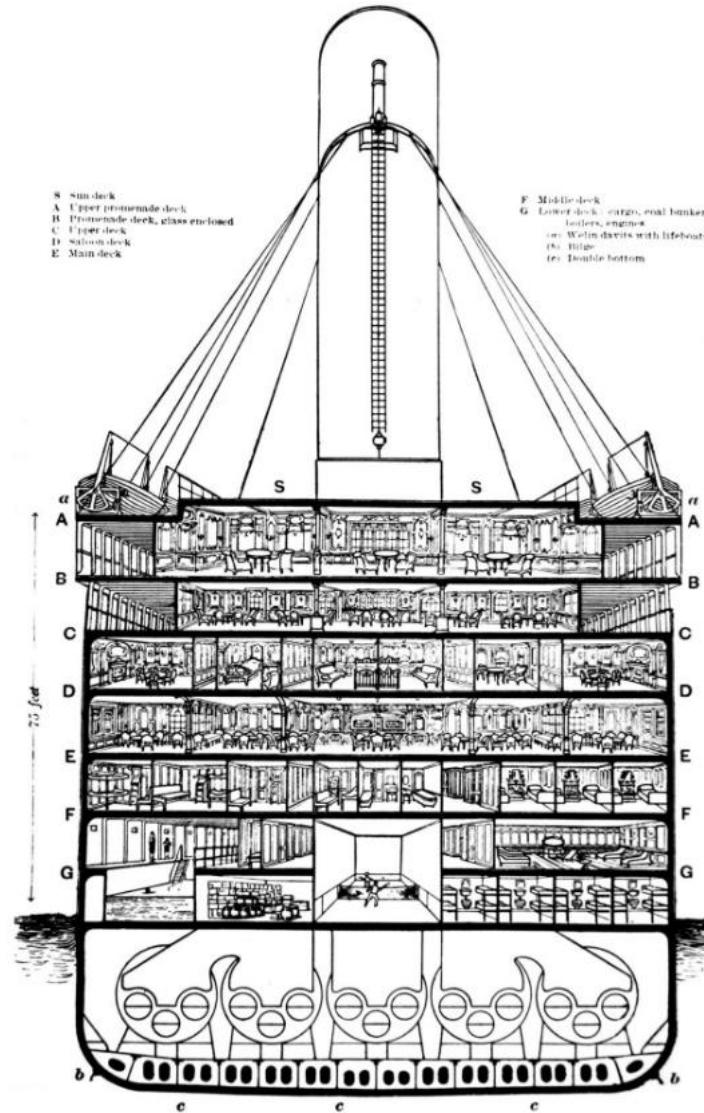
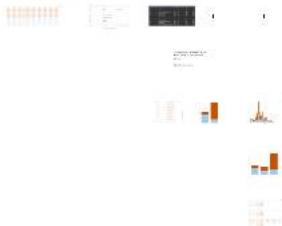
Phil Henrickson

Florida State University

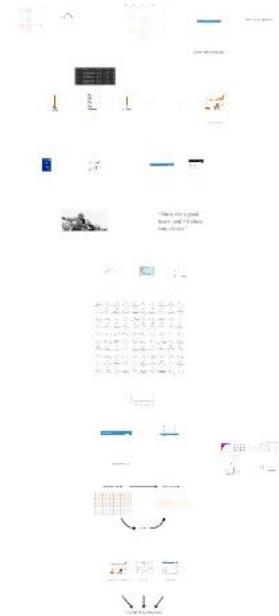
## The Challenge



## The Data



## Predictions!



The Titanic Competition



# What is this thing called **Data Science?**

Phil Henrickson, PhD  
AE Business Solutions  
Delivered April 18, 2019





"Talk Like TED is a smart, practical book that will teach you how to give a kick-butt presentation." – Daniel H. Pink,  
#1 New York Times bestselling author of *To Sell Is Human* and *Drive*



# TALK

THE 9 PUBLIC-SPEAKING SECRETS

# LIKE

OF THE WORLD'S TOP MINDS

# TED

CARMINE GALLO

BESTSELLING AUTHOR OF *THE PRESENTATION SECRETS OF STEVE JOBS*

1)

2)

3)

4)

5)

6)

7)

8)

9)

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OF THE WORLD'S TOP MINDS

# TED

CARMINE GALLO

BESTSELLING AUTHOR OF *THE PRESENTATION SECRETS OF STEVE JOBS*

1)

2) Master the Art of  
Story

3)

4)

5) Deliver Jaw-Dropping  
Moments

6)

7)

8)

9)

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# TALK THE 9 PUBLIC-SPEAKING SECRETS LIKE OF THE WORLD'S TOP MINDS TED CARMINE GALLO BESTSELLING AUTHOR OF *THE PRESENTATION SECRETS OF STEVE JOBS*

FROM THE BESTSELLING AUTHOR OF  
**TALK LIKE TED**

THE  
**STORYTELLER'S  
SECRET**

FROM TED SPEAKERS TO BUSINESS LEGENDS,

WHY SOME IDEAS CATCH ON AND OTHERS DON'T

READ BY THE AUTHOR

CARMINE GALLO



what this talk isn't

I would never tell you to present the way I do

I would never give you a series of  
**DOs and DON'Ts**

This is not '**How to Make Awesome Slides'**

what this talk isn't

I would never tell you to present the way I do

I would never give you a series of  
**DOs and DON'Ts**

This is not '**How to Make Awesome Slides**'

Your slides are not the talk

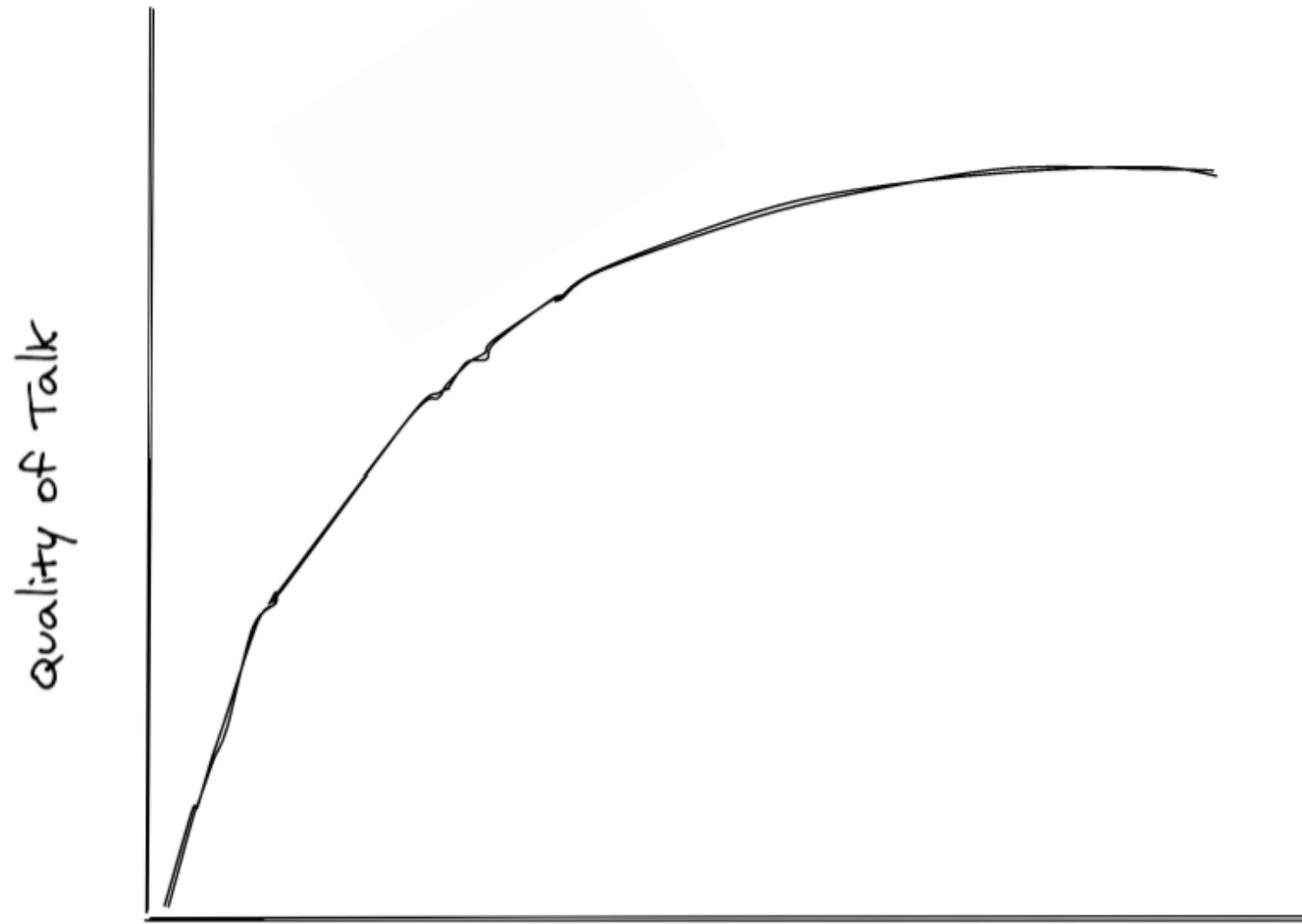
YOU are the talk

what this talk is

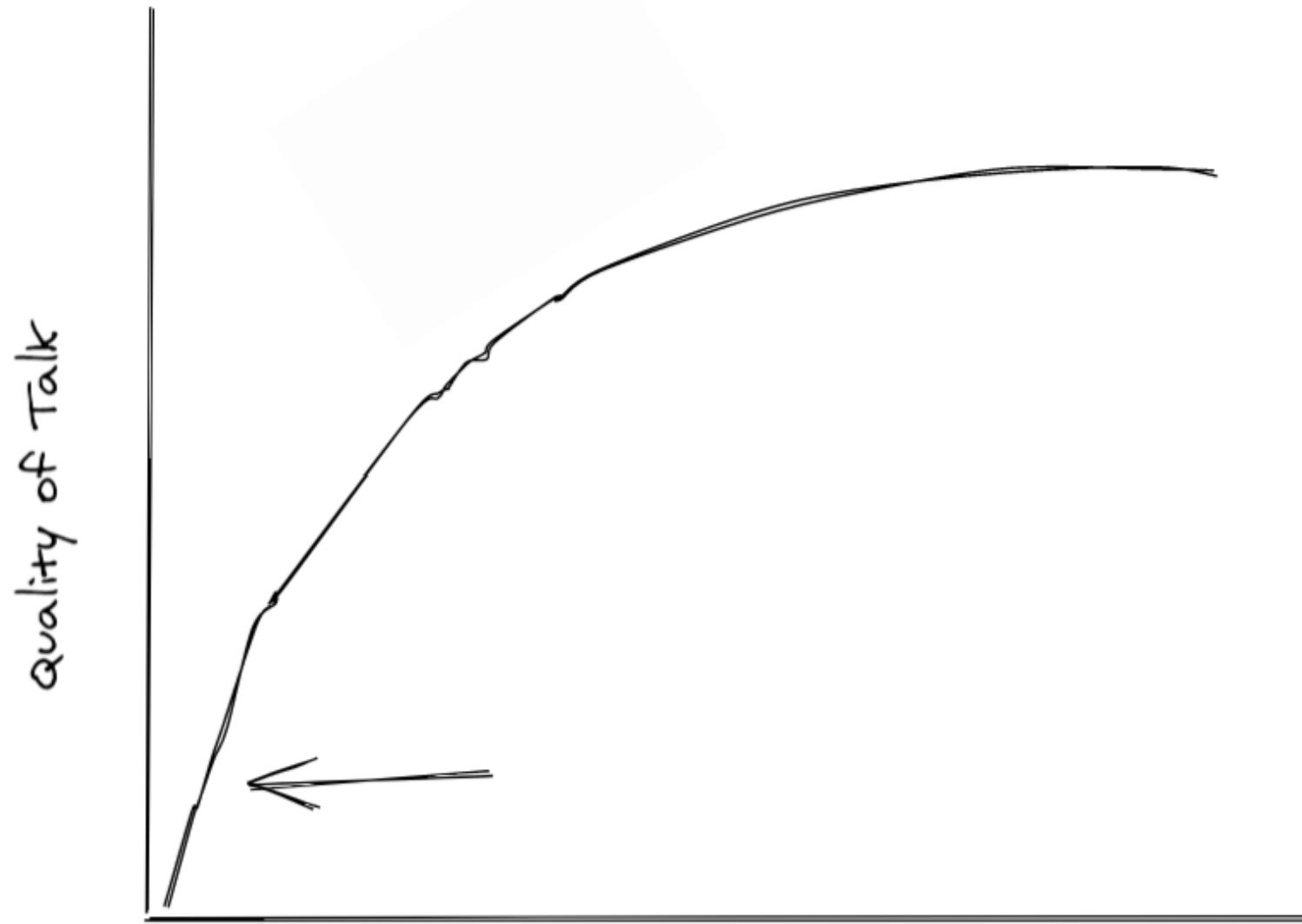
Reflect on the **importance** and **difficulty** of  
communicating with an audience

**A call to action:**

If you spend an extra 15 minutes preparing  
your next presentation, I will consider this a  
partial success

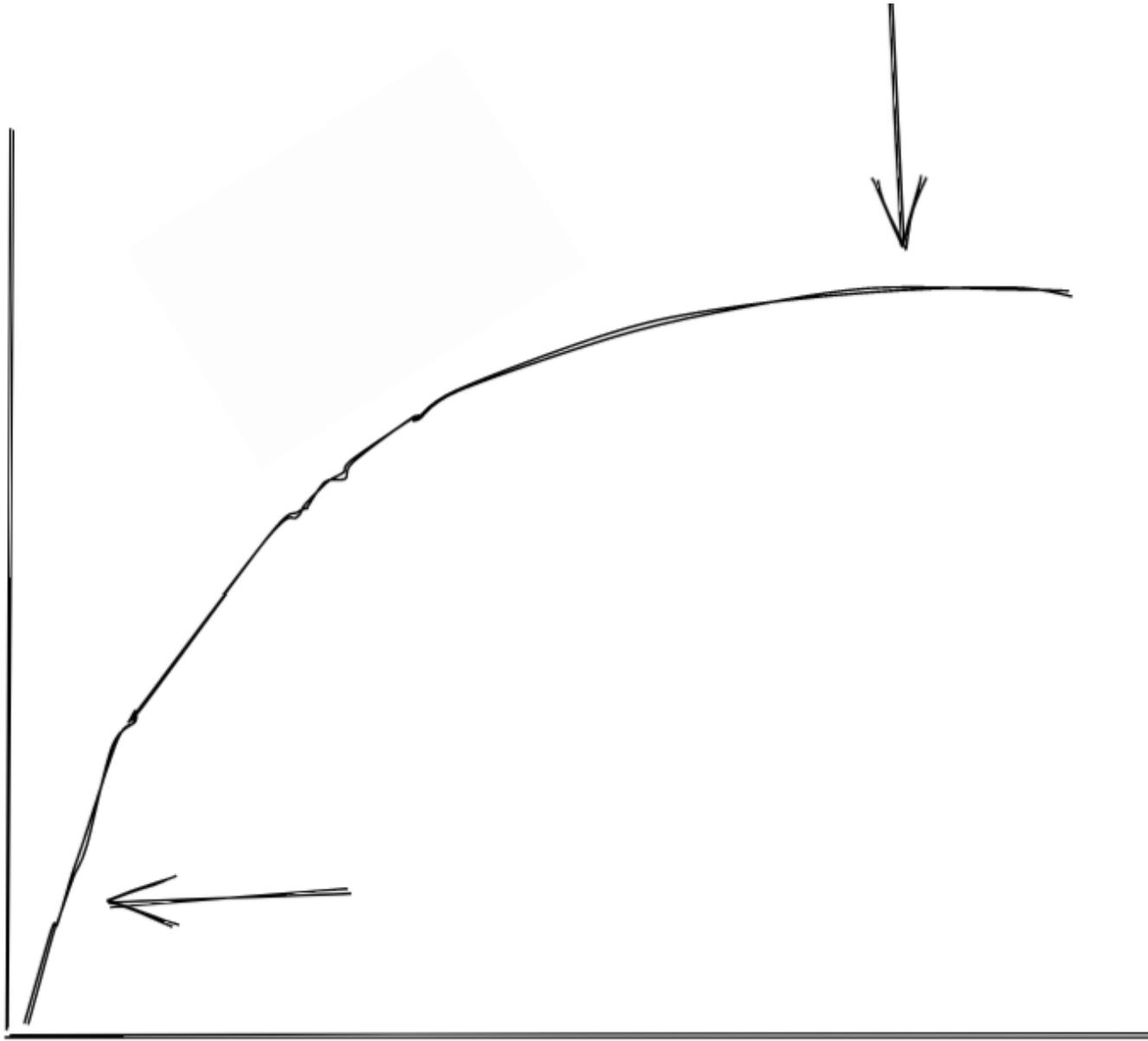


Time Preparing the Talk



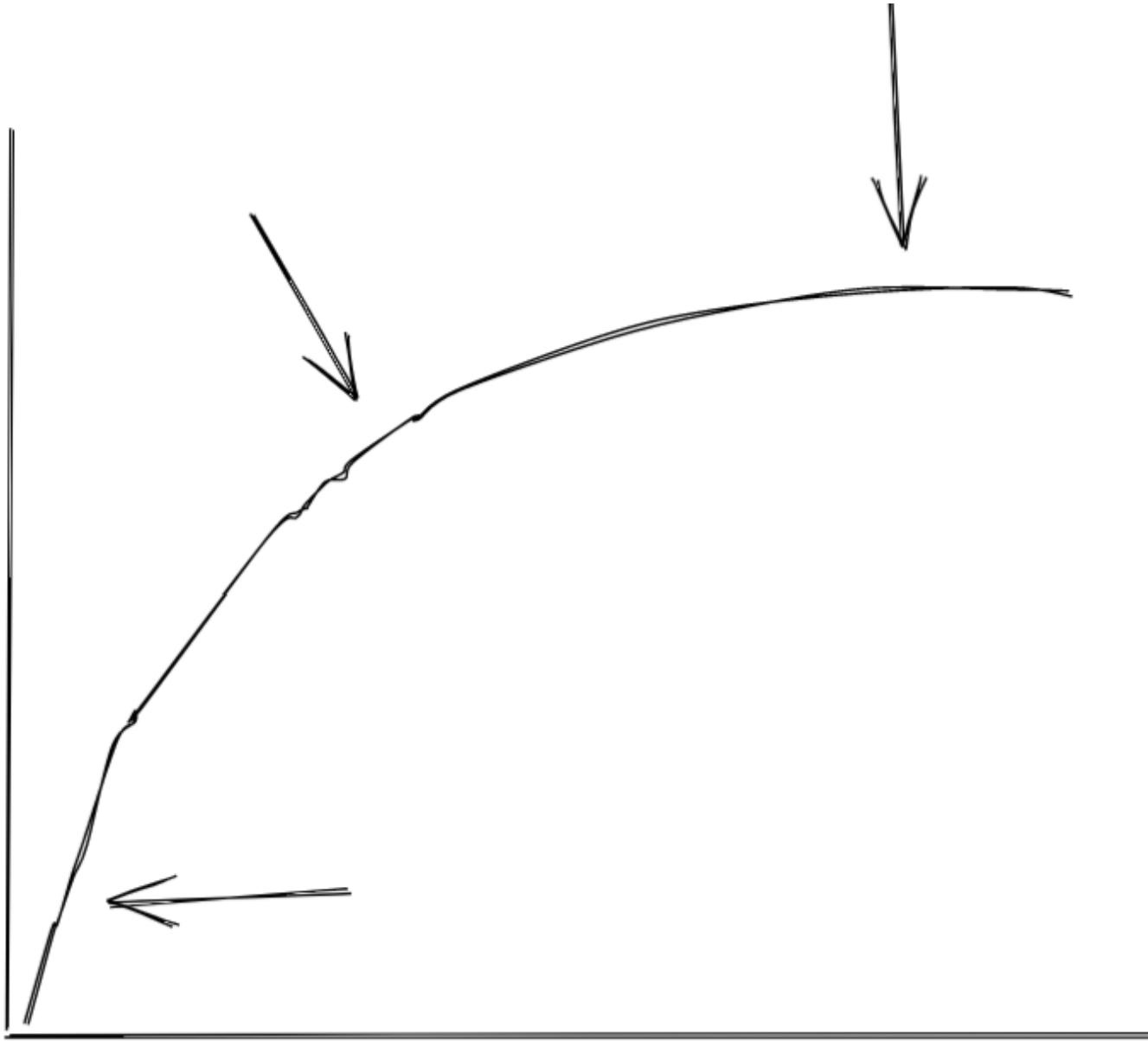
Time Preparing the Talk

Quality of Talk



Time Preparing the Talk

Quality of Talk



Time Preparing the Talk

# The Talk On Talks

o) Reflection and Mimicry

# The Talk On Talks



# Data Scientist

## Requirements:

- Strong Scientific research background
- Masters/Phd in a quantitative science (physics, math, statistics, economics) with published works
- Excellent Python and SQL skills
- Excellent ability to measure variables and create reports based on your findings
- Ability to communicate your findings and present opportunities for improvement to the rest of the Data Science team

## Things you'll be doing:

- Using supervised and unsupervised learning to search for root cause problems in data
- Looking for patterns of interest in large sums of data
- Managing a program that makes robust statistical measurements across millions of rows of data
- Triage, detect, and report problems throughout our data pipeline
- Maintain comprehensive documentation of data, definitions, tables, and schemas
- Create a roadmap for short and long-term improvements in our system

## Who you are:

- Driven: You're hungry and looking for a challenge in a fast-paced line of work on a young cross-functional team
- Astronomically high Standards: You love building great teams and you're passionate about maintaining high standards.
- Ambitious: You have a relentless desire to automate everything possible to maximize consistency and effectiveness, and to minimize manual efforts
- Passionate: VEDA is driven by our team members' belief that healthcare powered by data can work better for patients, providers and health plans. We share a desire be a positive force to create a healthier world.

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# Data Engineer

## Basic Qualifications

- A desire to work in a collaborative, intellectually curious environment
- Degree in Computer Science, Engineering, Mathematics, or a related field with 3+ years of industry experience
- Demonstrated strength in data modeling, ETL development, and data warehousing
- Data Warehousing Experience with Oracle, Redshift, PostgreSQL, etc.
- Query performance tuning skills
- 2+ years of experience using big data technologies such as Spark, Hive, EMR etc..
- Coding proficiency in at least one modern programming language (Python, Ruby, Java, etc.)
- 1+ year of experience working in a cloud infrastructure environment and using various AWS technologies - Data-pipeline, Redshift, Athena, S3, EC2, etc.
- 1+ year of knowledge and direct experience using data integration tools.  
(e.g.Informatica, Talend etc.)

## Preferred Qualifications

- Master's degree in Engineering or Math/Statistics/ or related discipline
- Industry experience as a Data Engineer or related specialty (e.g., Software Engineer, Business Intelligence Engineer, Data Scientist) with a track record of manipulating, processing, and extracting value from large datasets
- Experience building/operating highly available, distributed systems of data extraction, ingestion, and processing of large data sets
- Experience building data products incrementally and integrating and managing datasets from multiple sources
- Experience leading large-scale data warehousing and analytics projects using AWS technologies – Redshift, Data-pipeline, Lambda, Athena, S3, EC2 and other big data technologies
- Knowledge and direct experience using business intelligence reporting tools.  
(e.g.Cognos, Tableau, QuickSight etc.)
- Proven success in communicating with users, other technical teams, and senior management to collect requirements, describe data modeling decisions and data engineering strategy

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# Cyber Security Engineer

## **Essential Functions/Duties:**

- Assist in the creation and maintenance of enterprise security policies, controls, and standards for technologies defined within the organization's taxonomy
- Assist the Manager of Security/Compliance with the annual Security Awareness Training program and ensure compliance to program
- Conduct a thorough review of the existing logging / monitoring deployment of security tools to confirm log collection is occurring from all the critical systems that should be reporting into the log consolidation solution, identifying gaps then providing analysis & recommendations for tuning security systems' rules, alerting and reporting.
- Oversee, manage and provide reporting from the Next Generation Firewalls (NGF)s, Anti-Virus, Malware, Security Information and Event Management (SIEM), Intrusion Detection / Prevention (IDS/IPS), Domain Name Services (DNS), Vulnerability scanners, and other security solutions that comprise the Security Architecture of the organization.
- Monitor and measure adherence & compliance to the patch management process for operating systems, software applications, firmware, etc., and produce monthly metrics of patching results.
- Work closely with Project Managers and System Design architects to provide security requirements and confirm their integration within the appropriate phases of the Systems Development Life Cycle (SDLC).
- Partner with infrastructure team on vulnerability assessment and remediation.
- Work closely with Manager of Security/Compliance for troubleshooting security related problems, identifying and implementing security strategy and solutions.
- Manage the security incident process; monitor tickets, reports, and events produced from our SIEM with respect to server logs, firewall logs, and network traffic for unusual or suspicious activity, and make recommendations based on those findings
- Research attempts to compromise security protocol and recommend

recommendations based on those findings

- 
- Research attempts to compromise security protocol and recommend solutions.
  - Recommend and validate information security controls and guidelines to ensure compliance with the Information Security program.
  - Support the annual PCI recertification efforts.

**Key competencies:**

- Technical background, with understanding of key concepts within Information Security, including identity access & management, user authentication and authorization as well as compliance and risk.
- A demonstrable ability to weigh business needs against security concerns and articulate issues to the user community.
- Experience with Palo Alto Networks Next-Gen Firewall with Panorama centralized management is preferred.
- Experience with Microsoft Azure application, network, and security architecture preferred.
- A proven ability to identify and analyze potential problems and enhancement opportunities.
- Demonstrated understanding of policies and IS requirements.
- Analytical and problem solving abilities with keen attention to details.
- Experience or familiarity with similar security-related tools such as Netwrix, PAN, WSUS, Alteris, LAPS, Okta, ServiceNow, IP360/Tripwire, LogRhythm (SIEM), Privileged Access Management tools.
- Effective oral and written communication skills.

**Education and Experience:**

- Bachelor's degree from an accredited U.S. college or university, or equivalent non-U.S. degree
- 6 to 12+ years of experience in the following: security incident response, security applications/tools administration, or operating system support,

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We are awash in a sea of bad communication  
less than effective presentations.

We are awash in a sea of ~~bad communication~~  
less than effective presentations.

These are usually recognizable by overcrowded  
slides and halfhearted chuckling.

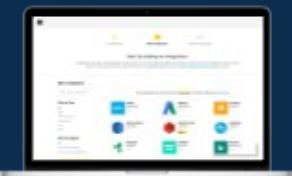
# TALEND DATA FABRIC

DELIVERS TRUSTED DATA AT SPEED – DEPLOYED IN THE CLOUD

## INTEGRATION

## INTEGRITY

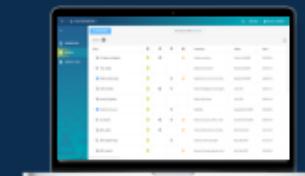
## INTELLIGENCE



STITCH DATA  
LOADER



DATA  
INTEGRATION



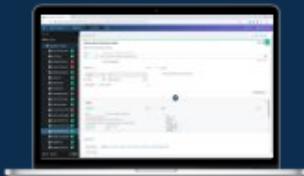
DATA  
PREPARATIO  
N



DATA  
STEWARDSHIP



DATA  
CATALOG  
(On-Prem Only)



API & APPLICATION  
INTEGRATION  
(Cloud Only)

COLLECT

TRANSFORM

GOVERN

SHARE

A COMPLETE DATA MANAGEMENT & GOVERNANCE PLATFORM

Self-service

• Pervasive Data Quality

• Unified Environment •

Native Performance

# TALEND DATA FABRIC

## DELIVERS TRUSTED DATA AT SPEED – DEPLOYED IN THE CLOUD

### INTEGRATION



STITCH DATA  
LOADER



DATA  
INTEGRATION

### COLLECT

You all are the technical folks  
so you don't need to care  
about these slides

huehuehuehuehuehuehue

### INTELLIGENCE



DATA  
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On-Prem Only



API & APPLICATION  
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Native Performance

# ALTER YOUR ANALYTICS LIFECYCLE



BEFORE



IT

Data Sources



Informatica, Talend, Paxata, Trifacta

Data Cleansing  
Scripts and Tools



Prep and Blending  
Scripts and Tools



GIS  
Specialists

Spatial Tools



Esri, Pitney Bowes



Data  
Scientists

Predictive and Prescriptive  
Scripts and Models



SPSS, SAS, R, Python



IT and  
DevOps

Production and Output  
Development



Java, PHP, C++, Ruby



Business  
Analysts

Visualizations & Reports



Microsoft, Tableau, Qlik

## ALTERYX SELF-SERVICE



Analyst

Find the right  
data asset



Data  
Cleansing



Prep and  
Blending



Spatial  
Data



Predictive and  
Prescriptive



Production and Output



**NEW INSIGHTS  
BETTER DECISIONS  
MORE VALUE**



alteryx

The Thrill  
of Solving

# ALTER YOUR ANALYTICS LIFECYCLE



BEFORE



IT

Data Sources



Informatica, Talend, Paxata, Trifacta

Data Cleansing  
Scripts and Tools



Prep  
Script

I know this is a lot to take in,  
how bout we just get to the  
demo



IT and  
DevOps

Production and Output  
Development



Java, PHP, C++, Ruby



Business  
Analysts

Visualizations & Reports



Microsoft, Tableau, Qlik

ALTERYX SELF-SER



Analyst

Find the right  
data asset



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Prep and  
Blending



Spatial  
Data



Predictive and  
Prescriptive



Production  
and Output

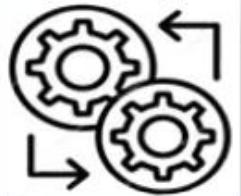


NEW INSIGHTS  
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alteryx

The Thrill  
of Solving



## Data Management

- Data Quality
- Data Integration
- Master Data Management
- Data Modeling
- Ecosystem Architectures
- Data Security



## Analytics, Data Science, Business Intelligence

- Dashboards
- Visual Analytics, Discovery
- Geospatial Analytics
- Data Mining, Predictive, Machine Learning, Neural Networks



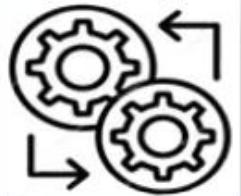
## Methodologies & Strategies

- Performance Management
- Change Management
- Leadership Strategies
- Organizational Models
- Programming: R, Python
- Lifecycle Management
- Governance



## Development, Deployment, & Delivery

- On Premise, Public, Private, Hybrid Cloud
- As a Service, IaaS, PaaS, SaaS
- Operationalizing Analytics & Decision Science
- DevOps



## Data Management

- Data Quality
- Data Integration
- Master Data Management
- Data Modeling
- Ecosystem Architectures
- Data Security

Sorry this might be hard  
to see  
huehuehuehuehuehuehue



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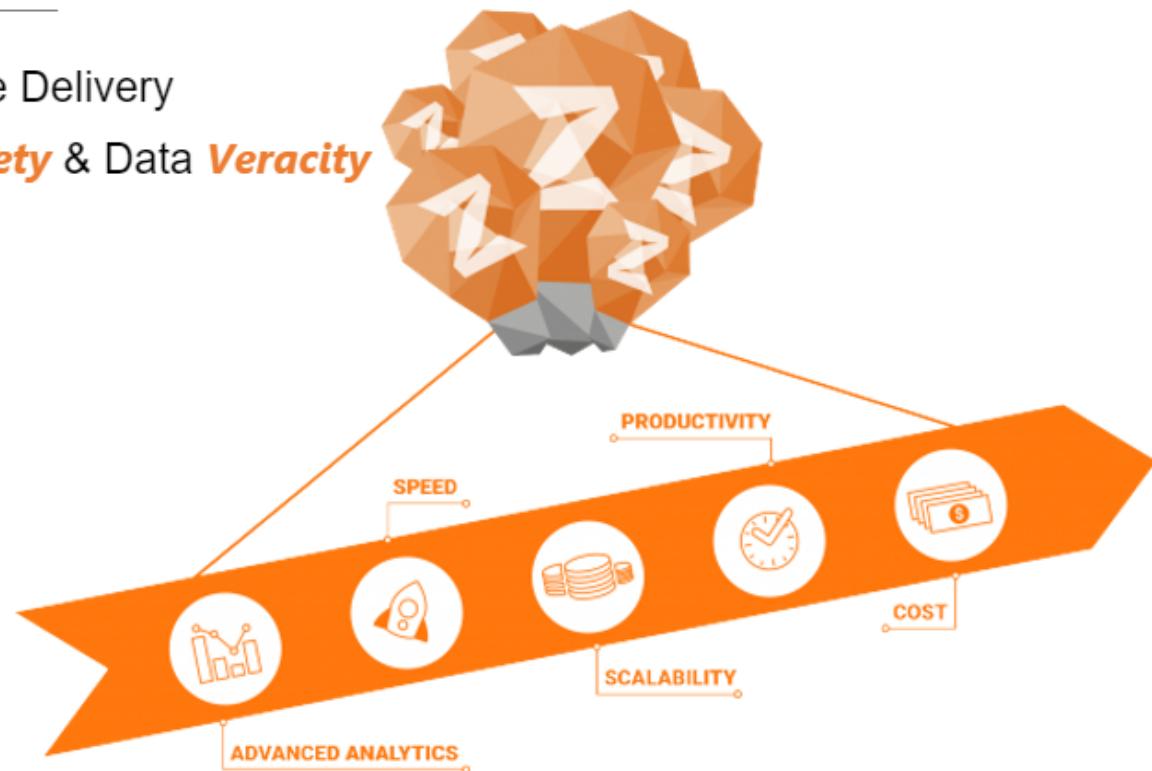
# ACCELERATING DATA DELIVERY ACROSS AN ENTERPRISE

## Better, Faster, Cheaper

### Data & Analytics Modernization

- Rapid Time To Value - Agile Business Intelligence Delivery
- Increase Data **Volume**, Data **Velocity**, Data **Variety** & Data **Veracity**
- Performance for Complex Analytical Workloads
- Real Time & Streaming Analytics
- Hybrid Cloud Modernization

In the past it takes  
TOO LONG to get answers



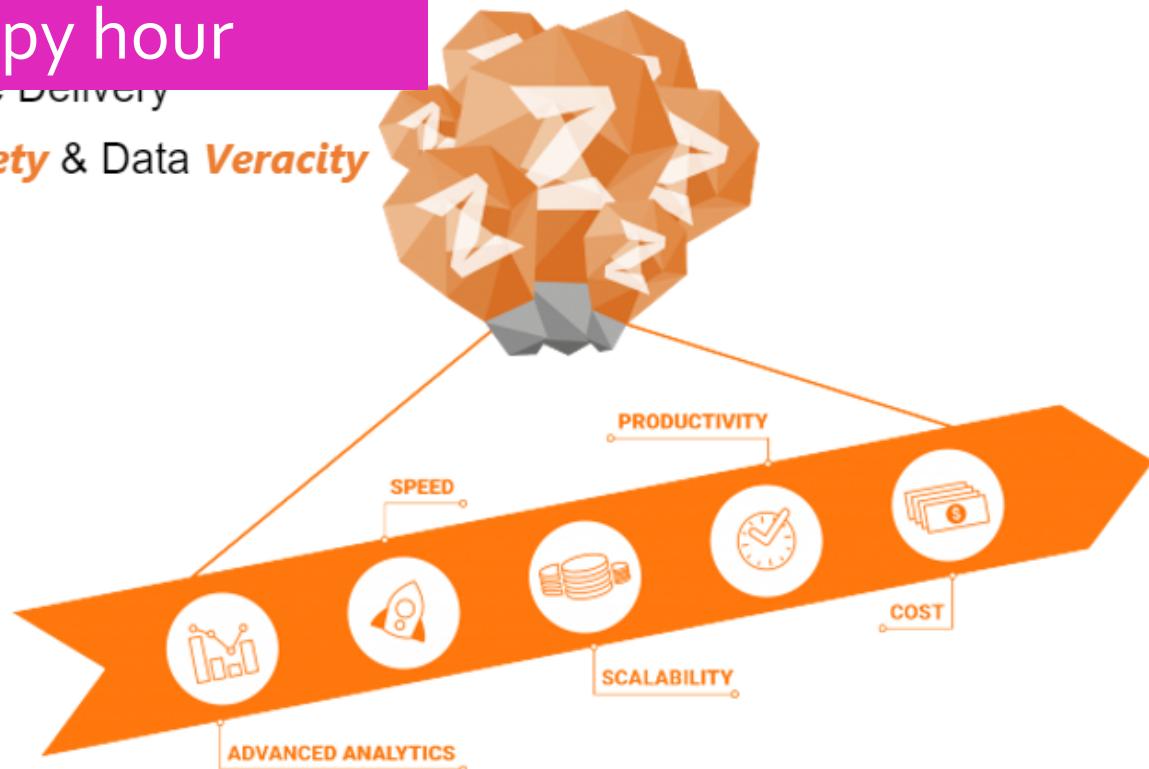
# ACCELERATING DATA DELIVERY ACROSS AN ENTERPRISE

## Better, Faster, Cheaper

We'll just zoom through these slides and get to the happy hour

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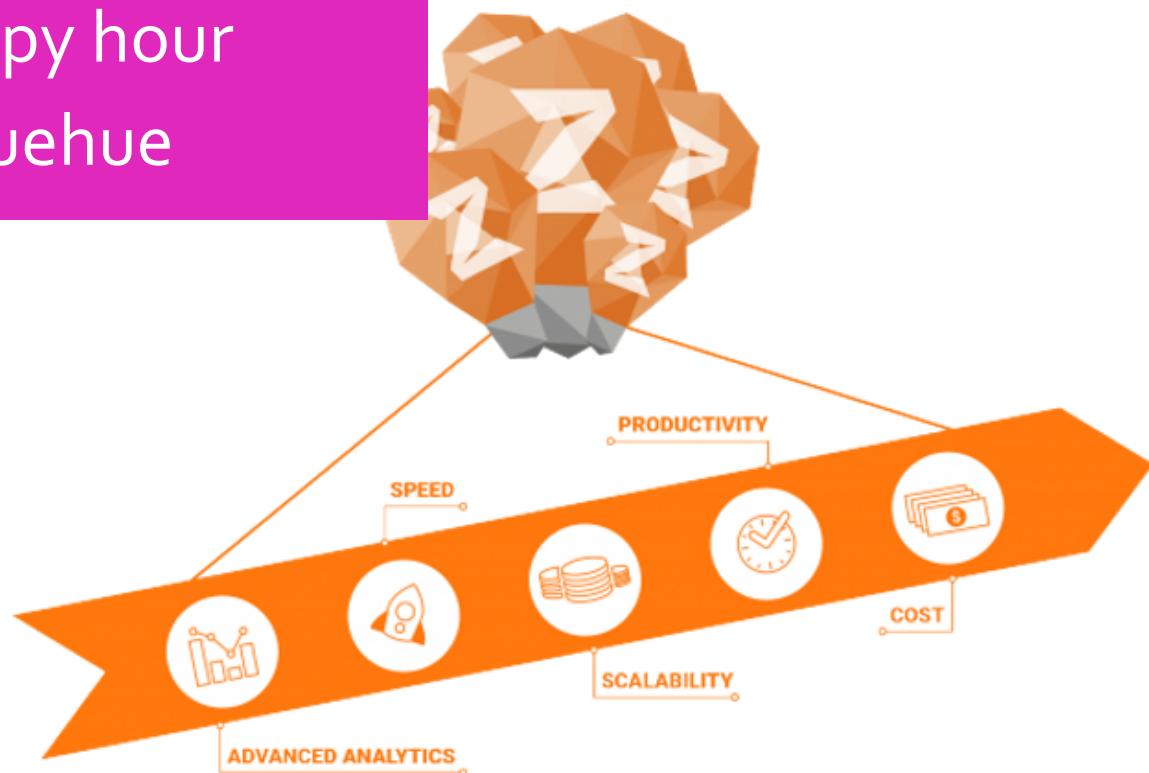
# ACCELERATING DATA DELIVERY ACROSS AN ENTERPRISE

# Better, Faster, Cheaper

We'll just zoom through these slides and get to the happy hour huehuehuehuehuehuehue

- Rapid Time-to-Value
  - Increase Revenue
  - Performance for Complex Analytical Workloads
  - Real Time & Streaming Analytics
  - Hybrid Cloud Modernization

## In the past it takes TOO LONG to get answers











THE INTERNATIONAL BESTSELLER

**Tiny Changes,  
Remarkable Results**

# Atomic Habits

An Easy & Proven Way  
to Build Good Habits  
& Break Bad Ones



**James Clear**

THE INTERNATIONAL BESTSELLER

## Tiny Changes, Remarkable Results



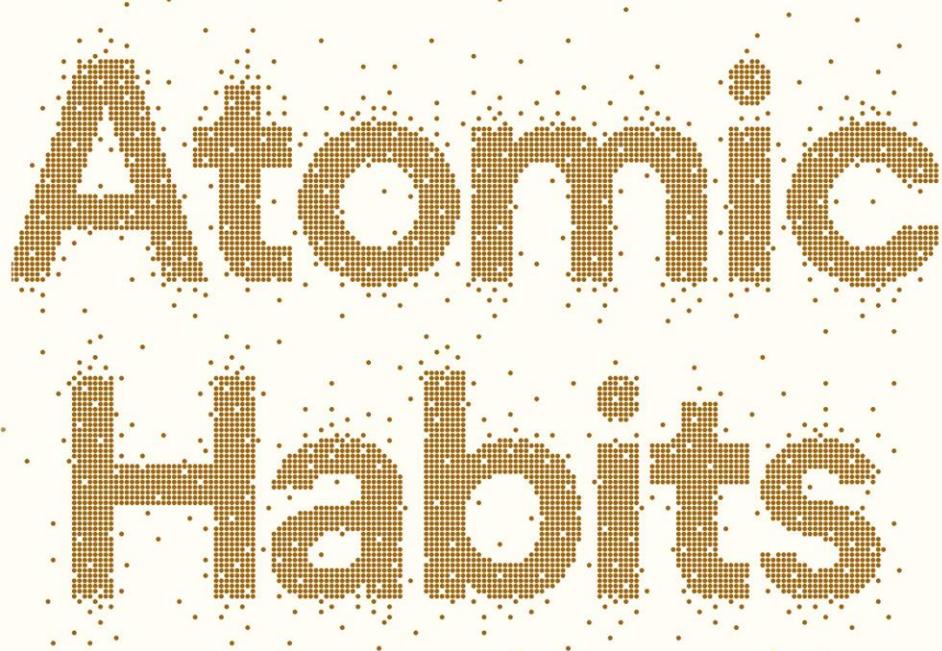
When you can't win by being better, you can win by **being different**.

By combining skills you reduce the level of your competition and make it **easier to stand out**.

James Clear

THE INTERNATIONAL BESTSELLER

## Tiny Changes, Remarkable Results



James Clear

A good player works hard to win the game everyone else is playing.

A great player **creates a new game** that favors their strengths and avoids their weaknesses.

















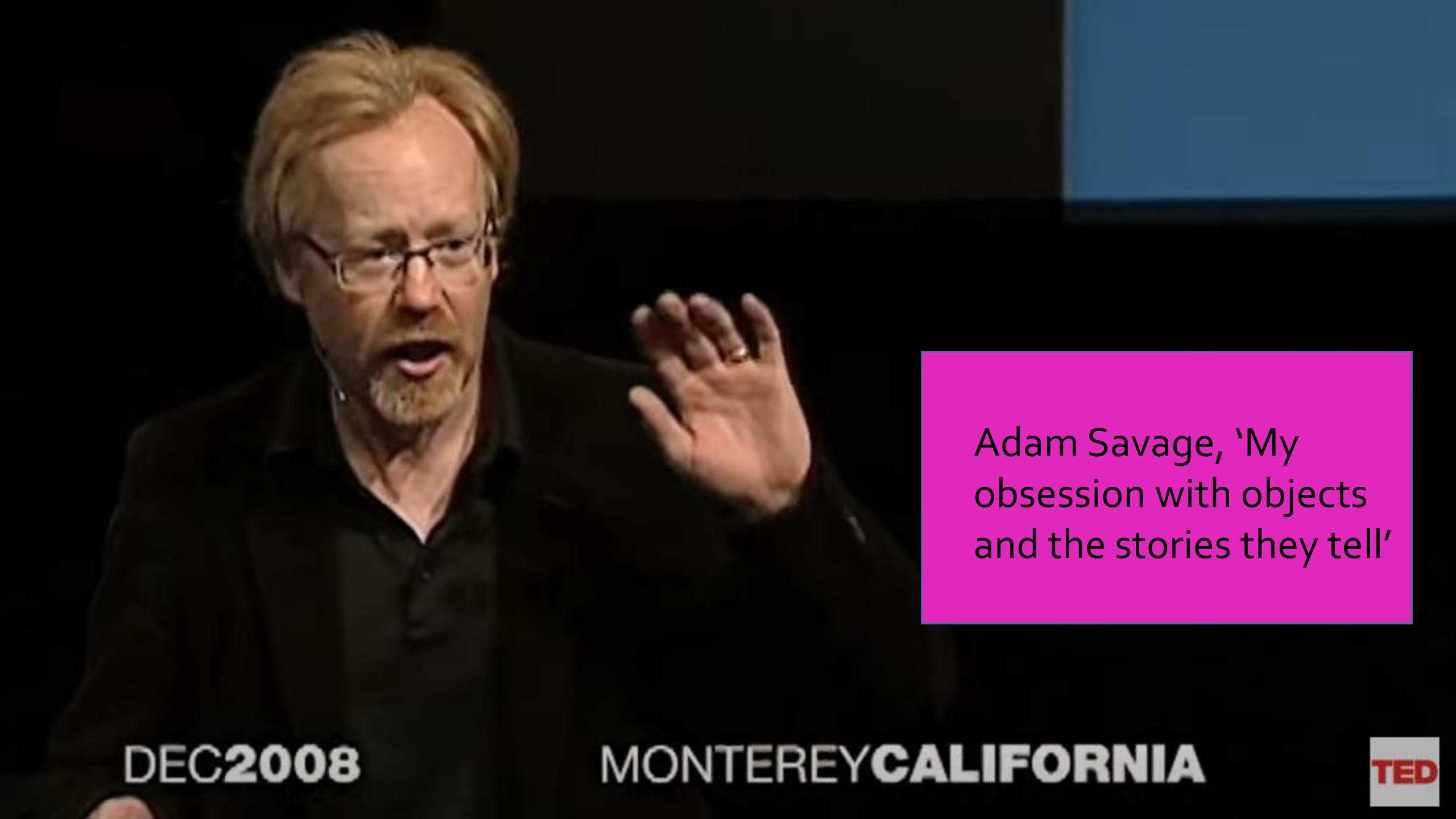


A close-up photograph of a man with light brown hair, wearing glasses and a beard, speaking with his mouth open and gesturing with his right hand. He is wearing a dark turtleneck sweater. The background is dark.

**DEC2008**

**MONTEREY CALIFORNIA**

**TED**

A medium shot of Adam Savage, a man with glasses and a beard, wearing a dark shirt. He is gesturing with his right hand while speaking. The background is dark.

Adam Savage, 'My  
obsession with objects  
and the stories they tell'

DEC 2008

MONTEREY CALIFORNIA

TED



TED



TED

PEASANTSHOP

Downloads

SAVAGEWORKS

CREATIVE PROJECTS

MYTHBUSTERS

mistersavage

Music

TED

cockpit photos

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custom powerbooks

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Dead Man's Chest

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Dodo Skeleton

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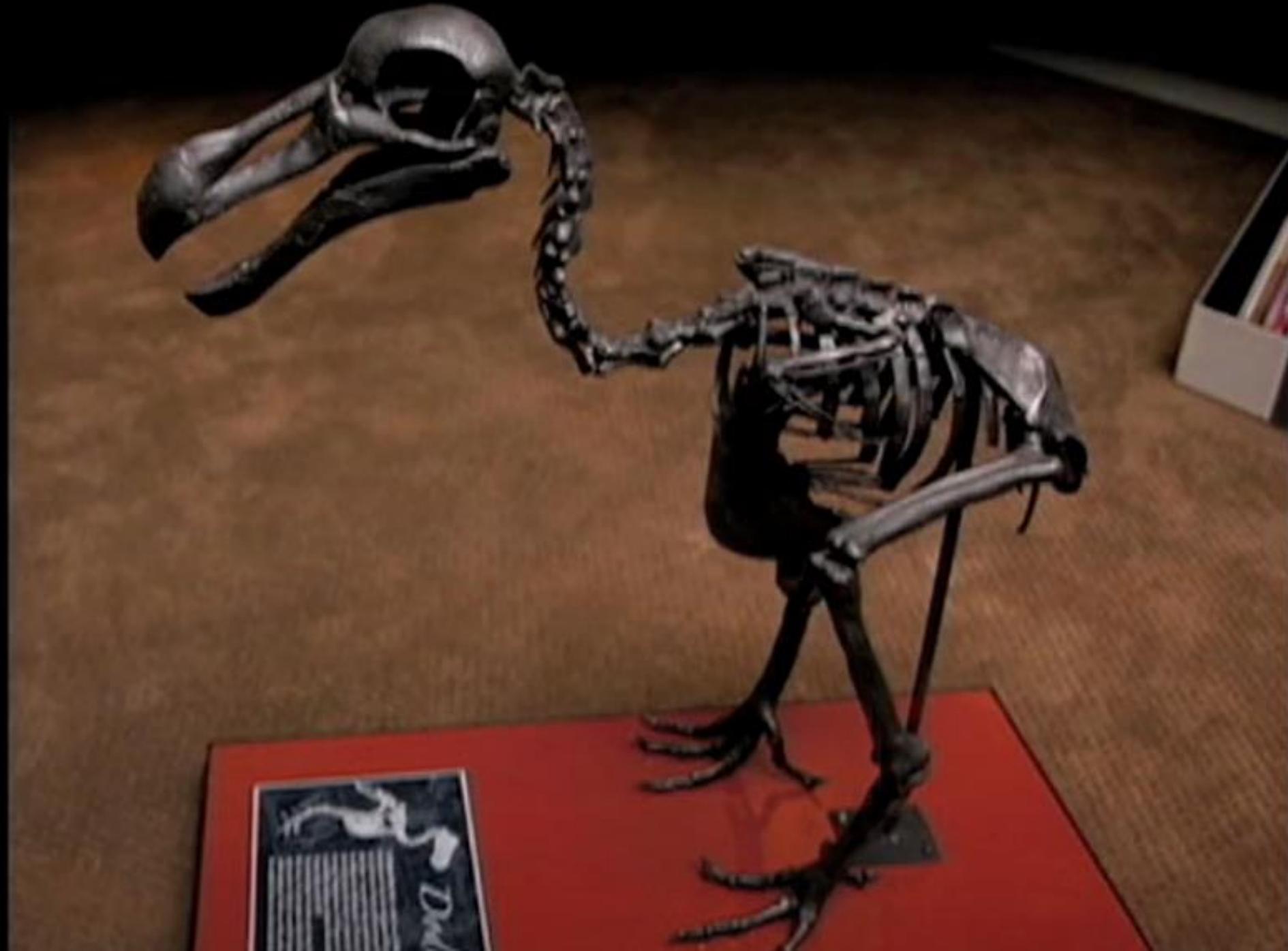
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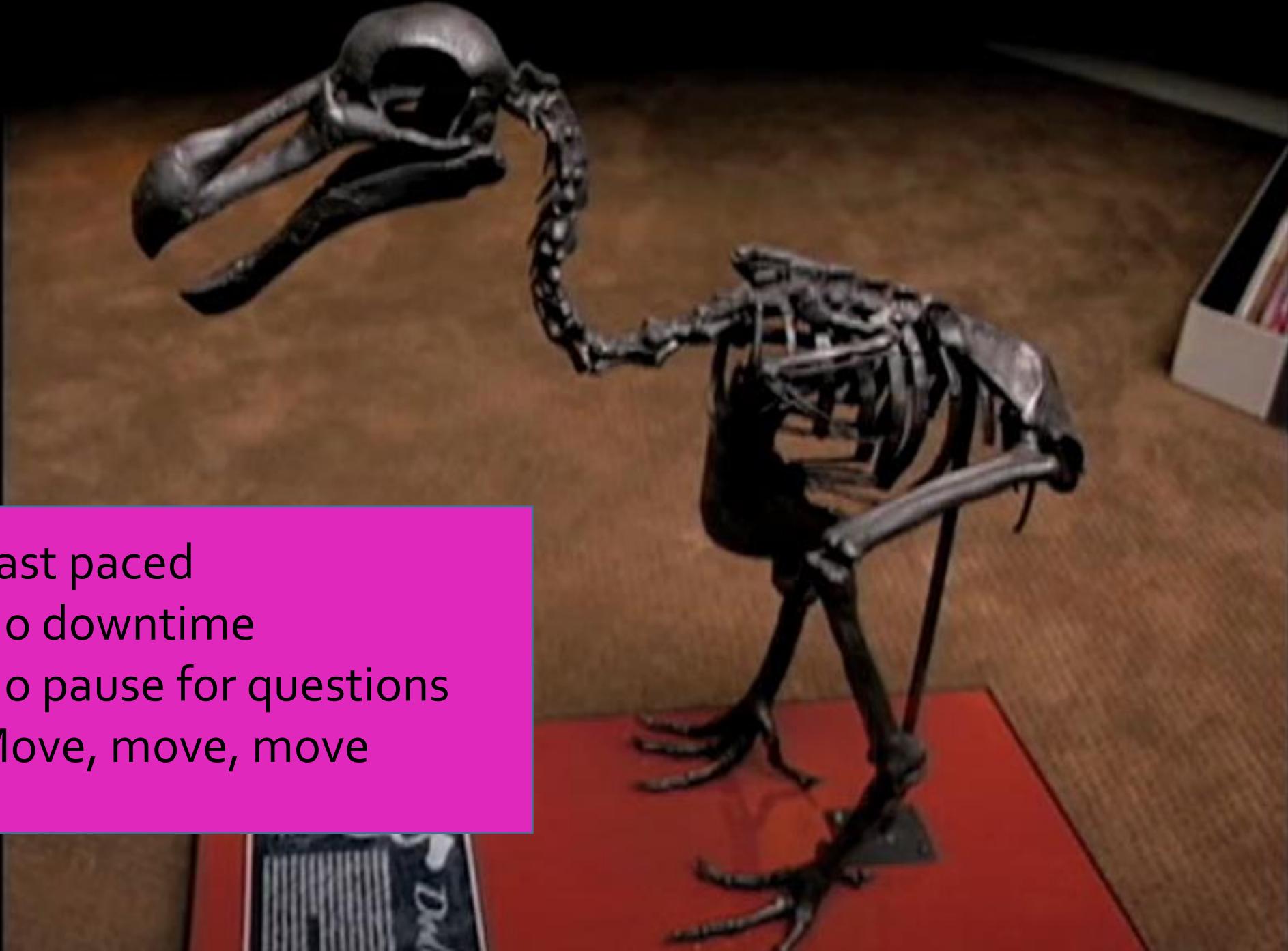
exploded diagrams

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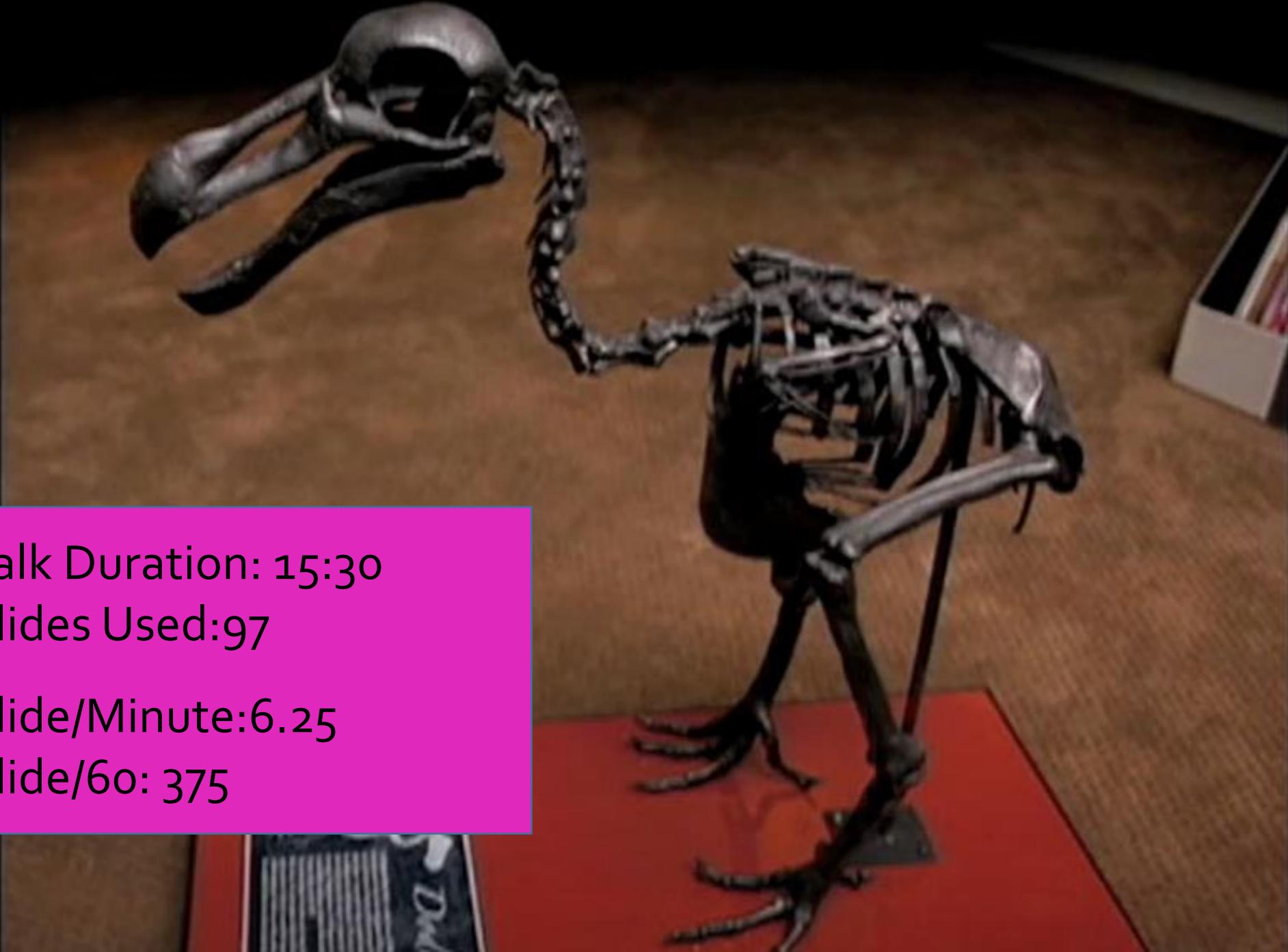


TED

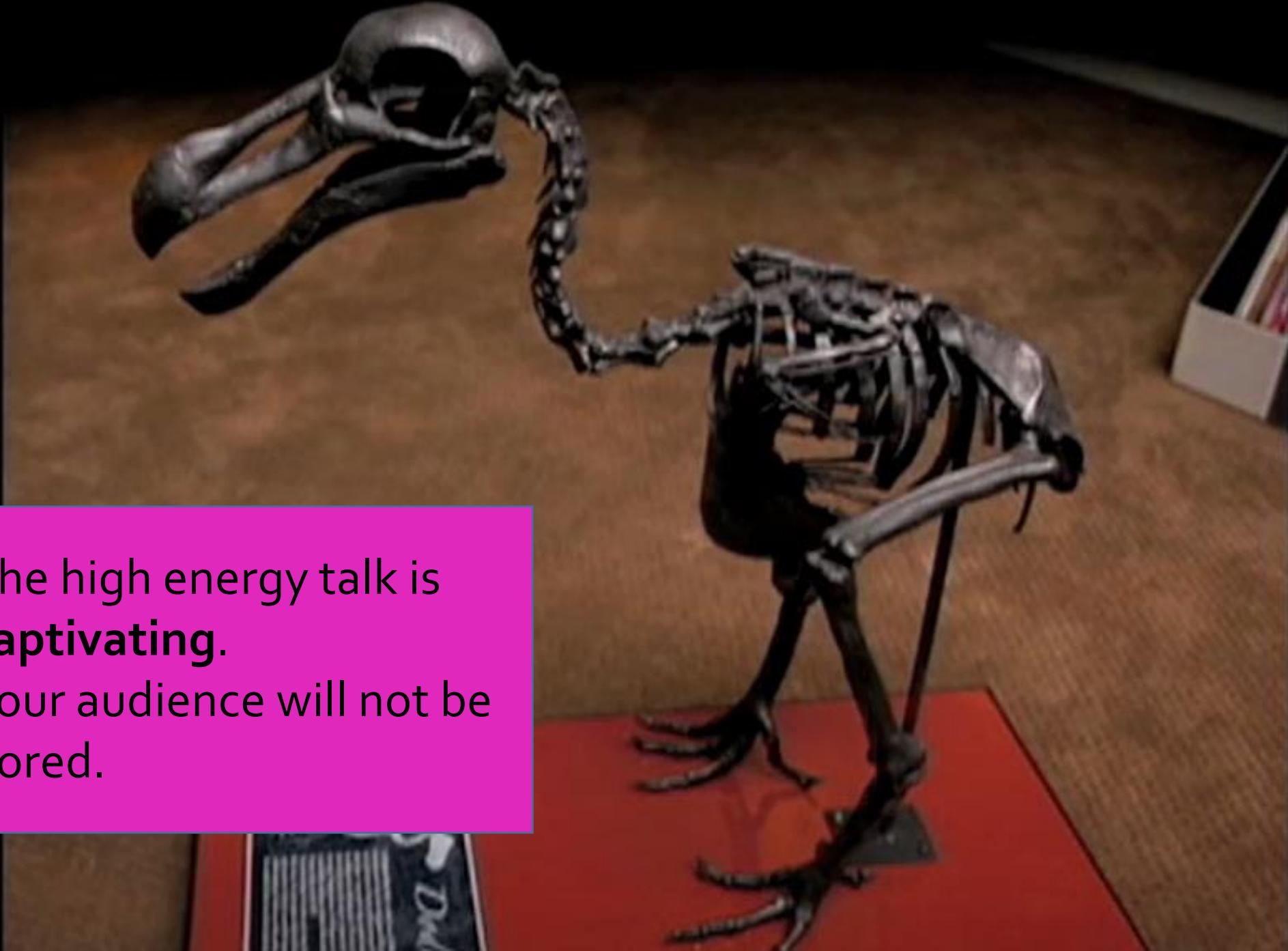
Fast paced  
No downtime  
No pause for questions  
Move, move, move



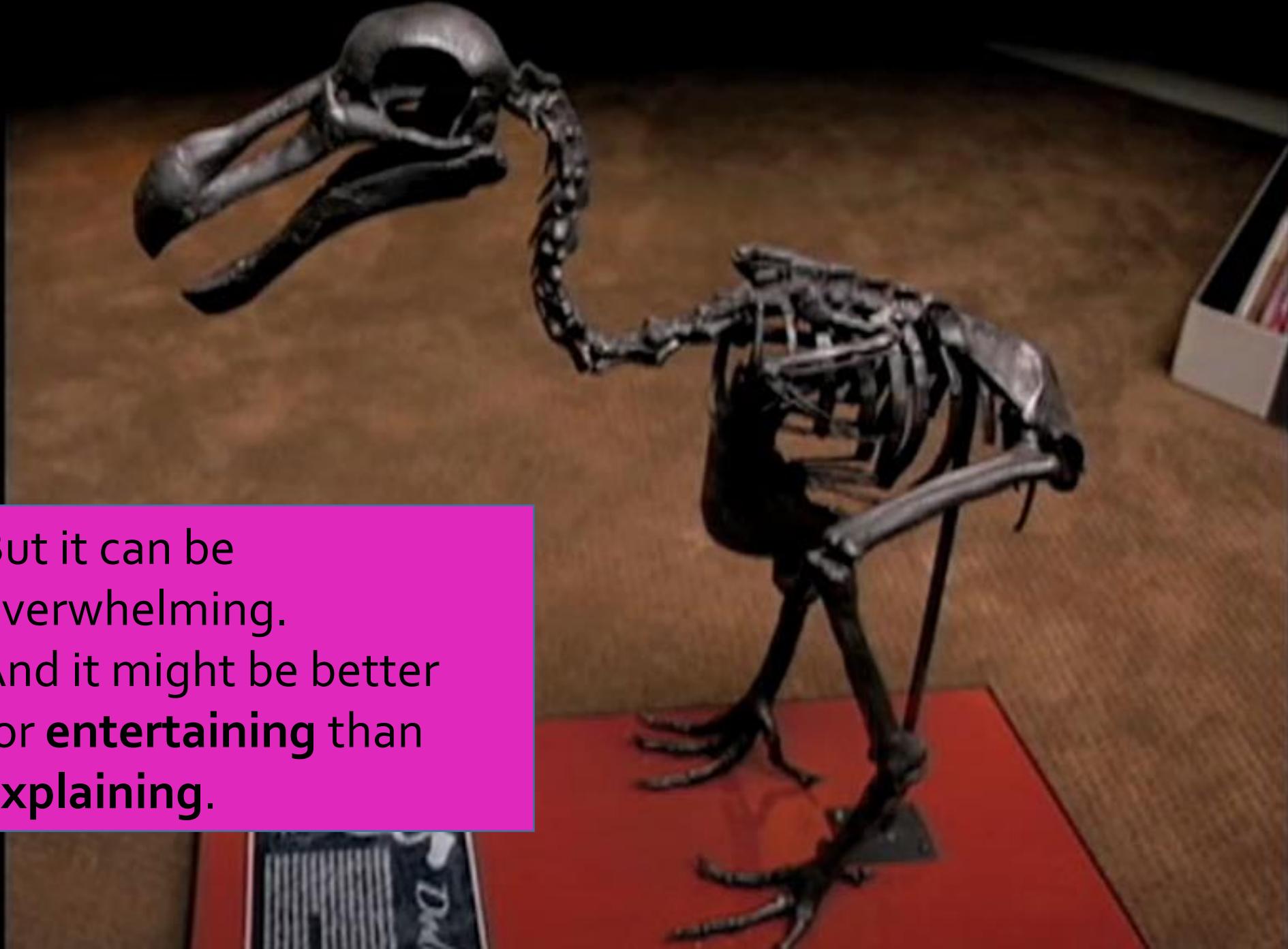
Talk Duration: 15:30  
Slides Used: 97  
  
Slide/Minute: 6.25  
Slide/60: 375



The high energy talk is  
**captivating.**  
Your audience will not be  
bored.



But it can be  
overwhelming.  
And it might be better  
for **entertaining** than  
**explaining**.





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And it might be better  
for **entertaining** than  
explaining.

oh god what am I doing

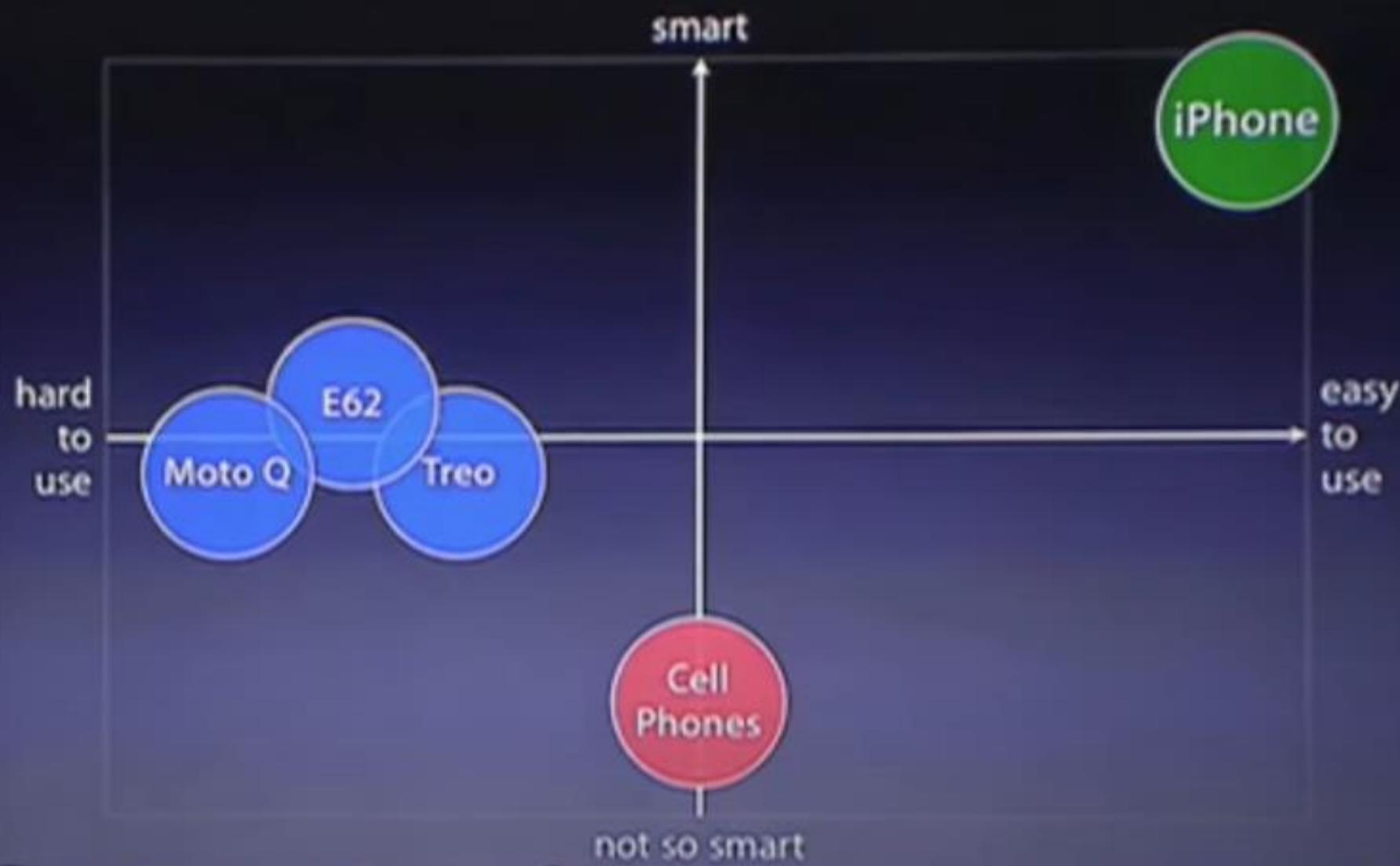
The JJ Abrams aka the High Energy  
The Steve Jobs aka the Cool



iPod

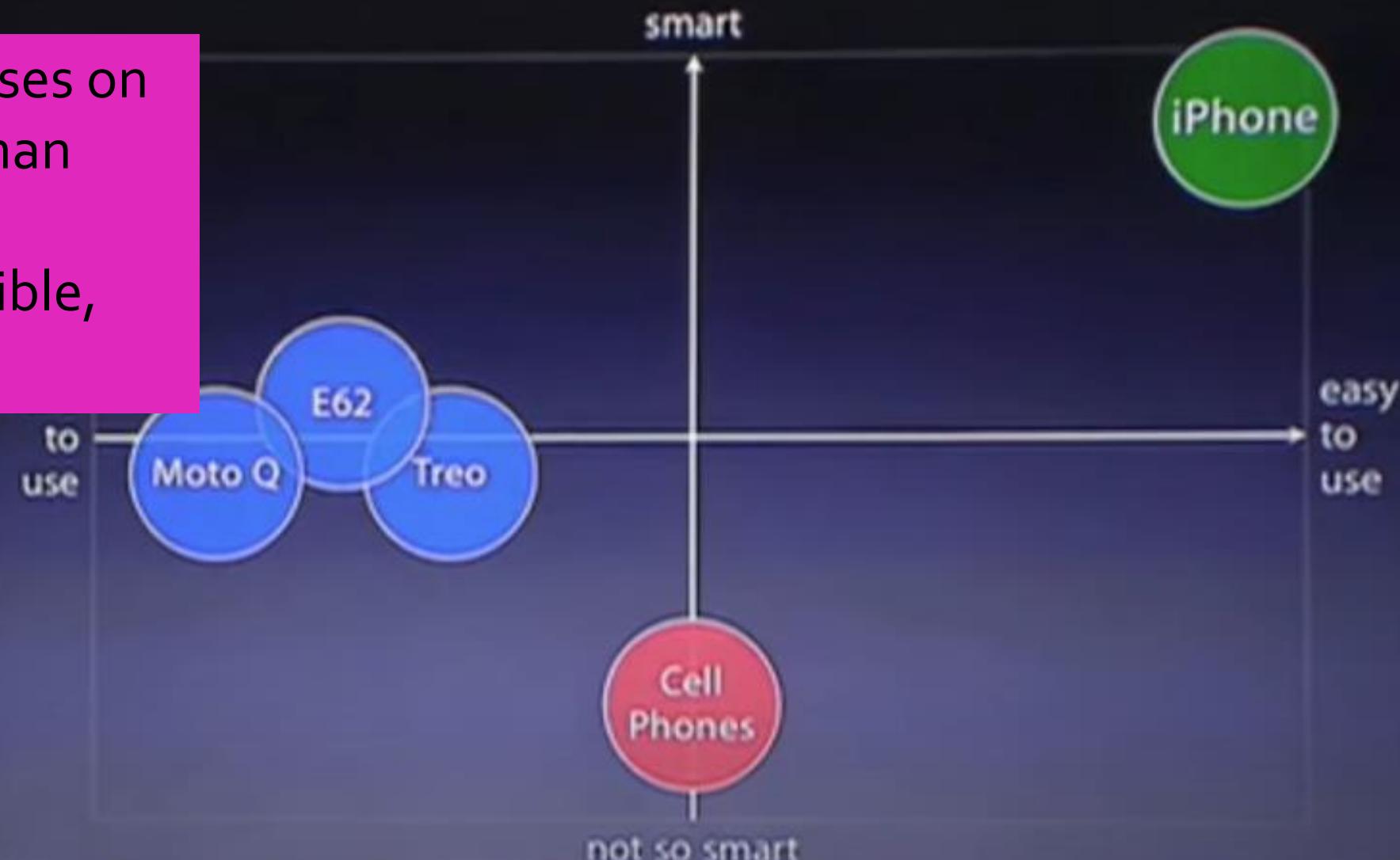
Phone

Internet

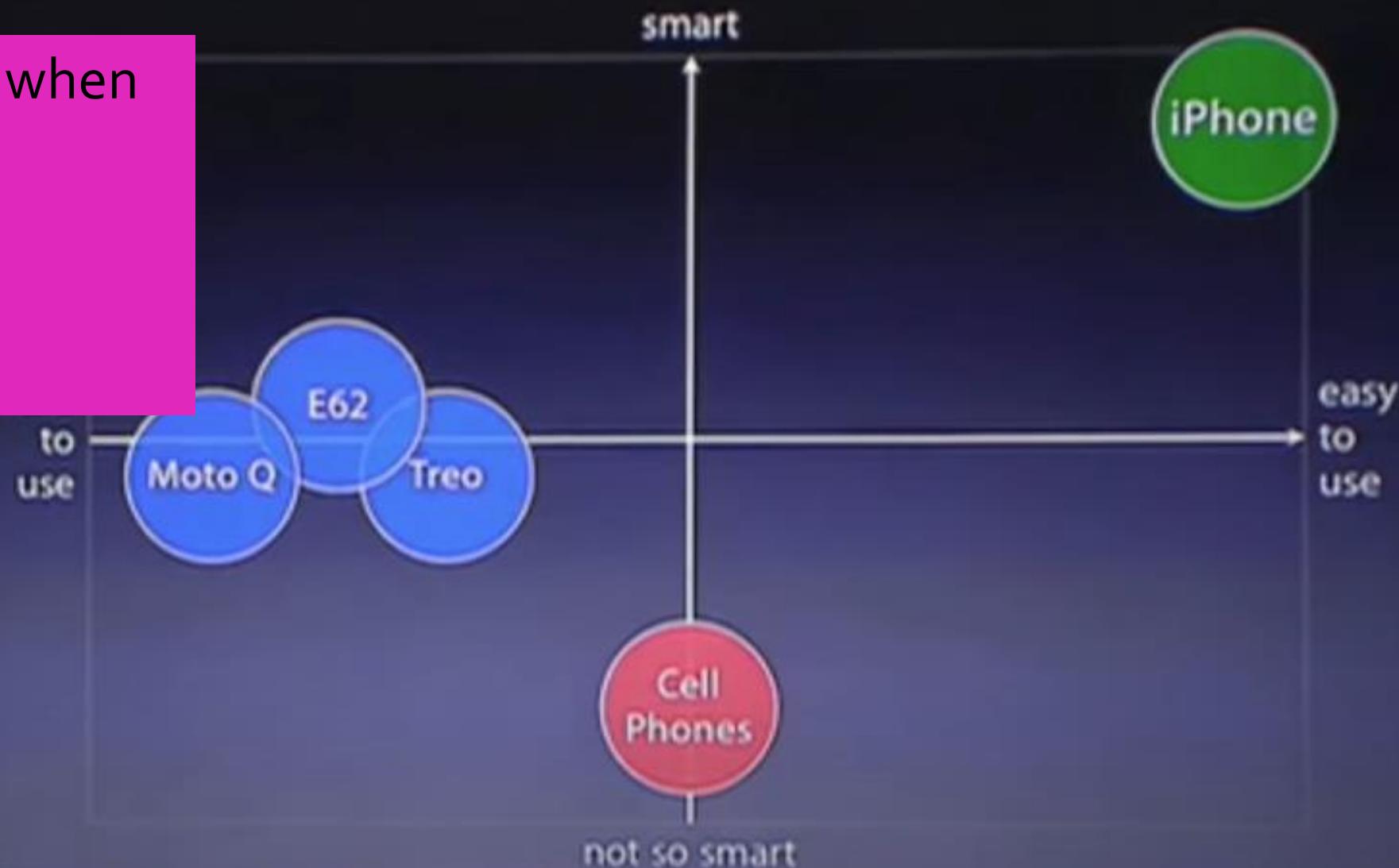


The cool talk focuses on **intuition** rather than detail.

It's simple, accessible, and rehearsed.



It can be effective when  
done well...



It can be effective when  
done well...

# Doug Bordonaro

 ThoughtSpot

## ***ThoughtSpot – Chief Technology Officer***

Doug has over 20 years of experience with cutting-edge Business Intelligence and Data Warehousing solutions in a variety of roles. In his current role, Doug spends much of his time talking to customers about how ThoughtSpot can solve the BI pain he has experienced firsthand.

Doug also has significant experience as a customer of Business Intelligence solutions at companies such as Disney, where he ran the global online data warehouse team and at AOL, where he had responsibility for global reporting and data management.

**AE BUSINESS  
SOLUTIONS**

*Technology. Innovation. People.*



Doug  
Bordonaro



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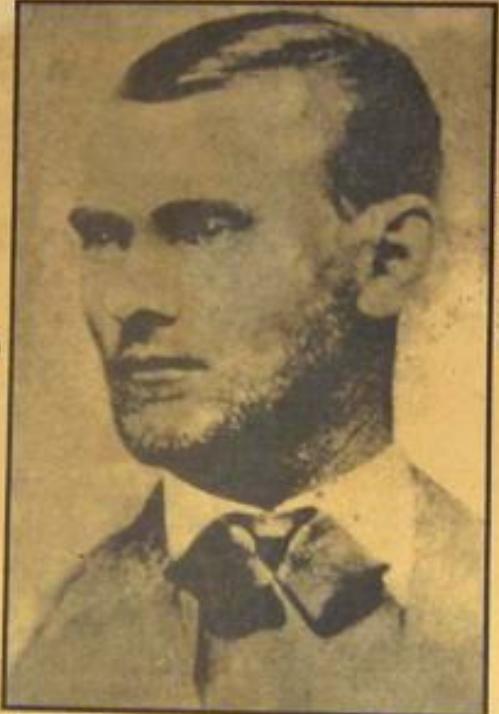
*Technology. Innovation. People.*

First, some background

# WANTED

DEAD OR ALIVE

\$5,000.00  
FOR THE CAPTURE  
OF THE MEN WHO  
ROBBED THE BANK  
AT  
NORTHFIELD  
MINN.



BELIEVED TO BE  
JESSE JAMES AND  
HIS BAND OR THE  
YOUNGERS.  
THESE MEN ARE  
DESPERATE.

JESSE OR FRANK JAMES

NOTORIOUS ROBBER OF  
TRAINS AND BANKS

\$5,000.00

**REWARD**

THIS NOTICE TAKES the PLACE of ALL PREVIOUS  
REWARD NOTICES.

CONTACT SHERIFF, DAVIESS COUNTY, MISSOURI

Contact: Pinkerton's  
Detective Agency  
and  
Union Pacific Railroad  
Agency

JULY 26, 1881

1881



AN AMERICAN PAPER FOR AMERICANS

# Chicago Daily Tribune

THE WORLD'S GREATEST NEWSPAPER

HOME  
\*\*

VOL. CVII - NO. 264

U.S. PAT. OFFICE. COPYRIGHT 1948  
BY THE CHICAGO TRIBUNE

WEDNESDAY, NOVEMBER 3, 1948

FOUR CENTS - PAY NO WORK

# DEWEY DEFEATS TRUMAN

## G.O.P. Sweep Indicated in State; Boyle Leads in City

**REPUBLICAN  
TICKET AHEAD  
OF 1944 VOTE**

Town Balloting  
Gives Trend

Probable Winners

**SENATOR**-Wayland赐恩(R.)  
**GOVERNOR**-Dwight D. Green  
(R.)  
**LT. GOV.**-Richard Yates, Howe  
(R.)  
**SECRETARY OF STATE**-William G. Stratton (R.)  
**JUDGE**-Sam A. Morris (D.)  
**CHIEF JUSTICE**-Elmer H. Drotke  
(D.)  
**ATTY. GEN.**-George F. Barrett  
(D.)  
Re-elected.

By ANTHONY EVANS

Heavy returns last night indicated that the Dewey-Harris Republican ticket and the state ticket headed by Sen. Brooks and

**Coghlan**  
in Hot Race  
for Attorney

Probable Winners

STATE'S ATTORNEY-John R. Boyle (D.) or Malachy J. Coghlan (R.)  
RECORDER OF DEEDS-Victor L. Schlesinger (D.)  
CIRCUIT COURT CLERK-John E. Conroy (D.) or Mrs. Mabel Retzer (R.)  
CORONER-A. L. Endicott (D.)  
SUPERIOR COURT CLERK-Heavy Democratic (D.)  
SAINTMARY DISTRICT TRUSTEE-Patrick W. Cheesewright (D.), John A. Colletto (D.), and Casimir Graplik (D.) or Walter E. McCormick (R.)  
MUNICIPAL COURT BAILIFF-Albert J. Horan (D.)  
MUNICIPAL COURT CLERK-Joseph L. O'G. (D.)  
Re-elected.

By GEORGE TAGGIE  
Heavy Democratic leads in Chicago wards darkened the outlook last night for Republican candidates for state's attorney and other Cook county offices.

**RECORD CITY  
VOTE SEEN IN  
LATE TALLIES**

Suburban Ballot  
Near 375,000

Probable Winners

**SENATOR**-Wayland赐恩(R.)  
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Re-elected.

By ANTHONY EVANS

Heavy returns last night indicated that the Dewey-Harris Republican ticket and the state ticket headed by Sen. Brooks and

### BULLETINS ON ELECTIONS

#### COOK COUNTY

President--779 pcts.  
of 5023 in Cook county:  
Truman D 182,780,  
Dewey R 128,916, Wallace  
P 375.

Senator--481 pcts.  
of 5023 in Cook county:  
Douglas D 128,590,  
Brooks R 70,465.

Governor--481 pcts.  
of 5023 in Cook county:  
Stevenson D 133,374,  
Green R 66,973.

Lieutenant Governor--

14 pcts. of Cook county:

Dixon D 3,968,

Howe R 1,493.

State's Attorney--

524 pcts. of 5023 in

Cook county: Boyle D

134,580, Coghlan R 80,-

100, Heller P 3,750.

Secretary of State--

14 pcts. of 4143 in

Chicago: Barrett D 4,-

001, Stratton R 1,494.

State Treasurer--11-

pcts. of 4,143 in Chi-

cago: Smith D 3,904,

Droste R 1,475.

Secretary of State--  
4 precincts of 9,231  
in Illinois: Barrett D  
415, Stratton R 633.

NATION

Birmingham, Ala.,  
Nov. 2 (AP)--Gov. Thur-

mond, the State Rights

Democratic candidate,  
won Alabama's 11 elec-

toral votes.

Ohio--1,375 polling

places of 9,710, Tru-

man 187,830, Dewey

221,233, Wallace 1,-

389; governor, 32 pol-

ling places Herbert R

3,264, Lausche D 2,-

978.

—

Oklahoma--senator 42

precincts of 3701 Kerr

D 161, Risley R 89.

—

Rhode Island--4 dis-

tricts of 266, Truman

145, Dewey 1,294, Wal-

lace 9.

—

Rhode Island sena-

tor, 4 districts of

266; Green D 557, Haz-

ard R 1,237.

—

Columbia, S.C., Nov.

2-(AP)--Gov. J. Strom

Thurmond, States'

rights presidential

candidate, captured

his home state's eight

electoral college

votes today.

Georgia--103 out of

1,736 precincts Truman

3,271, Dewey 325,

Thurmond 400, Wallace

**Early Count  
Gives G.O.P.  
Senate Edge**

BY WALTER THOMAS

Republicans took an early lead in one of the hottest campaigns in history for control of the Senate. G.O.P. retention of control of the Senate seemed assured when New Mexico appeared to be decisive solid Democratic rule.

Patrick J. Hurley,

Republican, took an

early lead over former

Agriculture Secretary

Anderson in New Mexi-

co, one of eight pivo-

tal states. This off-

set what was expected

to be a certain Demo-

cratic gain in Okla-

homa, where former

Gov. Kerr, Democrat,

leaped ahead of Rep.

Risley (R.). The G.O.P.

was also ahead in Ken-

tucky where Gov. Cooper

was elected.

Other returns would dis-

close Saturday.

Final returns would dis-

close Saturday.

Lincoln Hills inmates are still being strip searched and pepper sprayed despite a court order. [Read Story](#)



## Tony Evers says Foxconn won't employ 13,000, wants new deal

- Foxconn says it will move ahead on factory this summer
- Wisconsin might not get even a scaled-down Foxconn plant, analysts say
- Foxconn in Wisconsin



New downtown apartment tower to include affordable units



[Live Coverage: Brewers vs. Cardinals](#)

### TRENDING

5 officials from tiny Northwoods district face charges

Packers to host Vikings in home opener

Deep RBs class gives Packers options in draft

'They want to get rid of our cows'. Duffy, Steil mock DNC

Wikipedia notes that Christian Yelich is Cardinals owner (and St. Louis mayor)

Severe storms possible for southern Wisconsin

# 2019

QUICK LINKS: [Packers](#) | [Be Wisconsin](#) | [Wisconsin Family](#) | [Special Reports](#)  
[Newsletters](#) | [Today's Paper](#) | [Comics](#) | [Puzzles](#) | [Got a tip?](#)  
[Connect With Us](#)



Inmates still being strip searched, pepper sprayed at youth prison

### Milwaukee



48°

High: 53°  
Low: 50°

presented by



USA TODAY NETWORK  
presents

It can be effective when  
done well...

...but it can also feel  
artificial and overplayed.

A medium shot of a man with long, curly, light brown hair and a well-groomed reddish-brown beard. He is wearing a dark, high-collared sweater. He is positioned in front of a repeating background pattern of the "TechCrunch DISRUPT SF" logo.

...but it can also feel  
artificial and overplayed.



...but it can also feel  
artificial and overplayed.

The JJ Abrams aka the High Energy  
The Steve Jobs aka the Cool  
The Technical Expert or the Authority in the  
Room

# Linear regression as ML estimator

- As we saw last time, the Normal distribution is written as

$$y_i \sim \text{Normal}(\mu_i, \sigma^2) = \frac{1}{\sqrt{2\pi\sigma^2}} e^{-\frac{(y_i - \mu_i)^2}{2\sigma^2}}.$$

- We now set  $\mu_i = \mathbf{x}_i\beta$ . This is the **systematic component** of the model that lets the mean vary as a function of explanatory variables. Plugging this in, we get

$$y_i \sim \text{Normal}(\beta, \sigma^2) = \frac{1}{\sqrt{2\pi\sigma^2}} e^{-\frac{(y_i - \mathbf{x}_i\beta)^2}{2\sigma^2}}.$$

- The likelihood for a single observation  $i$  is then

$$\mathcal{L}_i(\beta, \sigma^2 | y_i, \mathbf{x}_i) \propto \frac{1}{\sqrt{2\pi\sigma^2}} e^{-\frac{(y_i - \mathbf{x}_i\beta)^2}{2\sigma^2}},$$

so that the likelihood for a sample of  $n$  observations equals

$$\mathcal{L}(\beta, \sigma^2 | \mathbf{y}, \mathbf{X}) = \prod_{i=1}^n \frac{1}{\sqrt{2\pi\sigma^2}} e^{-\frac{(y_i - \mathbf{x}_i\beta)^2}{2\sigma^2}}.$$

The **partial autocorrelation function** (PACF) measures the correlation between time series observations that are  $k$  units apart.

The correlation of intermediate lags has been “controlled for” or “partialed out”.

The computation of the PACF is complex, but one can use values of the ACF to see how the PACF is computed.

$$\text{PACF}(1) = \text{ACF}(1)$$

$$\text{PACF}(2) = \frac{\text{ACF}(2) - [\text{ACF}(1)]^2}{1 - [\text{ACF}(1)]^2}$$

You can also think of the lag  $k$  partial autocorrelation is the partial regression coefficient,  $\theta_k$  in the  $k$ th order autoregression.

$$y_t = \theta_{k1}y_{t-1} + \theta_{k2}y_{t-2} + \dots + \theta_{kk}y_{t-k} + \varepsilon_t$$

# configuration spaces

define the diagonal relation

$$D : 2^{\{1, \dots, l\}} \rightrightarrows W^l$$

$$D(T) = \{(w_1, \dots, w_l) \in W^l \mid w_i = w_j \text{ for all } i, j \in T\}$$

then the set of acceptable configurations of states with respect to  $S$  is just

$$K(W, S) := W^l - \bigcup_{T \notin S} D(T)$$







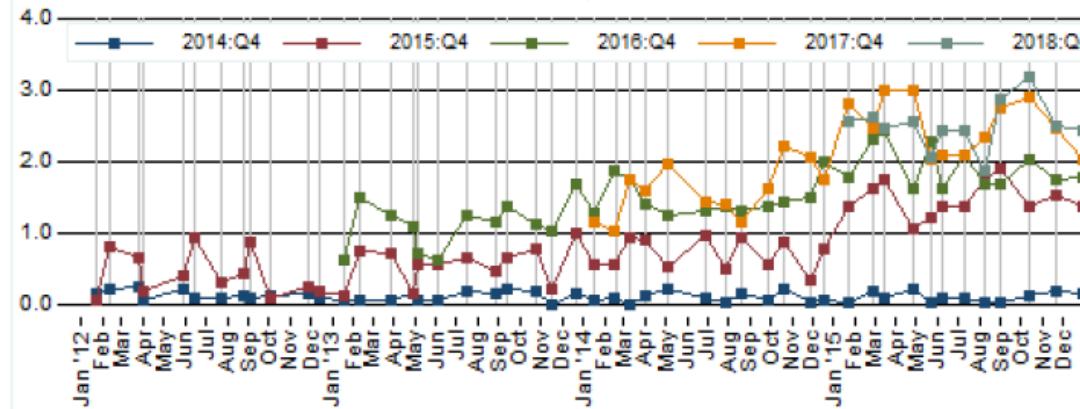
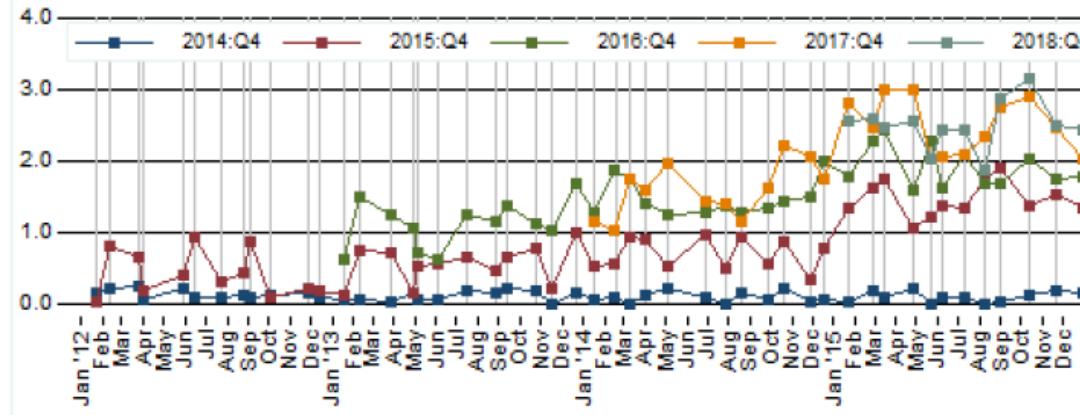
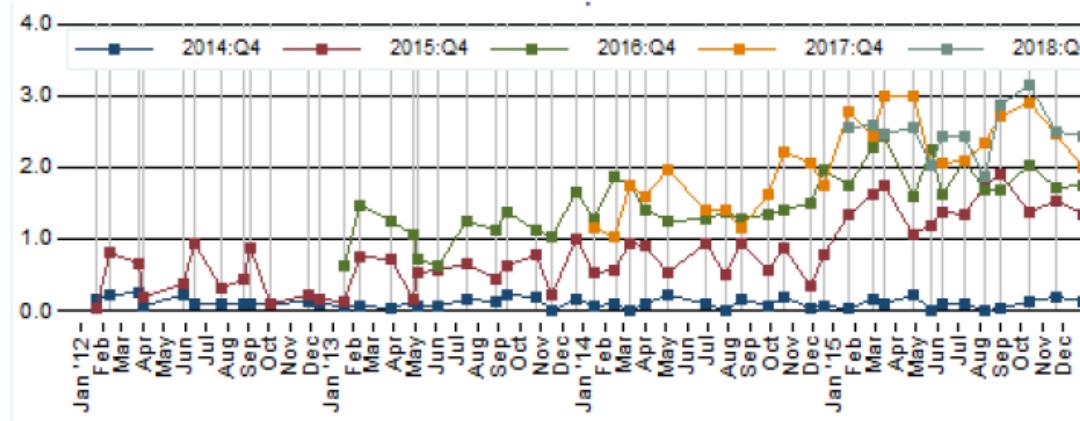
# The Talk On Talks

- 0) Reflection and Mimicry
- 1) Preparation

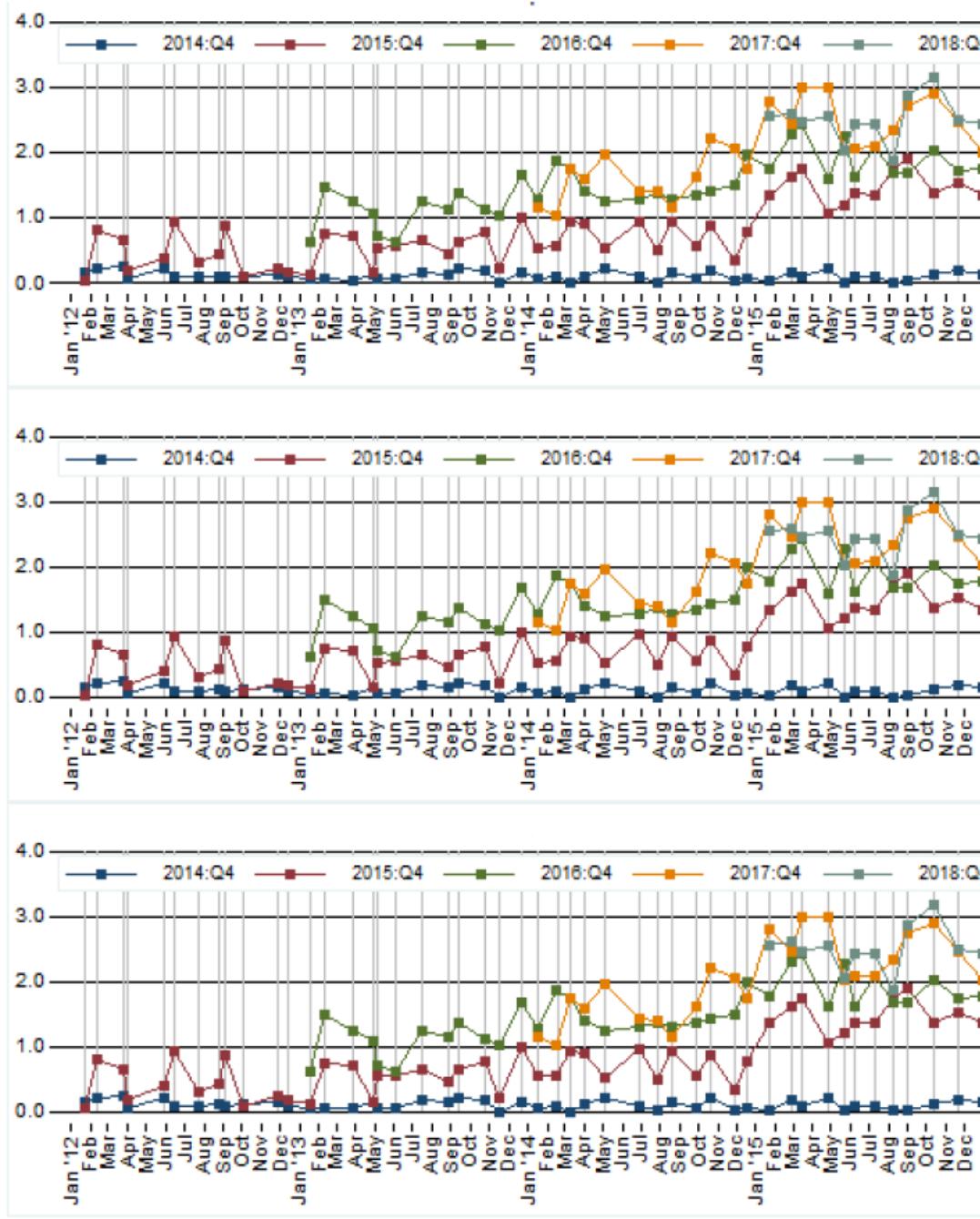


The biggest sin people commit  
in giving presentations is  
thinking it is easy.

This is reflected in a lack of  
preparation, which manifests  
itself in the form of 'sorry, but'



'sorry this might be  
hard to see'



# ANALYTICAL & TECHNICAL CHALLENGES

- User Adoption
- Understanding The Data
- Data Preparation
- Resource Availability
- Too much control to the user

I



# ANALYTICAL & TECHNICAL

'sorry this title got  
cut off'

- Understanding The Data
- Data Preparation
- Resource Availability
- Too much control to the user

I

# Brueckner's (2003) General Theoretical Models: The Spillover Model<sup>1</sup>

- In *Spillover Models* of Interdependence,  $i$ 's utility depends on  $p_i$  & directly, on  $\mathbf{p}_j$ : 
$$U^i = U^i(p_i, \mathbf{p}_j; \mathbf{x}_i)$$
- Accordingly,  $i$ 's optimal policy,  $p_i^*$ , depends  $j$ 's policy,  $\mathbf{p}_j$ :

$$\underset{p_i}{\text{Max}} \left|_{\mathbf{p}_j} \right. U^i(p_i, \mathbf{p}_j; \mathbf{x}_i) \Rightarrow U_{p_i}^i(\cdot) = 0 \Rightarrow p_i^* = U_{p_i}^{i^{-1}}(0) \equiv R(\mathbf{p}_j; \mathbf{x}_i)$$

– Note: location of *reaction function* depends on  $\mathbf{x}_i$ .

– Note: slope of *reaction function* depends on effect of  $\mathbf{p}_j$  on marginal utility of  $i$ :

$$\frac{\partial p_i^*}{\partial \mathbf{p}_j} \equiv \nabla_{\mathbf{p}_j} p_i^* = \nabla_{\mathbf{p}_j} R \equiv \frac{\partial R(\mathbf{p}_j; \mathbf{x}_i)}{\partial \mathbf{p}_j} = -\frac{U_{p_i \mathbf{p}_j}^i}{U_{p_i p_i}^i} ; \text{ note: 2}^{\text{nd}}\text{-order cond.} \Rightarrow -\frac{1}{U_{p_i p_i}^i} > 0$$

# Brueckner's (2003) General Theoretical Models: The Spillover Model<sup>1</sup>

'sorry this might be hard to read'

*over Models of Interdependence, i's utility*

*s on  $p_i$  & directly, on  $\mathbf{p}_j$ :  $U^i = U^i(p_i, \mathbf{p}_j; \mathbf{x}_i)$*

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# Q3 strategic opportunity

- ▶ **Lifetime Fitness-** AE partnered with Vsol, AE DC services, Zerto and Rubrick purchase. Services- 25K margin, product- 150K margin.
  - ▶ Why do anything? Risk Analysis completed by Vsol shows DC at risk due to being in bottome basement of DC. Aging hardware. Co-Lo proposed with consolidating onto Pure and Rubbrick.
  - ▶ Why now? Out of Commvault lic. and risk analysis shows why now.
  - ▶ Why this solution- AE Architects and LT Architect decided best approach. Standardize on Pure. Rubbrick new platform replaces CV.
  - ▶ Working with? Brett Walek, Director of IT, Ralph Awad- DC Ops. Mgr. and Marc Gillizer, LT DC Architect.
  - ▶ Red Flags- Brett was expected to meet with C-Suite for approval over a month ago and it has not happened yet. Slated for next week.
  - ▶ Red Flag- Do nothing without major repercussions.
  - ▶ Red Flag- AE is not incumbent solutions provider
  - ▶ Strengths- Vsol, Josh Verhelst has close ties with Brett

# Q3 strategic opportunity

'sorry this might be  
a little too much  
text'

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good talks do not begin the night before

good talks do not begin in PowerPoint (or  
keynote or Prezi)

good talks begin in your head, then on a  
notepad

**good talks begin in your head, then on a  
notepad**







Irvin Kershner, director  
*Empire Strikes Back*

After the script [for *The Empire Strikes Back*] was finished, I took off for England, and for the next year I spent about six hours a day in a room and drew storyboards...



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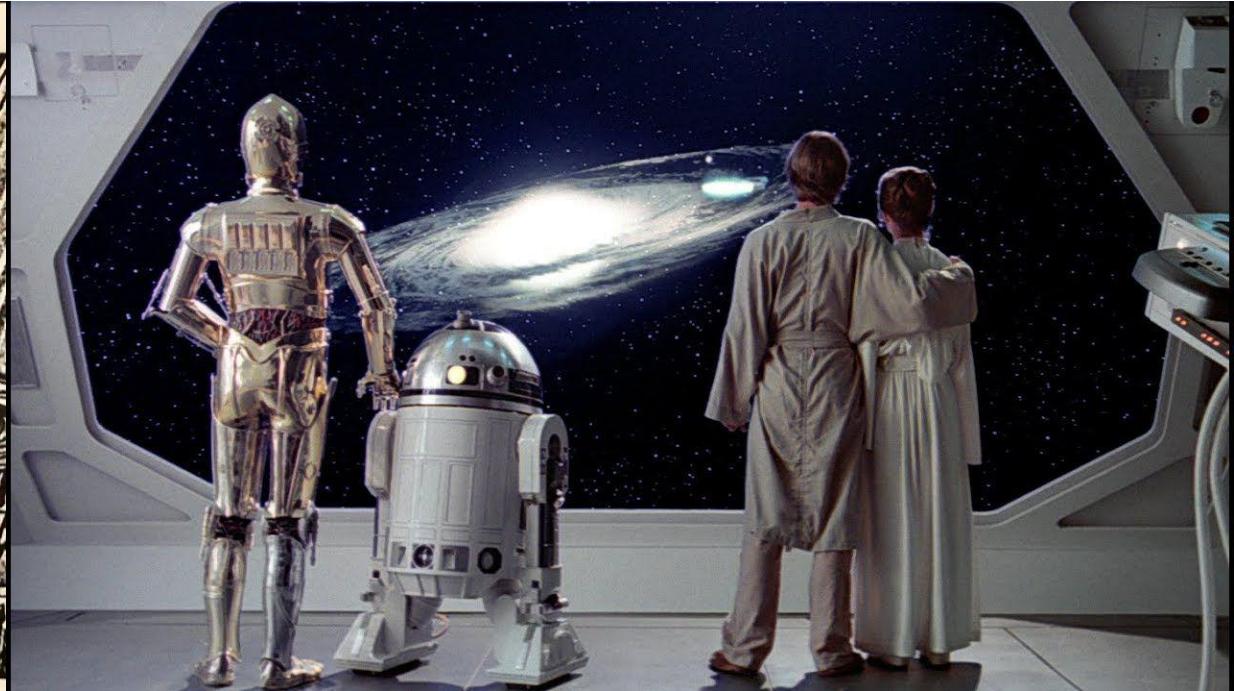
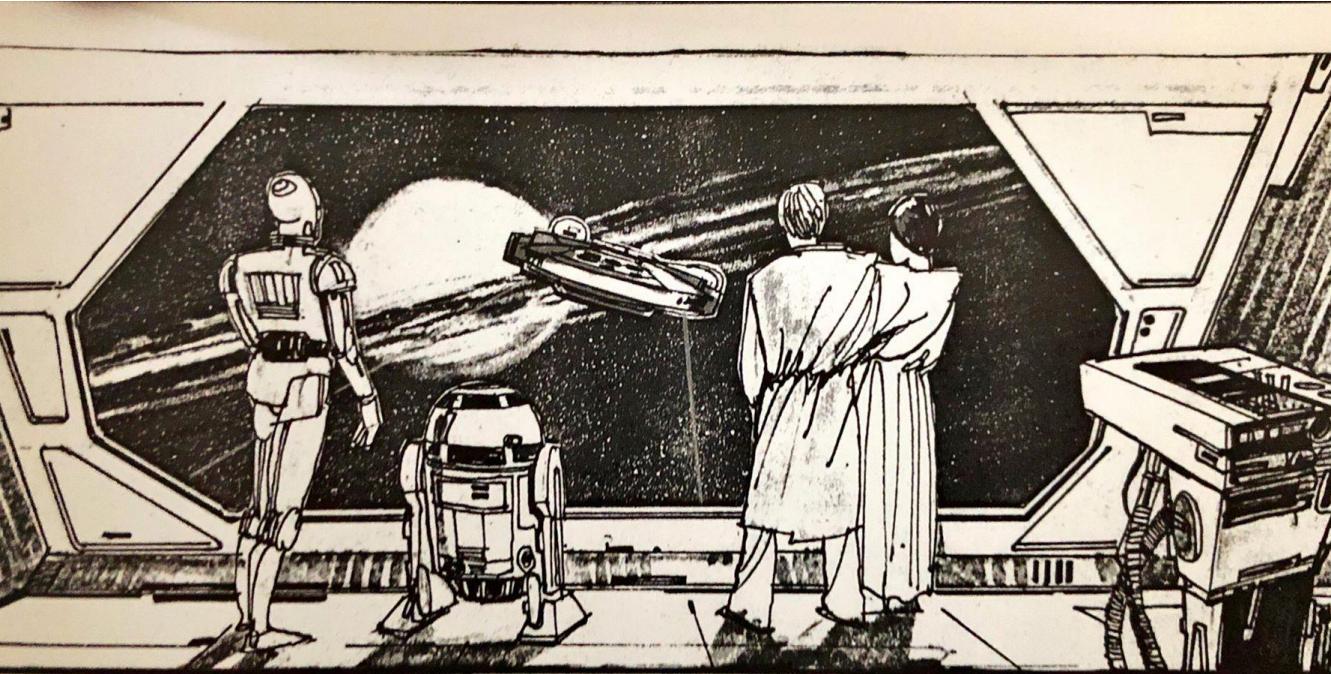
After the script [for *The Empire Strikes Back*] was finished, I took off for England, and for the next year I spent about six hours a day in a room and drew storyboards...

By the time I was finished, **every single shot in the film was in my head**, because I had had the experience of doing it, of figuring out how it was going to work.



Irvin Kershner, director  
*Empire Strikes Back*





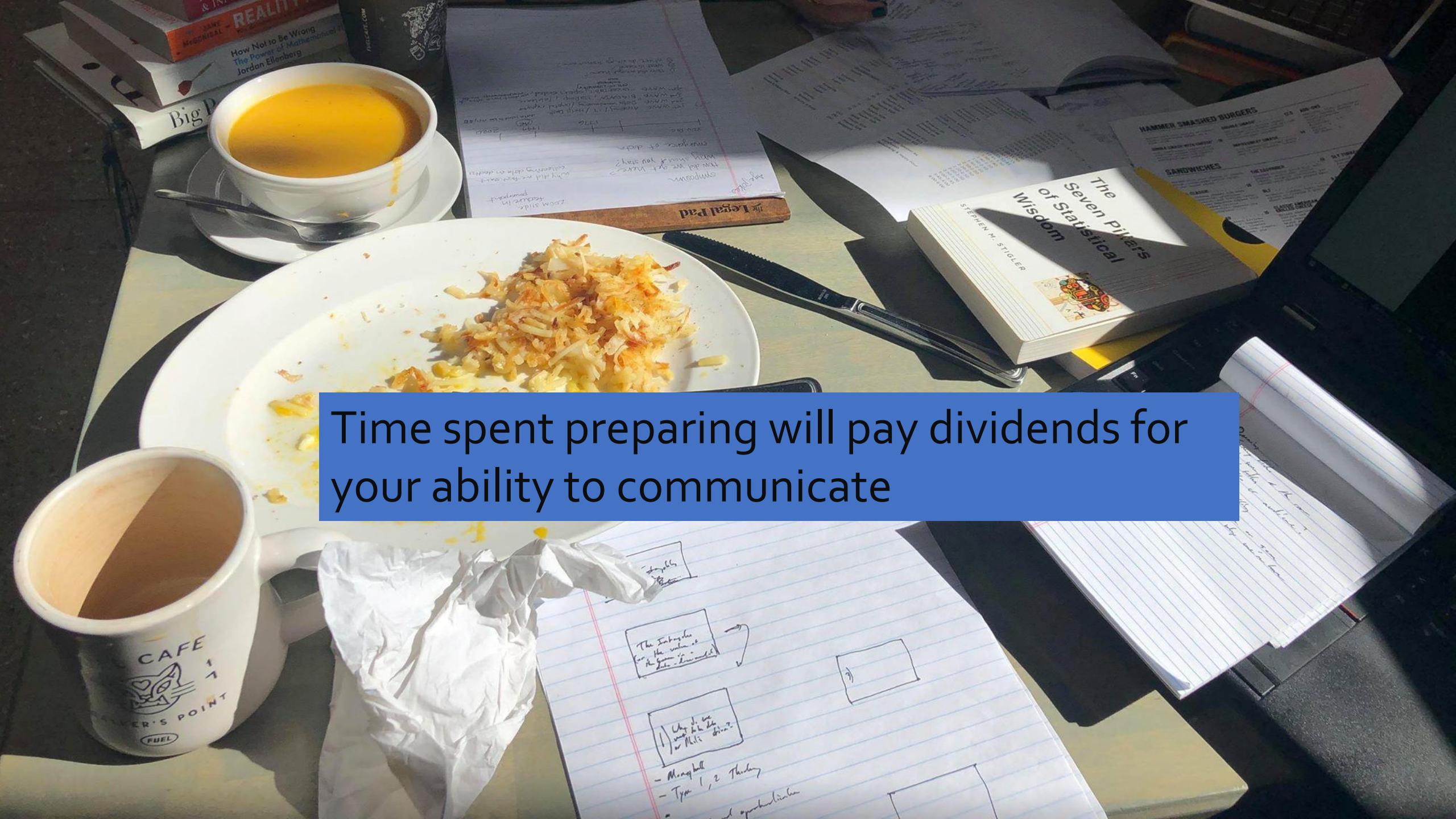


I'm not suggesting you become a recluse  
and meditate for a year on your 10 minute  
presentation

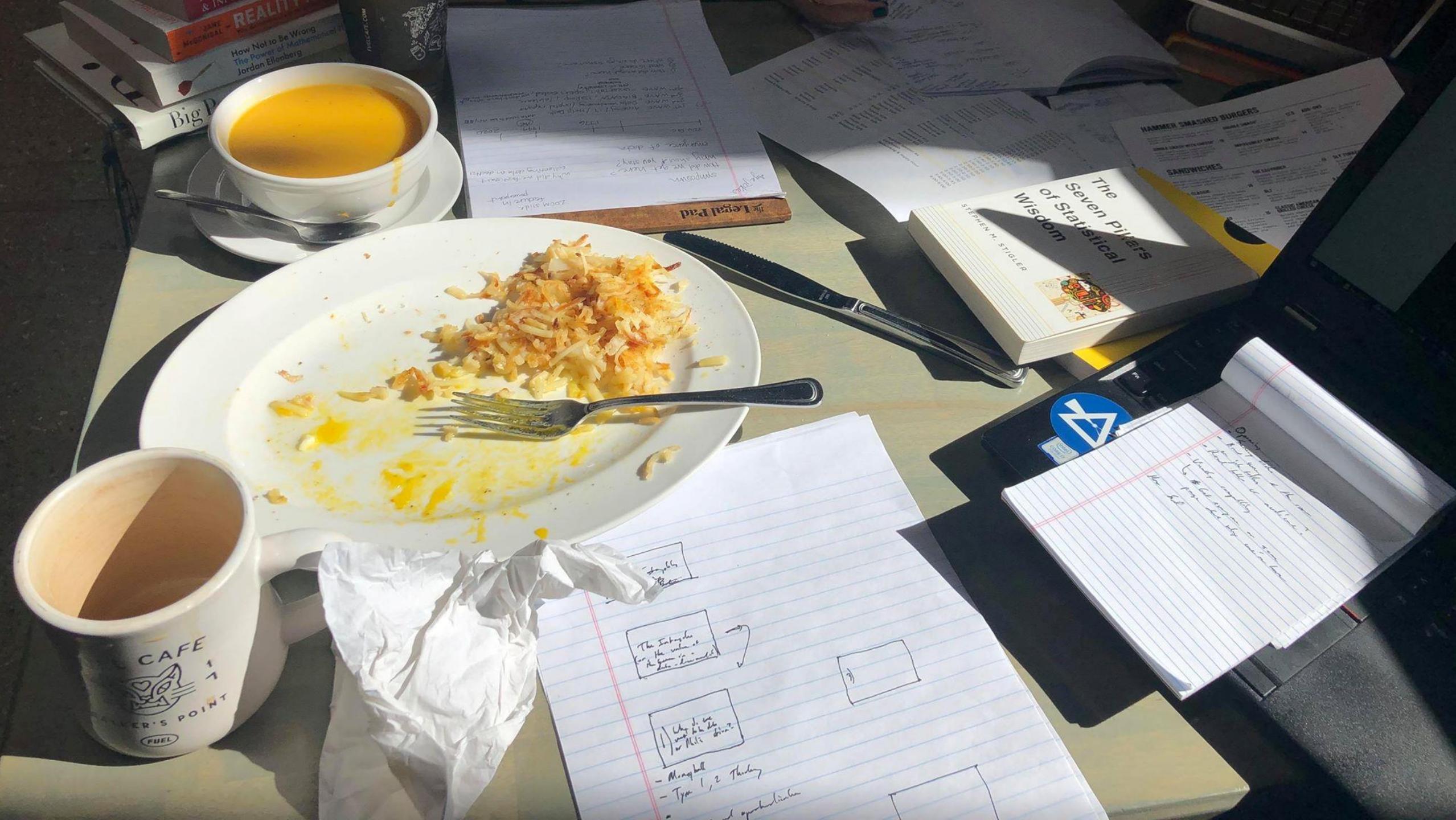
I'm not asking you to make the *Empire  
Strikes Back*

I'm suggesting you start your process by sitting with a notepad and gathering your thoughts

Time spent preparing will pay dividends for your ability to communicate

A collage of study materials and food on a desk. In the center, a blue rectangular box contains the text. To the left, a white mug with a cat logo and the text 'CAFE SILVER'S POINT FUEL' sits next to a crumpled piece of paper. In the middle, a white plate has a small pile of hash browns or同类物. To the right, an open book titled 'The Seven Pillars of Statistical Wisdom' by Stephen M. Stigler lies next to a calculator and a spiral-bound notebook with handwritten notes.

Time spent preparing will pay dividends for your ability to communicate





Alfred Hitchcock



Alfred Hitchcock

When [Hitchcock] decided to do a movie, he would draw the whole movie. He sometimes facetiously said he was bored with shooting.

**The excitement came with the ideas that were generated in the preparatory portion of the process.** He liked to have it all clear in his mind so that before he started to shoot, he saw the whole movie in his mind.

careful preparation has no substitute

careful preparation is the secret sauce

careful preparation is needed because you  
are solving a difficult **constrained  
optimization problem**



$$\max_{\text{talk} \in C(\text{venue}, \text{audience}, \text{presentation}, \text{you})} f(\text{talk})$$

$$\max_{\text{talk} \in C(\text{venue}, \text{audience}, \text{presentation}, \text{you})} f(\text{talk})$$

How long do you have to present?

What's the screen size/quality?

How big is the room?

What's the culture?

$$\max_{\text{talk} \in C(\text{venue}, \text{audience}, \text{presentation}, \text{you})} f(\text{talk})$$

What's the background of the audience?

How diverse? How technical?

Who is pivotal?

$$\max_{\text{talk} \in C(\text{venue}, \text{audience}, \text{presentation}, \text{you})} f(\text{talk})$$

Are you trying to explain or persuade?

Are you the expert in the room?

What impression are you hoping to make?

$$\max_{\text{talk} \in C(\text{venue}, \text{audience}, \text{presentation}, \text{you})} f(\text{talk})$$

What's your relationship with the audience?

What's your rank?

Personality? Comfort level?

$$\max_{\text{talk} \in C(\text{venue}, \text{audience}, \text{presentation}, \text{you})} f(\text{talk})$$

$$\begin{array}{ll} \max & f(talk) \\ \text{talk} \in C(\text{venue}, \text{audience}, \text{presentation}, \text{you}) & \end{array}$$

It takes time and practice to understand the constraints.

$$\max_{\text{talk} \in C(\text{venue}, \text{audience}, \text{presentation}, \text{you})} f(\text{talk})$$

It takes time and practice to understand the constraints.

Preparation, preparation, preparation

# The Talk On Talks

- 0) Reflection and Mimicry
- 1) Preparation
- 2) The Curse of Knowledge

# The Talk On Talks

- 0) Reflection and Mimicry
- 1) Preparation
- 2) The Curse of Knowledge
  - Does my audience have what they need to understand what the hell I'm talking about?



A photograph of a person playing the board game Terraforming Mars. The board features a hexagonal grid with various terrain types like deserts, oceans, and mountains. The player has several green cubes representing workers and is placing them on the board. The game includes a resource track, a bank of tokens, and a central market area where players can trade. A pink rectangular overlay contains the text.

The Board;  
where you need to spend  
workers to terraform into  
your faction's terrain type



Your Faction Board;  
where you see your economy, and  
your income, the building types you  
have, and your bowls of power



The Board;  
where you need to spend  
workers to terraform into  
your faction's terrain type





Your Faction Board;  
where you see your economy, and  
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oh and then you need to  
spend workers and/or  
power to place either  
settlements, trading  
posts, or temples



Your Faction Board;  
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The Board;  
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your faction's terrain type

oh and then you need to  
spend workers and/or  
power to place either  
settlements, trading  
posts, or temples

The Bowls of Power;  
oh these are how you cast  
spells to terraform, get  
money, or get priests



The Cult Track;  
where you move  
your priests to get  
power

Your Faction Board;  
where you see your economy, and  
your income, the building types you  
have, and your bowls of power

The Board;  
where you need to spend  
workers to terraform into  
your faction's terrain type

oh and then you need to  
spend workers and/or  
power to place either  
settlements, trading  
posts, or temples

The Bowls of Power;  
oh these are how you cast  
spells to terraform, get  
money, or get priests



The Cult Track;  
where you move  
your priests to get  
power

Your Faction Board;  
where you see your economy, and  
your income, the building types you  
have, and your bowls of power

The Board;  
where you need to spend  
workers to terraform into  
your faction's terrain type

oh and then you need to  
spend workers and/or  
power to place either  
settlements, trading  
posts, or temples

The Bowls of Power;  
oh these are how you cast  
spells to terraform, get  
money, or get priests

Favors from God;  
Which you'll get if you've placed  
your temple or your sanctuary



**The Curse of Knowledge** occurs when  
you unknowingly assume that others  
have the background information  
necessary to understand you

# **The Curse of Knowledge in Economic Settings: An Experimental Analysis**

---

Colin Camerer

*University of Pennsylvania*

George Loewenstein

*University of Chicago*

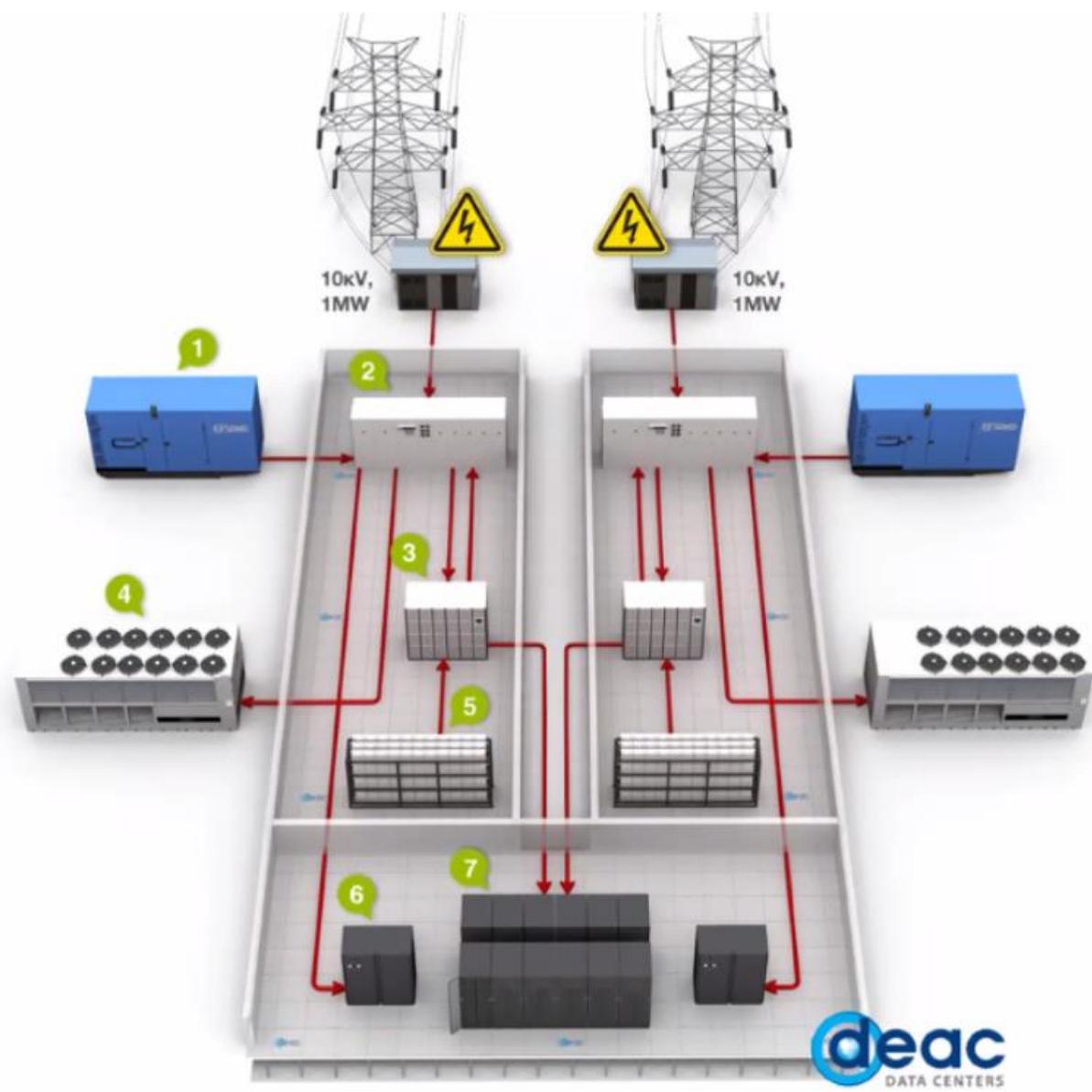
Martin Weber

*Institut für Wirtschaftswissenschaften*

In economic analyses of asymmetric information, better-informed agents are assumed capable of reproducing the judgments of less-informed agents. We discuss a systematic violation of this assumption that we call the “curse of knowledge.” Better-informed agents are unable to ignore private information even when it is in their interest to do so; more information is not always better. Comparing judgments made in individual-level and market experiments, we find that market forces reduce the curse by approximately 50 percent but do not eliminate it. Implications for bargaining, strategic behavior by firms, principal-agent problems, and choice under uncertainty are discussed.

more information is not always better.





1 SDMO diesel generator

2 Automatic Transfer Switch (ATS)

3 UPS Symmetra MW  
(Uninterruptible power supply)

4 Emerson Network Power Power Chiller

5 UPS batteries

6 Emerson Network Power Power climate control

7 Servers/Storage/  
Networking equipment

## The Curse of Knowledge

the more you know about a topic, the harder it is for you to communicate with someone who doesn't know anything about that topic

## The Curse of Knowledge

you cannot go back to the way you  
were before you possessed knowledge

## The Curse of Knowledge

you cannot disregard your knowledge  
even when it is in your best interest to  
do so

## The Curse of Knowledge

you cannot disregard your knowledge  
even when it is in your best interest to  
do so

As much as you'd like to experience  
*The Sixth Sense* for the first time again,  
you cannot erase your knowledge that  
**Bruce Willis was dead the  
whole time**

## The Curse of Knowledge

is a fundamental obstacle in any effort  
to communicate or teach

## The Curse of Knowledge

is the reason college math professors  
are often terrible at teaching  
introductory calculus

## The Curse of Knowledge

is the reason people are confused  
when you don't label your axes

you think you can throw one slide up in  
the background and explain the  
nuances of your topic in 15 minutes?

The Curse of Knowledge is why  
you're wrong

you think your job duties are so widely understood that you don't need to explain your acronyms?

The Curse of Knowledge is why  
you're wrong

i think i can explain the curse of  
knowledge to you in two minutes?

The Curse of Knowledge is why I'm  
wrong



Good communication often amounts to  
defeating **The Curse of Knowledge**

Good communication often amounts to  
defeating **The Curse of Knowledge**

It will always be a struggle, but there are some  
remedies

Know your audience

$$\max_{\text{talk} \in C(\text{venue}, \text{audience}, \text{presentation}, \text{you})} f(\text{talk})$$

What's the background of the audience?

How diverse? How technical?

Who is pivotal?

Direct your viewer's eye

# Q3 & Q4 2019 JOE'S TERRITORY PLAN



Continued FW Expansion  
Corp. PA5250 & 820 – July  
Hosting VF ELA - July

Epic BI & A Team



Cosmos Technology Value



Firewall Rules Optimization  
Hosting to begin PoC

Epic Hosting



Demisto Automation  
Redlock cloud security  
Redlock & Twistlock  
Moser - PS

Epic Hosting



Managed File Transfer  
Architecture & Price review  
Babcock PS



Large renewal  
Whitelisting

Epic Hosting



Clearpass value vs Cisco

Epic Hosting



Identity Access Management  
Integrations evaluation



IT Operations optimization  
Corporate to begin PoC



## CoE Whitespace – BI&A

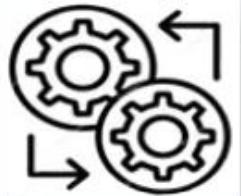
- Understand needs
- Establish Relationships
- Cosmos Project

## CoE Whitespace – Data Center

- Uncover Solution needs
- Privateer and Trent – Value
- Professional Services

## Key PS Engagements

- Babcock Value
- Data Center



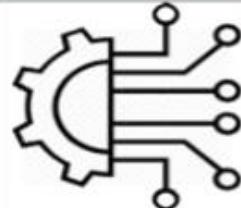
## Data Management

- Data Quality
- Data Integration
- Master Data Management
- Data Modeling
- Ecosystem Architectures
- Data Security



## Analytics, Data Science, Business Intelligence

- Dashboards
- Visual Analytics, Discovery
- Geospatial Analytics
- Data Mining, Predictive, Machine Learning, Neural Networks



## Methodologies & Strategies

- Performance Management
- Change Management
- Leadership Strategies
- Organizational Models
- Programming: R, Python
- Lifecycle Management
- Governance



## Development, Deployment, & Delivery

- On Premise, Public, Private, Hybrid Cloud
- As a Service, IaaS, PaaS, SaaS
- Operationalizing Analytics & Decision Science
- DevOps

# 2018

## Current State

- Mix and spend on both legacy and modern platforms and systems
- **Socialize and promote modern BI for core reporting implementation**
- BI system lifecycle roadmap leaves some uncertainty
- Lack of automation and deployment for infrastructure
- IT/Business relationship in the midst of changing to enablement model
- Currently utilizing hybrid cloud strategy
- Data governance and stewardship processes

## 2018 Initiatives

- Continue modern implementation and adoption through out enterprise
- Complete productionalization of Snowflake and Talend
- Stabilize legacy BI environment analytics
- Support and encourage user adoption for legacy BI
- Develop and implement BI system lifecycle roadmap

## 2019 Initiatives

- Completing full cloud transition for modern stack
- Continue transition and begin full sunset from Discoverer to modern stack
- Begin the corporate BI reporting and analytics movement to modern stack
- Provide modern BI analytics and reporting
- Introduce implementation of advanced analytics

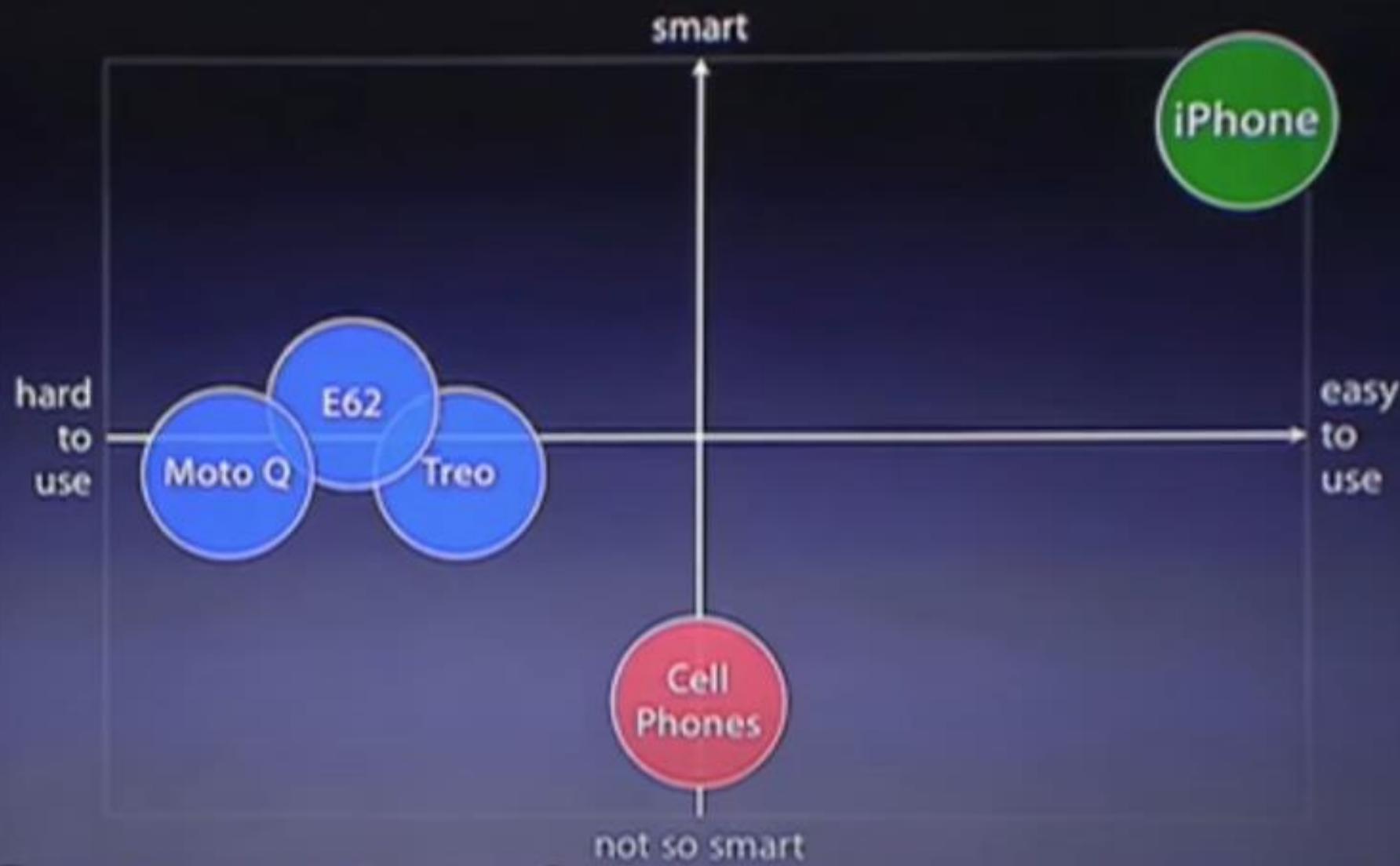
# 2020

## Target State

- BI infrastructure moved entirely to cloud
- Business views IT as enablers of analytics, instead of managing tickets and solutioning
- Majority of infrastructure procedures are automated, reducing risk and cost
- Well defined strategy and rules of engagement with managed service providers
- Begin modern BI implementations
- All Data securely partitioned and visibility rights documented



# SELF-SERVICE ANALYTICS ROADMAP

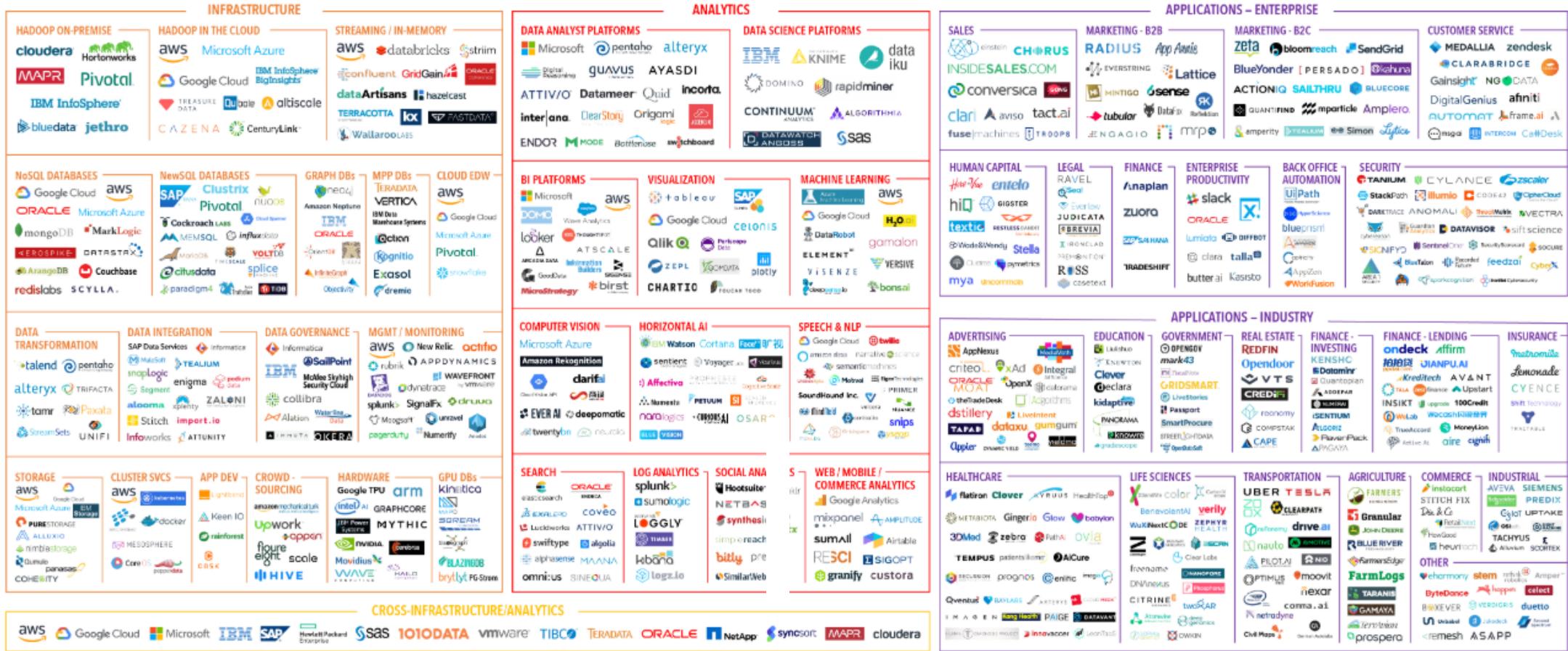


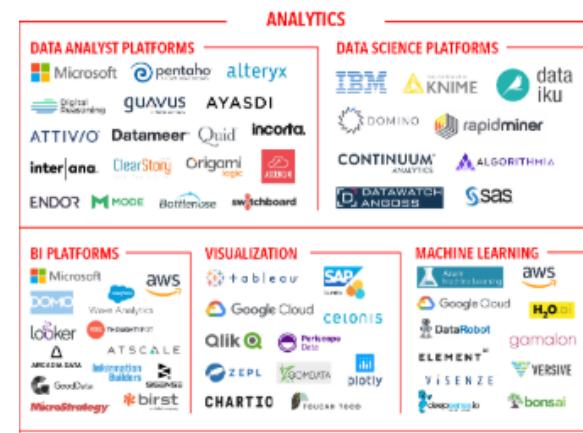
Show, don't tell



# BUINESS INTELLIGENCE AND ANALYTICS TOOL MARKETPLACE 2020

- There are a lot of tools out there for your analytics and data needs
- There are so many competing options, but which one will be right for you?
- This decision is difficult because there are many different platforms for you to choose
- My job is to help you identify the right solutions for your analytics needs





Show, don't tell

How can I use a personal example  
to make a point?

# Marketing Solutions: Does the Data Tell The Whole Story?

---

- Recently received an ad from 'The Black Tux'
- Confusion about title; did I make a reservation?
- Responded to marketing campaign with inquiry
- Possible that the company saw my response as engagement, when in fact I was very confused
- Data must be interpreted with caution



  The Black Tux

Inbox

Your RSVP is confirmed - can be a tricky language to master. Luckily, it's easy to becom

Your RSVP is confirmed ➤

Inbox ×



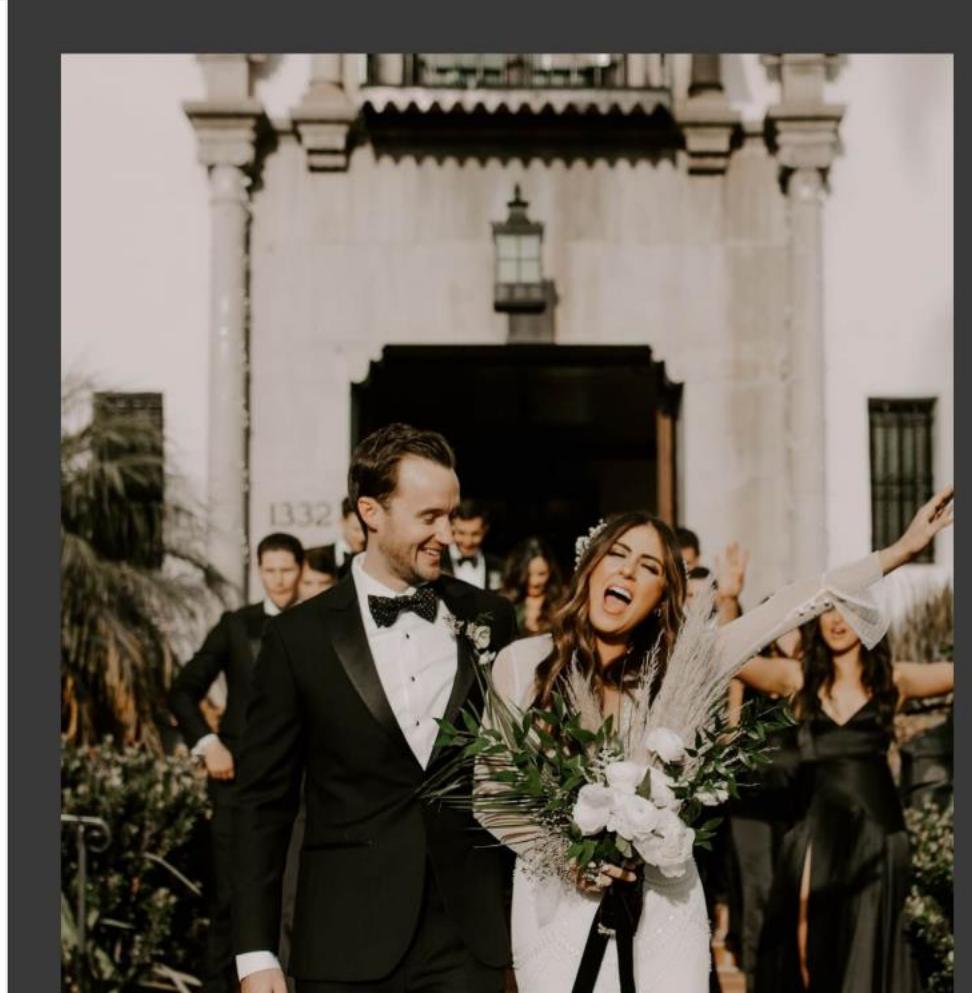
The Black Tux <support@email.theblacktux.com> [Unsubscribe](#)

to me ▾

Tue, Jun 11, 2:10 PM (1 day ago)



THE  
BLK  
TUX





@BYAMYLYNN

# Talk Formal to Me

Wedding attire can be a tricky language to master. Luckily, it's easy to become fluent in dress codes and find your style.

STYLE ME UP

## Black Tie

Follow suit in a **black** bow tie, a **black** tuxedo and a white tux shirt without following the crowd.

**Phil Henrickson** <phil.henrickson@gmail.com>  
to support ▾

Tue, Jun 11, 2:17 PM (1 day ago)



I received an email saying that my RSVP was confirmed - I can't tell if this is just an ad or if someone is using my account and has RSVP'd to an event that I do not know about.

Sent from my iPhone

**Phil Henrickson** <phil.henrickson@gmail.com>  
to support ▾

Tue, Jun 11, 2:17 PM (1 day ago)



I received an email saying that my RSVP was confirmed - I can't tell if this is just an ad or if someone is using my account and has RSVP'd to an event that I do not know about.

Sent from my iPhone



**Remi T. (The Black Tux)**

Jun 11, 12:40 PM PDT

Hi Phil,

Thank you for reaching out. Our apologies for this. This is a general marketing email, which you may disregard. I have already passed the feedback along to our marketing team. You are not being charged, and there is no upcoming reservation for you.

Again, our apologies for any confusion. If there is anything else I can do to help, please let me know!

Best,  
Remi

Your RSVP is confirmed!



Your RSVP is confirmed!



Non panic-inducing ad



Your RSVP is confirmed!

Non panic-inducing ad



Customer clicks on ads in  
email

Customer email response

Customer clicks on website



No response

Your RSVP is confirmed!

Non panic-inducing ad



Customer clicks on ads in  
email

Customer email response

Customer clicks on website



No response

The data might not mean  
what you think it means!



# The Information:Ink Ratio

## The Information:Ink Ratio

Ink used for information

---

Ink used in the slide

# Marketing Solutions: Does the Data Tell The Whole Story?

---

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# ALTER YOUR ANALYTICS LIFECYCLE



BEFORE



IT

Data Sources



Informatica, Talend, Paxata, Trifacta

Data Cleansing  
Scripts and Tools



Prep and Blending  
Scripts and Tools



GIS  
Specialists

Spatial Tools



Esri, Pitney Bowes



Data  
Scientists

Predictive and Prescriptive  
Scripts and Models



SPSS, SAS, R, Python



IT and  
DevOps

Production and Output  
Development



Java, PHP, C++, Ruby



Business  
Analysts

Visualizations & Reports



Microsoft, Tableau, Qlik

## ALTERYX SELF-SERVICE



Analyst

Find the right  
data asset



Data  
Cleansing



Prep and  
Blending



Spatial  
Data



Predictive and  
Prescriptive



Production and Output



**NEW INSIGHTS  
BETTER DECISIONS  
MORE VALUE**



alteryx

The Thrill  
of Solving

- 1) What is the point?
- 2) How much ink are you using on the screen for something that isn't about the point?

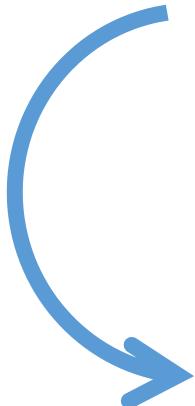
Make it as simple as possible

# Two necessary components to make use of data science.

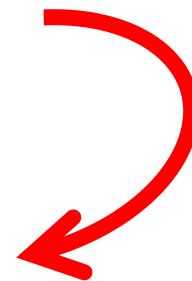
- There is an unknown pattern that would be useful to know.
- There is data to learn the pattern.

# Two necessary components to make use of data science.

- There is an unknown pattern that would be useful to know.
- There is data to learn the pattern.



Business  
Knowledge



Data  
Science





Charles Mingus,  
Jazz musician



Charles Mingus,  
Jazz musician

My son's a painter. All through school his teachers tell him he's a genius. I tell him to paint me an apple that looks like an apple before he paints me one that doesn't.

Go where you can go, but start from someplace recognizable.

Making the simple complicated is commonplace; **making the complicated simple, awesomely simple, that's creativity.**

# The Curse of Knowledge

## The Curse of Knowledge

It will always be a struggle, but there are some remedies

Know your audience

Show, don't tell

Maximize information:ink

Make it as simple as possible

# The Talk On Talks

- 0) Reflection and Mimicry
- 1) Preparation
- 2) The Curse of Knowledge
- 3) Make Me Care

"Talk Like TED is a smart, practical book that will teach you how to give a kick-butt presentation." – Daniel H. Pink,  
#1 New York Times bestselling author of *To Sell Is Human* and *Drive*



# TALK

THE 9 PUBLIC-SPEAKING SECRETS

# LIKE

OF THE WORLD'S TOP MINDS

# TED

CARMINE GALLO

BESTSELLING AUTHOR OF *THE PRESENTATION SECRETS OF STEVE JOBS*

1)

2)

3)

4)

5) Deliver Jaw-Dropping  
Moments

6)

7)

8)

9)

"Talk Like TED is a smart, practical book that will teach you how to give a kick-butt presentation." – Daniel H. Pink,  
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TALK  
THE 9 PUBLIC-SPEAKING SECRETS  
LIKE  
OF THE WORLD'S TOP MINDS  
TED  
CARMINE GALLO  
BESTSELLING AUTHOR OF *THE PRESENTATION SECRETS OF STEVE JOBS*

We all know what it's like to not care

We all know what it's like to not care

It is **your responsibility** to make them  
care



iPod

Phone

Internet



# Linear regression as ML estimator

- As we saw last time, the Normal distribution is written as

$$y_i \sim \text{Normal}(\mu_i, \sigma^2) = \frac{1}{\sqrt{2\pi\sigma^2}} e^{-\frac{(y_i - \mu_i)^2}{2\sigma^2}}.$$

- We now set  $\mu_i = \mathbf{x}_i \boldsymbol{\beta}$ . This is the **systematic component** of the model that lets the mean vary as a function of explanatory variables. Plugging this in, we get

$$y_i \sim \text{Normal}(\boldsymbol{\beta}, \sigma^2) = \frac{1}{\sqrt{2\pi\sigma^2}} e^{-\frac{(y_i - \mathbf{x}_i \boldsymbol{\beta})^2}{2\sigma^2}}.$$

- The likelihood for a single observation  $i$  is then

$$\mathcal{L}_i(\boldsymbol{\beta}, \sigma^2 | y_i, \mathbf{x}_i) \propto \frac{1}{\sqrt{2\pi\sigma^2}} e^{-\frac{(y_i - \mathbf{x}_i \boldsymbol{\beta})^2}{2\sigma^2}},$$

so that the likelihood for a sample of  $n$  observations equals

$$\mathcal{L}(\boldsymbol{\beta}, \sigma^2 | \mathbf{y}, \mathbf{X}) = \prod_{i=1}^n \frac{1}{\sqrt{2\pi\sigma^2}} e^{-\frac{(y_i - \mathbf{x}_i \boldsymbol{\beta})^2}{2\sigma^2}}.$$

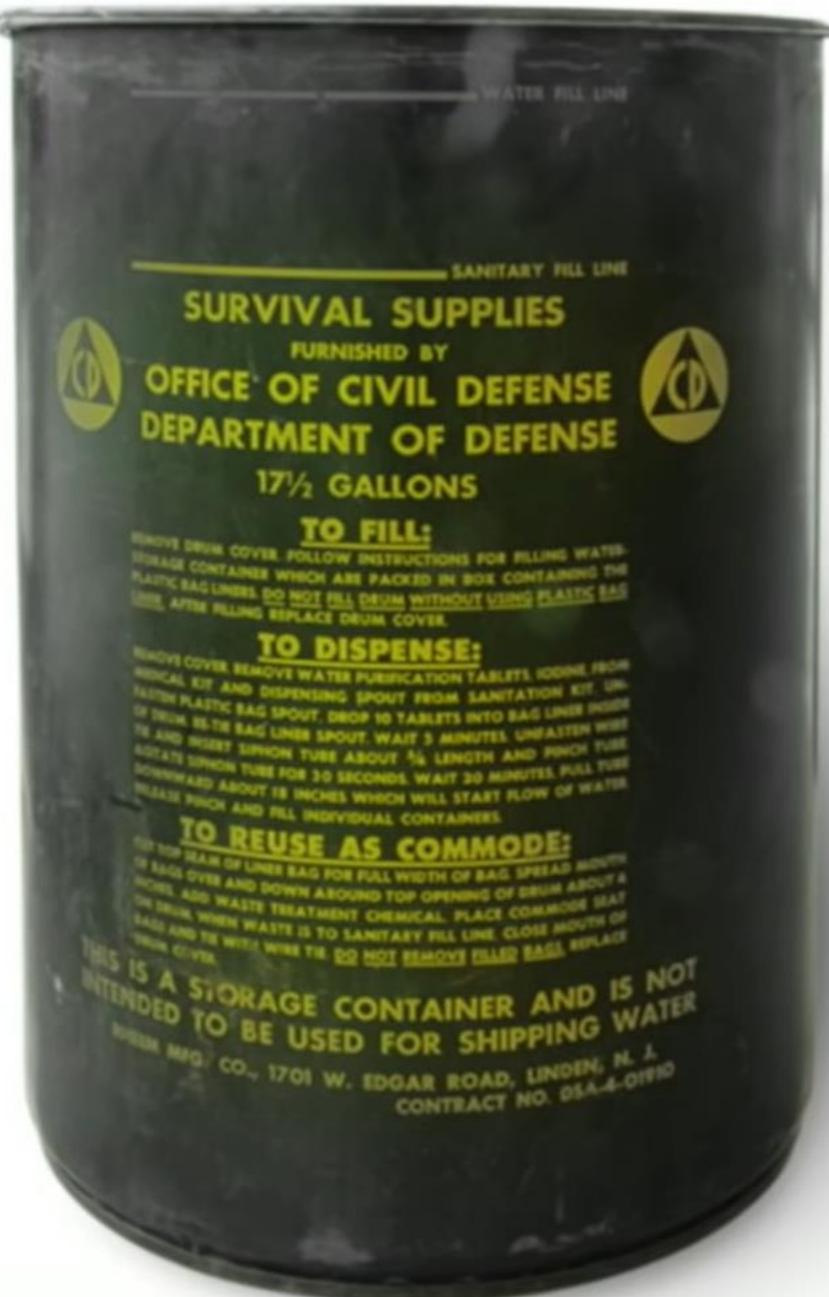
We all know what it's like to not care

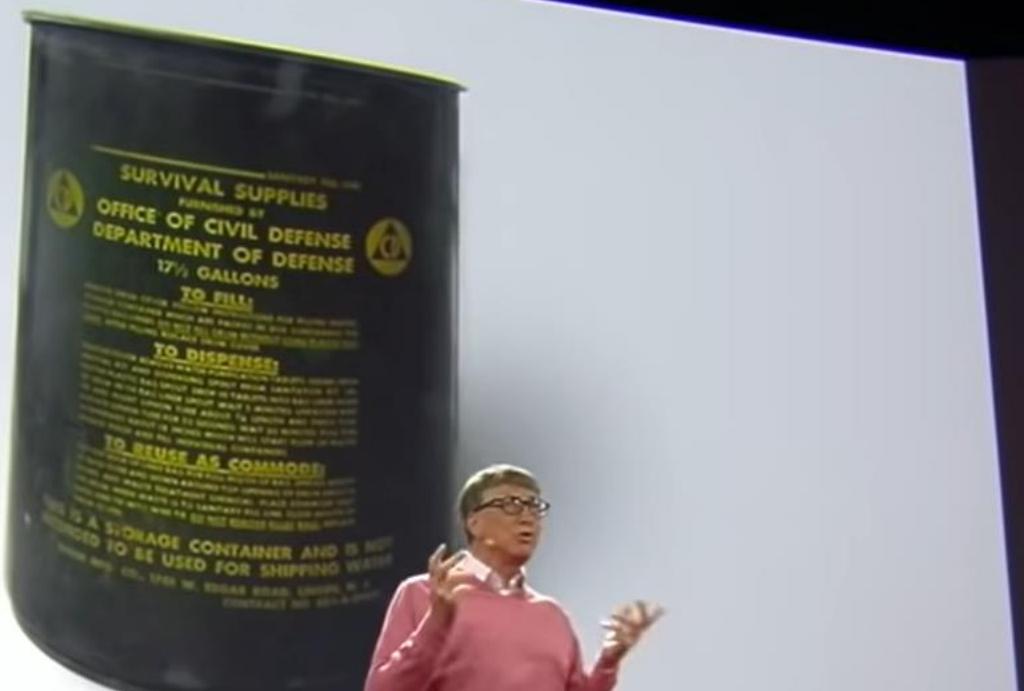
It is **your responsibility** to make them  
care

If the audience is not engaged, you have  
missed something in your preparation

How do I get them to care?

Make it weird.





TED

# Our new BI&A Go To Market

1



Products



2



Professional Services

3



Programs



Repeatable  
Services

# What is this thing called **Data Science?**

Phil Henrickson, PhD  
AE Business Solutions  
Delivered April 18, 2019



Make it personal.



Yoda,  
Jedi Master



Pass on what you have learned.  
Strength, mastery, yes.

But weakness, folly, failure also.  
Yes, failure most of all.

The greatest teacher, failure is.



Care.

If you don't care, why  
should your audience?

If you don't care, why are  
you presenting?

How do I know if they  
care?





BENJAMIN  
**ZANDER**

---

Philharmonia  
Orchestra



Look at their eyes.

If their eyes are shining,  
you know you are doing it.

BENJAMIN  
**ZANDER**

---

Philharmonia  
Orchestra



Look at their eyes.

If their eyes are shining,  
you know you are doing it.  
If their eyes are not shining,  
you have to ask yourself a  
question:

BENJAMIN  
**ZANDER**

---

Philharmonia  
Orchestra



Look at their eyes.

If their eyes are shining,  
you know you are doing it.  
If their eyes are not shining,  
you have to ask yourself a  
question:

Who am I being that their  
eyes are not shining?

BENJAMIN  
**ZANDER**

---

Philharmonia  
Orchestra



Who am I being that their  
eyes are not shining?

# The Talk On Talks

- 0) Reflection and Mimicry
- 1) Preparation
- 2) The Curse of Knowledge
- 3) Make Me Care

# The Talk On Talks

- 0) Reflection and Mimicry
- 1) Preparation
- 2) The Curse of Knowledge
- 3) Make Me Care
- 4) Get Really Good with Prezi



## wrapping up

Preparation, preparation, preparation

Preparation helps you to understand  
the constraints of the optimization  
problem

Preparation helps you to overcome the  
curse of knowledge







The Talk  
On Talks:  
Let's Talk