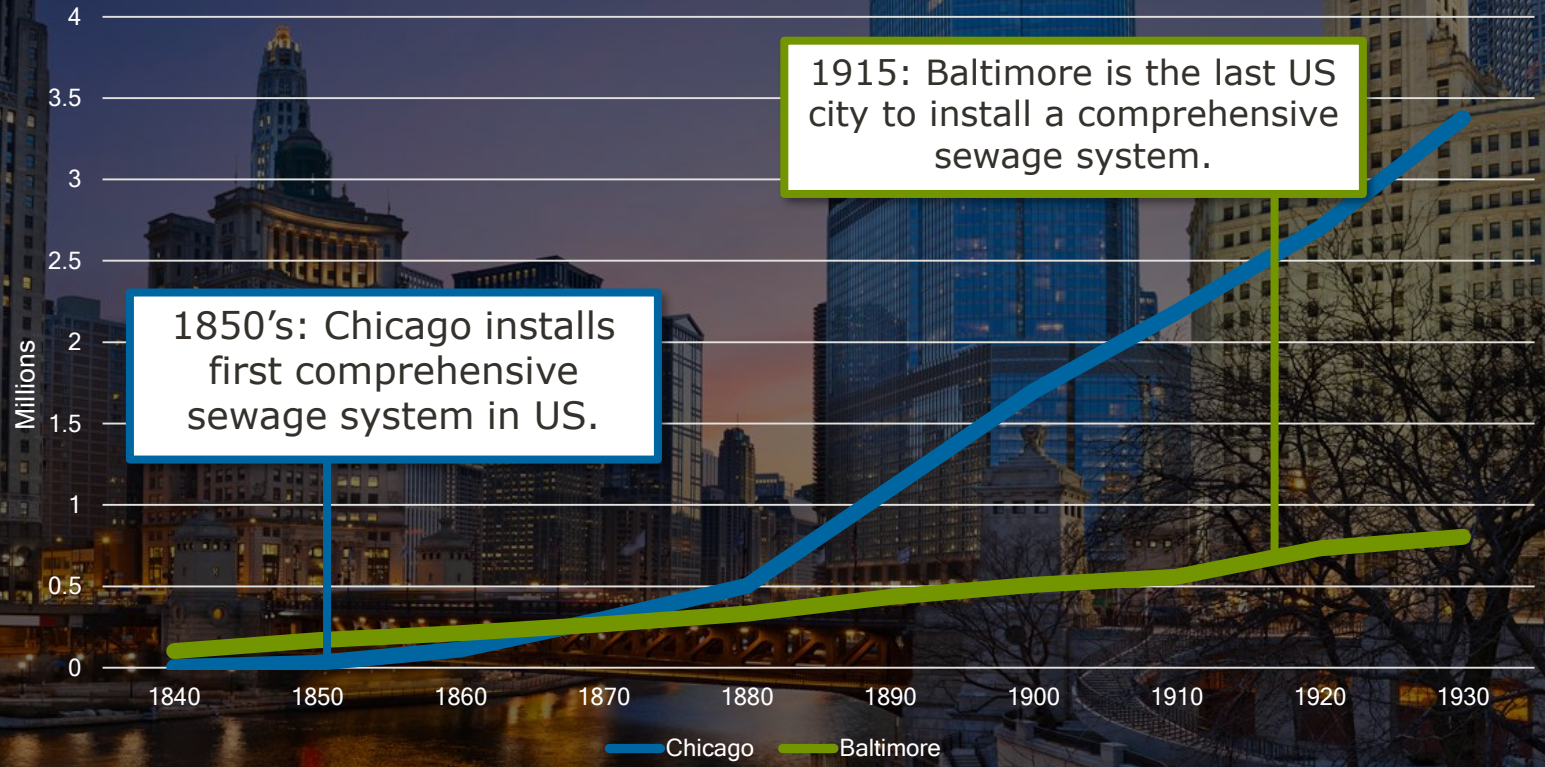
C5insight

Analytics

The Executive Briefing

A Tale of Two Cities



HAPPENS

ORGANIZATIONS WITH THE FASTEST REVENUE GROWTH ARE:

108%

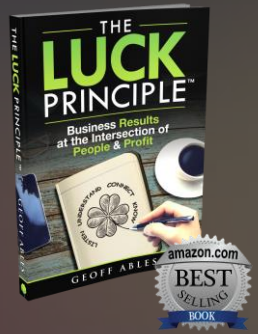
Better at accessing and drawing insights from data.

84%

Better at translating insights into action.

- IBM Research

Meet Your Presenter



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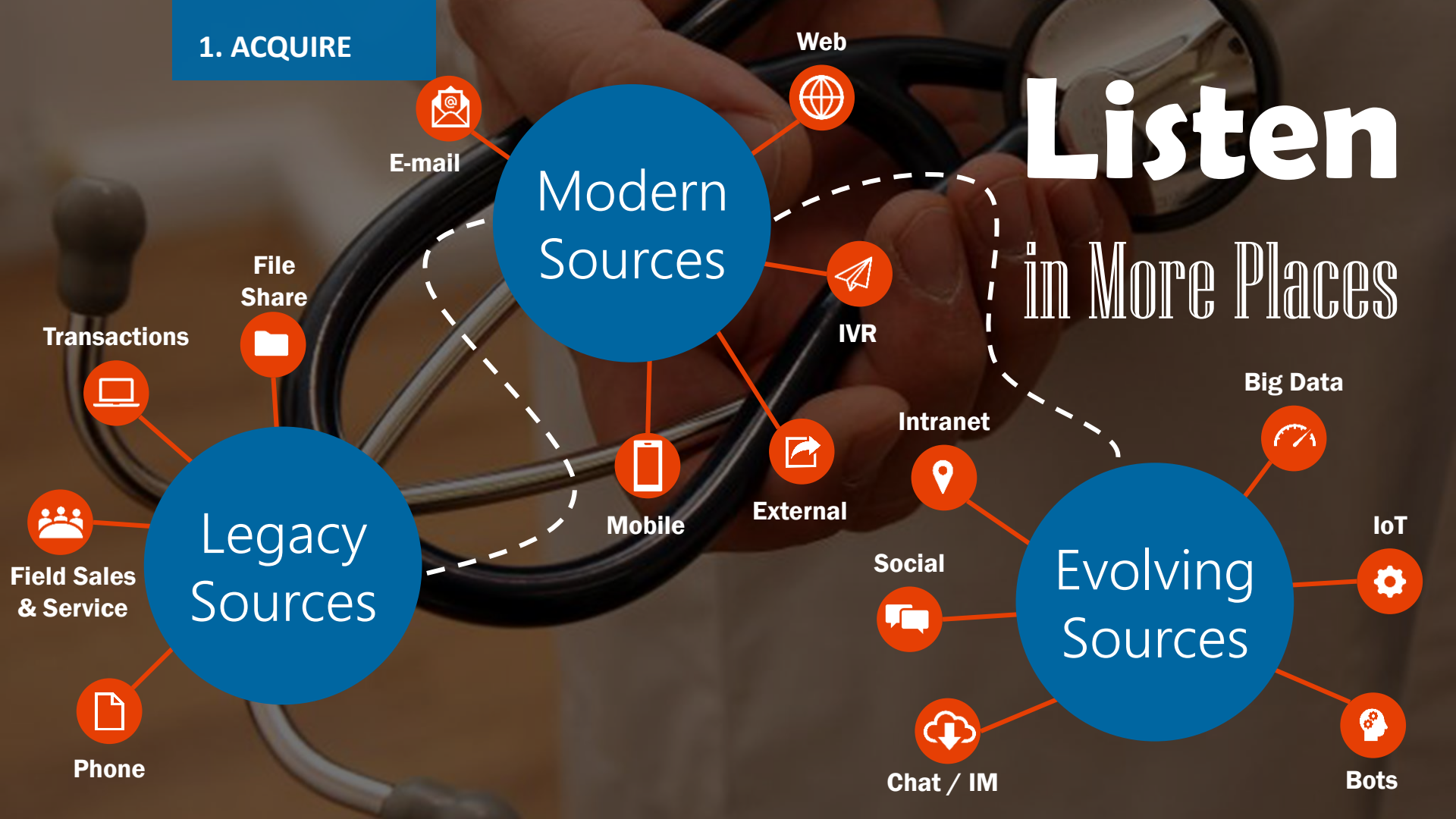
5 HABITS FOR
IMPROVING ANALYTICS CAPABILITIES


1. ACQUIRE
Listen
in More Places
Modern Sources
Web
E-mail
IVR
Mobile
External
Legacy Sources
File Share
Transactions
Field Sales & Service
Phone
Evolving Sources
Big Data
Intranet
IoT
Social
Chat / IM
Bots

1. ACQUIRE

Executives
Set Direction

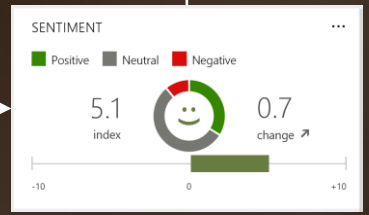
Management
Multiple Tiers

Operations and Front Lines

Distributors

Customers

Surveys
Annual customer and employee feedback



1. ACQUIRE

2. ANALYZE

2020
44zb

2016
4.4zb

2006
0.16zb

Clean Up Your ROTII

53% - 80% ROTII

1. ACQUIRE

2. ANALYZE

SEARCH

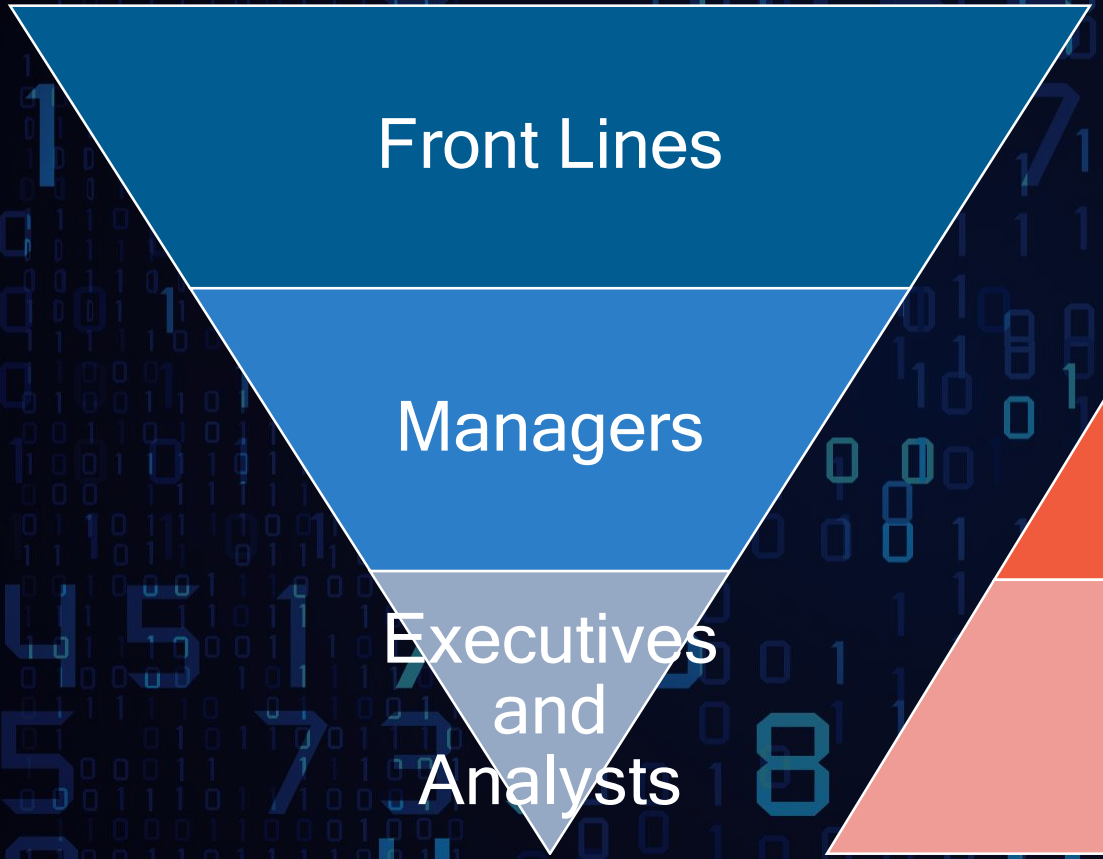
Employees spend about 20% of their time looking for data that they need to get their job done.

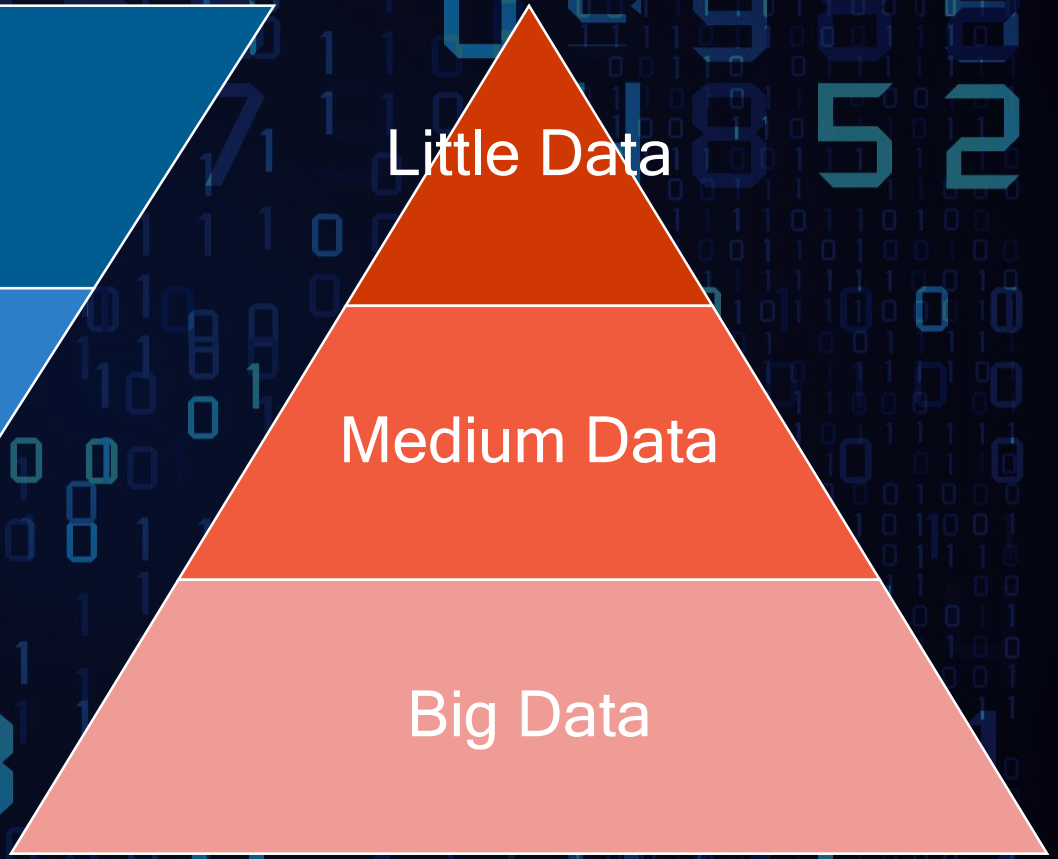
- Harvard Business Review

In a 1,000 person company with an average salary of $50,000 per year, that's $10 million spent looking for stuff!

1. ACQUIRE

2. ANALYZE





1. ACQUIRE

2. ANALYZE

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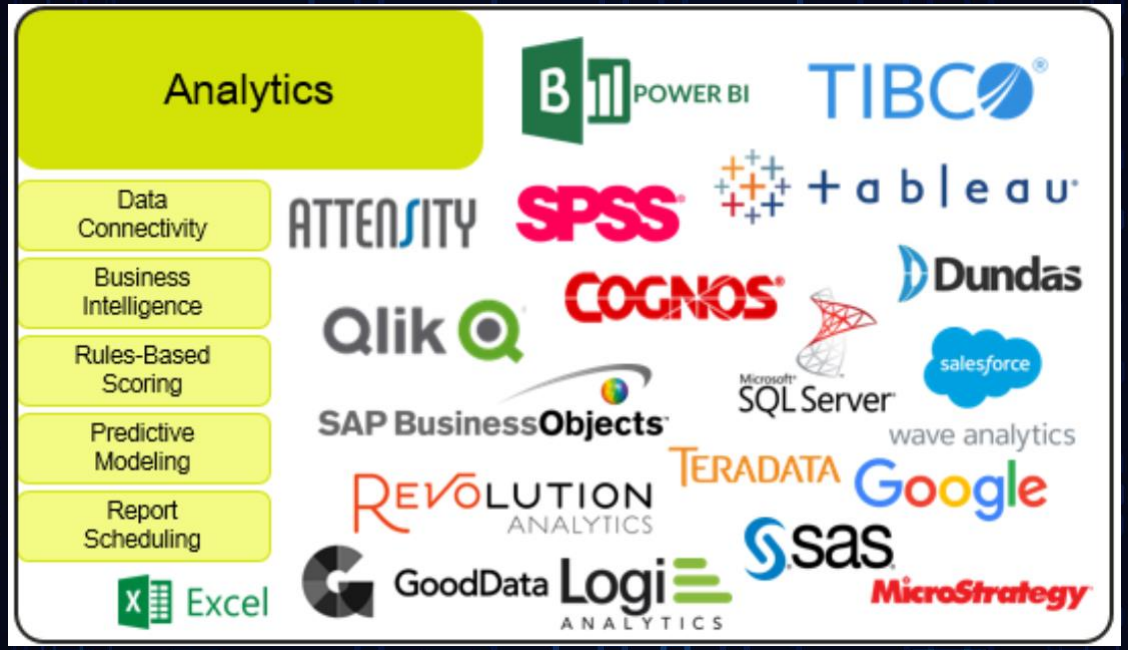
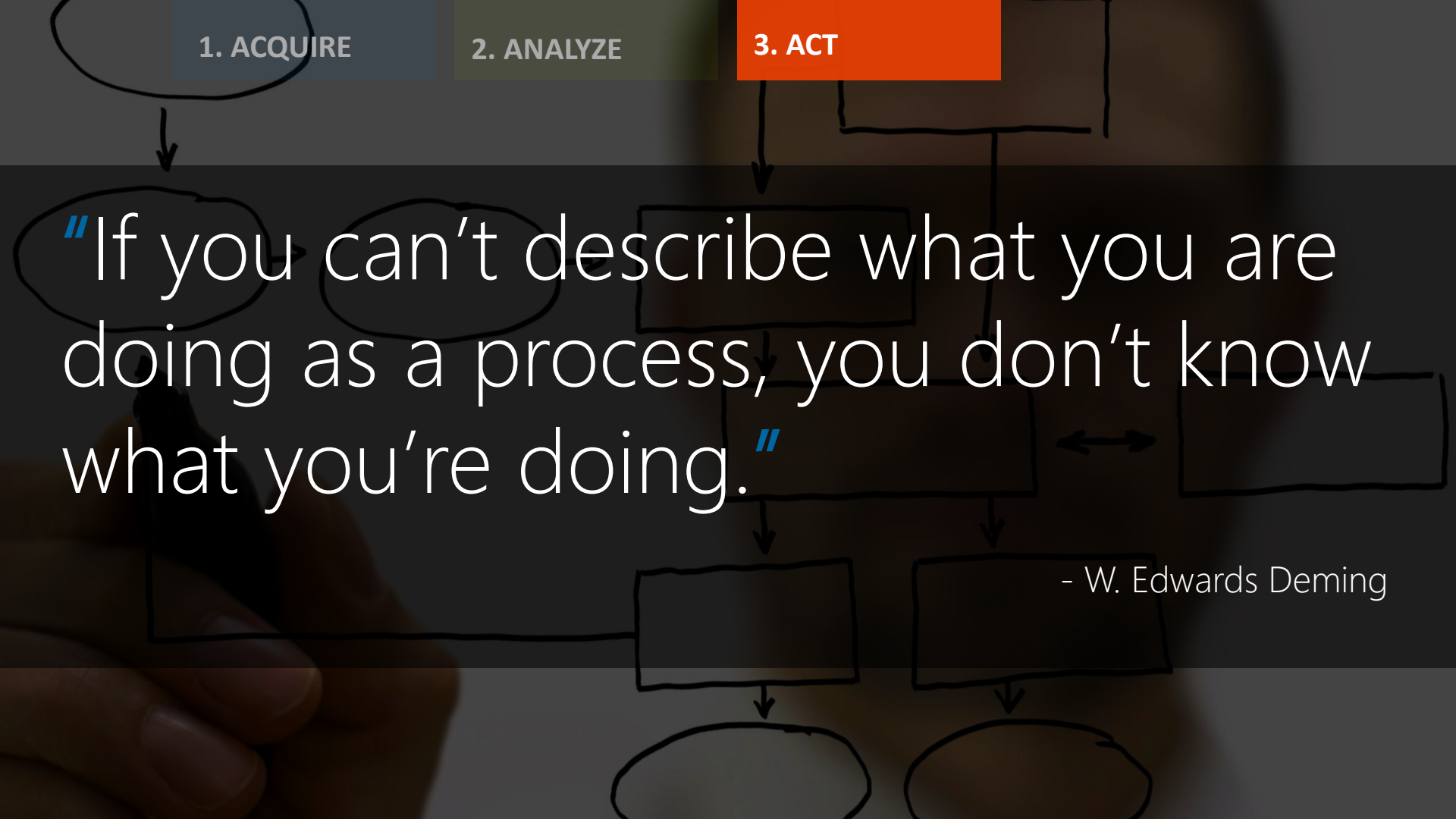




"If you can't describe what you are doing as a process, you don't know what you're doing."

- W. Edwards Deming

1. ACQUIRE

2. ANALYZE

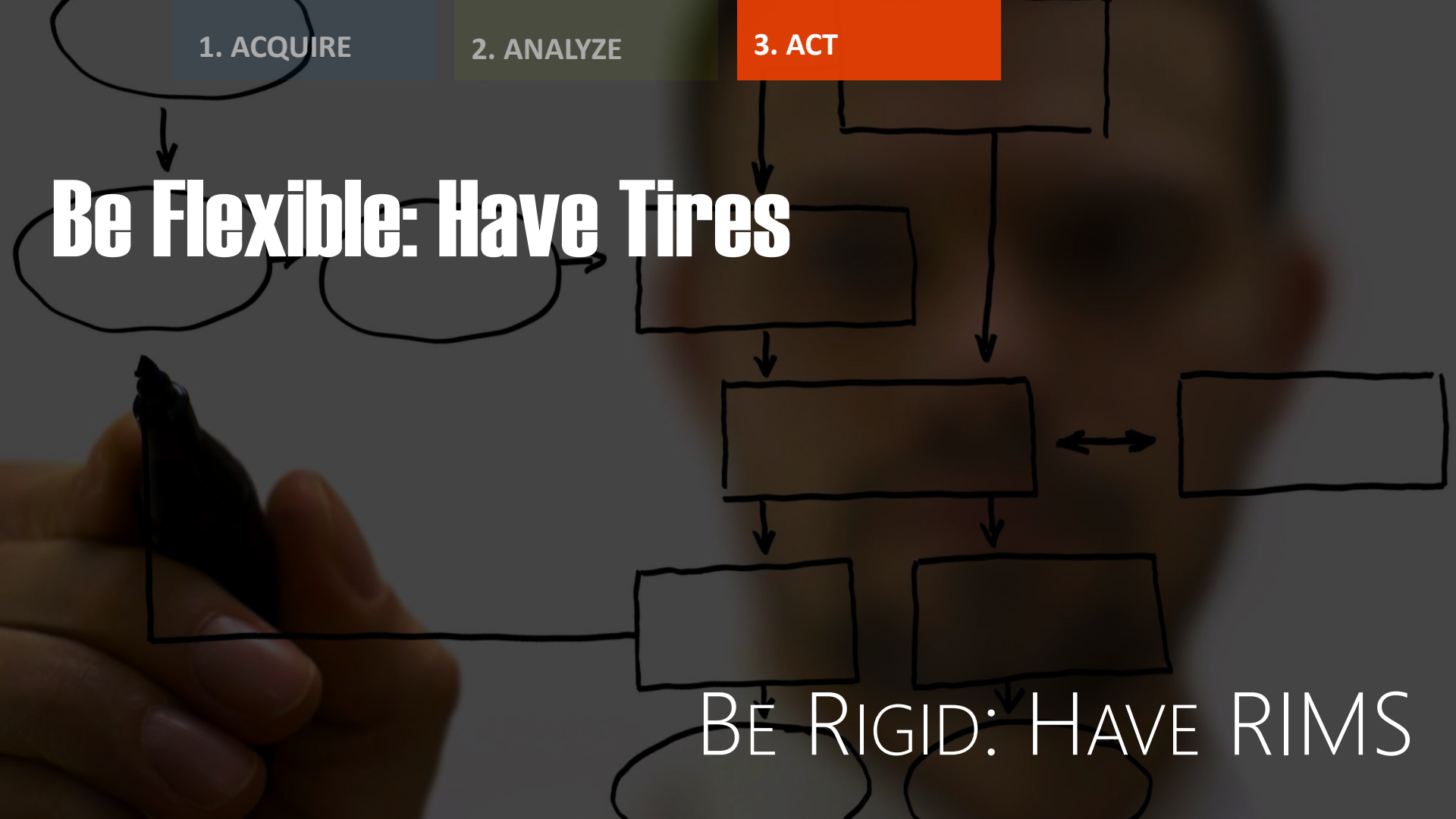
3. ACT

Profit results are 30% greater for firms using sales process than for those that are not.

- The Sales Management Association

1. ACQUIRE | 2. ANALYZE | 3. ACT

Be Flexible: Have Tires



Be Rigid: Have RIMS

1. ACQUIRE | 2. ANALYZE | 3. ACT | **4. ASSESS**

Know the Score

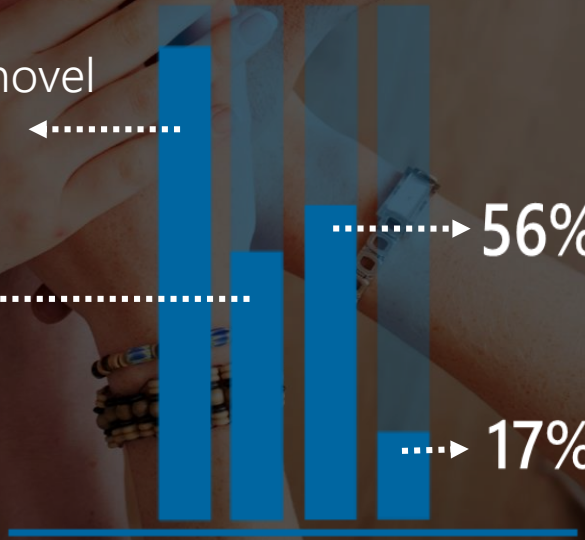
Share the Score

Give Everyone a Voice in Improving the Score

Organizations with a strong learning and collaborative culture are:

92% more likely to develop novel products and processes

52% more productive



56% more likely to be first to market with their products and services

17% more profitable than their peers

- Deloitte

1. ACQUIRE | 2. ANALYZE | 3. ACT | **4. ASSESS**

Business Leaders

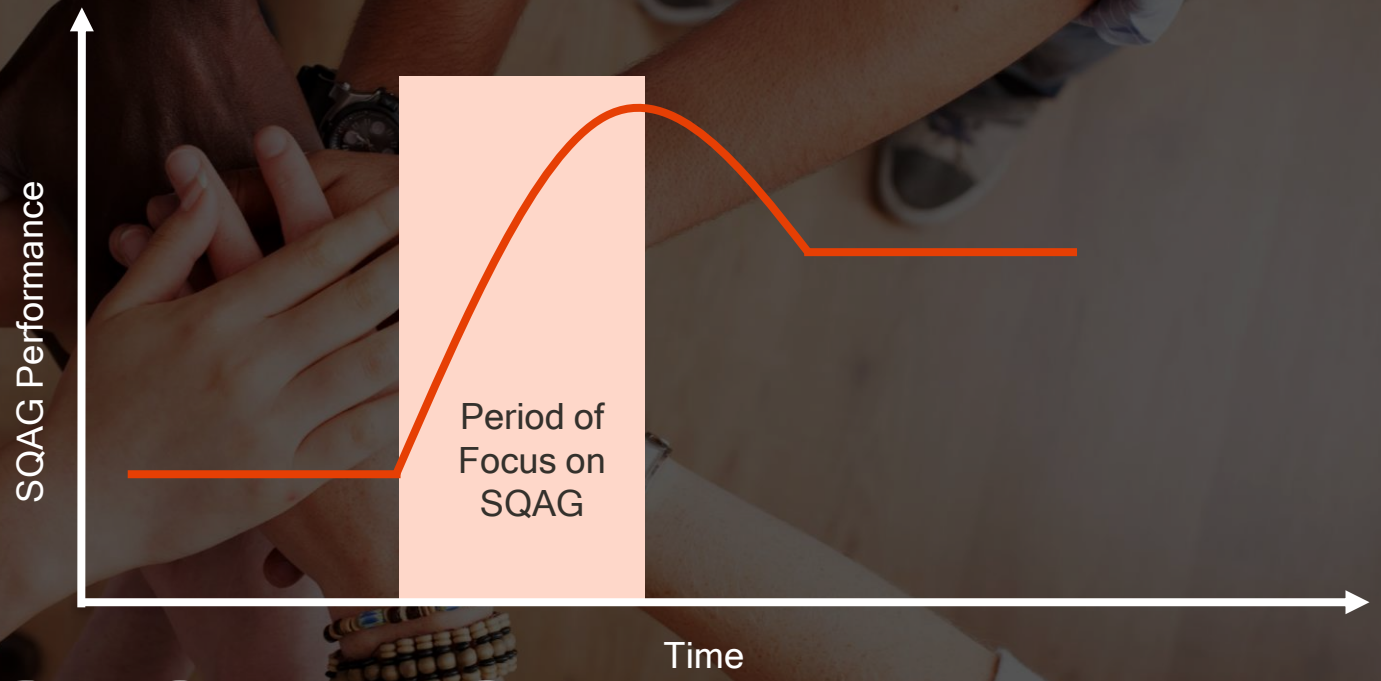
86%
"Collaboration is critical."

7%
"We are effective at collaboration."

79%
Gap!

- Boundary Spanning Leadership

1. ACQUIRE | 2. ANALYZE | 3. ACT | **4. ASSESS**



KNOW YOUR SQAGs

1. ACQUIRE | 2. ANALYZE | 3. ACT | **4. ASSESS**

Become

Fail Safe

LISTEN ★ UNDERSTAND ★ CONNECT ★ KNOW

LION'S DEN COFFEE COMPANY

1. ACQUIRE

2. ANALYZE

3. ACT

4. ASSESS

5. ALIGN

"Culture eats strategy for breakfast."

- Peter F. Drucker

1. ACQUIRE | 2. ANALYZE | 3. ACT | 4. ASSESS

5. ALIGN

RECAP

1. ACQUIRE

#BigData #Content #Integration

Listen to people and remember what they say.

2. ANALYZE

#ROTII #BI #Search

Distribute and analyze knowledge to discover insights.

3. ACT

#CX #UX #Process #Adoption #Governance

People-centric processes and experiences.

4. ASSESS

#Collaborate #Innovate #KPI #Engagement

Know, share and improve the score together.

5. ALIGN

#Leadership, #Culture – Use digital workplace tools to create a more people-centric LUCK-based culture.

RECAP

POWERED BY LUCK

LISTEN

#BigData #Content #Integration

Listen to people and remember what they say.

UNDERSTAND

#ROTII #BI #Search

Distribute and analyze knowledge to discover insights.

CONNECT

#CX #UX #Process #Adoption #Governance

People-centric processes and experiences.

KNOW

#Collaborate #Innovate #KPI #Engagement

Know, share and improve the score together.

GOOD LUCK

#Leadership, #Culture – Use digital workplace tools to create a more people-centric LUCK-based culture.

“ If **profit** is the **pulse** of an organization, then **people** are the heart.
— The LUCK Principle

RESOURCES

C5insight

CRM and Intranets

- Digital Transformation
- CX, EX and BI
- Office 365, Dynamics 365/CRM

LUCK Infographics

Free e-Book

Business Card

The LUCK Principle

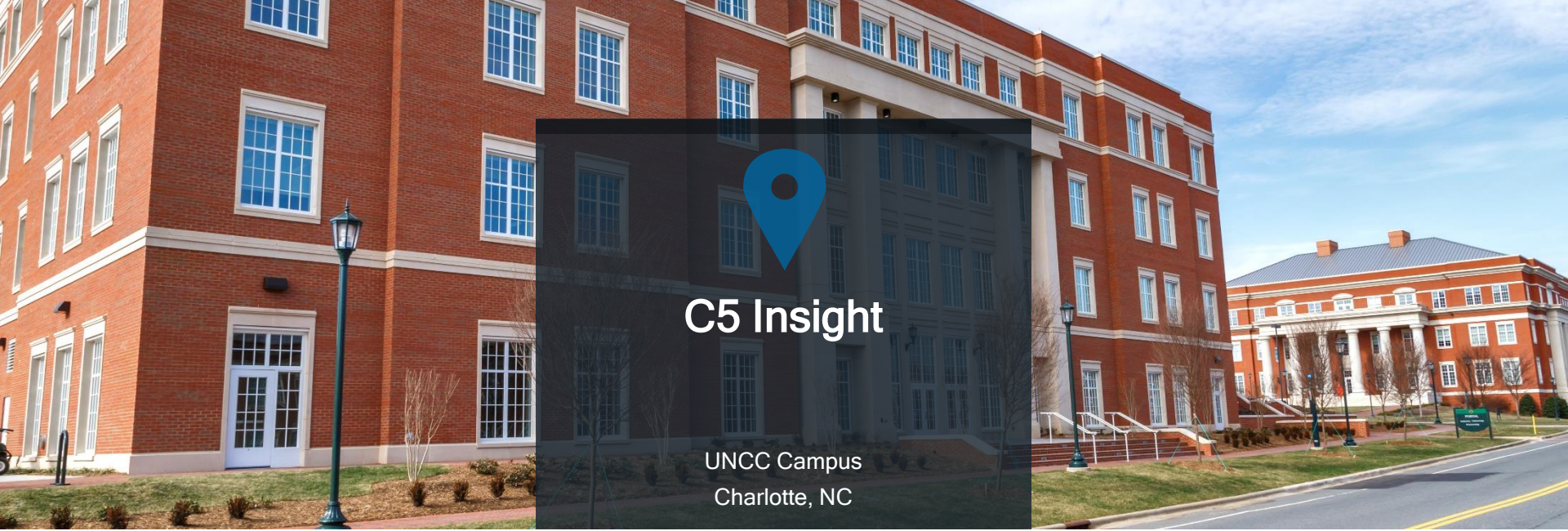
Amazon.com

gotluck.link/book

Executive Briefing

Insights and Brainstorming for your Team

Business Card



CONNECT!

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