



UVU
DATA
SUMMIT

The Next Steps: Decision Making And Storytelling



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What are we Doing?



Data and AI Literacy – A Summary



Data and AI Driven Decision Making

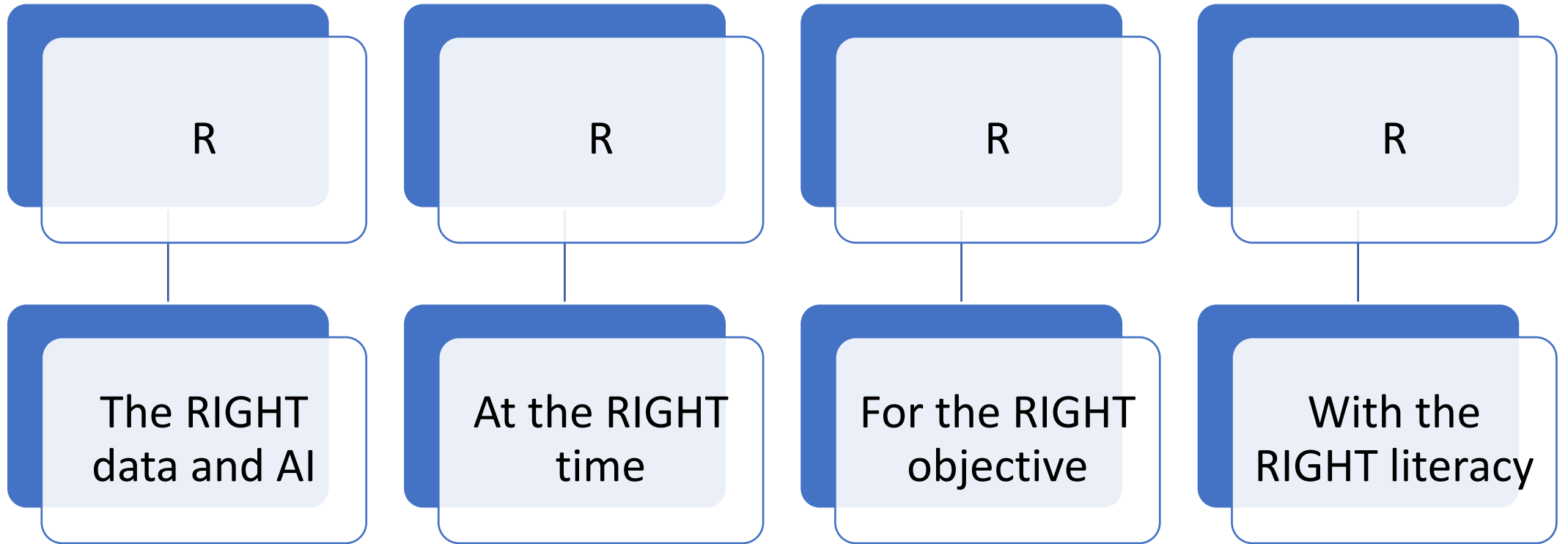


Data and AI Storytelling



Data and AI Literacy: A Summary

THE FOUR RIGHTS OF DATA AND AI



WHAT IS HAPPENING IN TALENT?

39% - Expected replacement of current staffing tasks with AI in 3-years

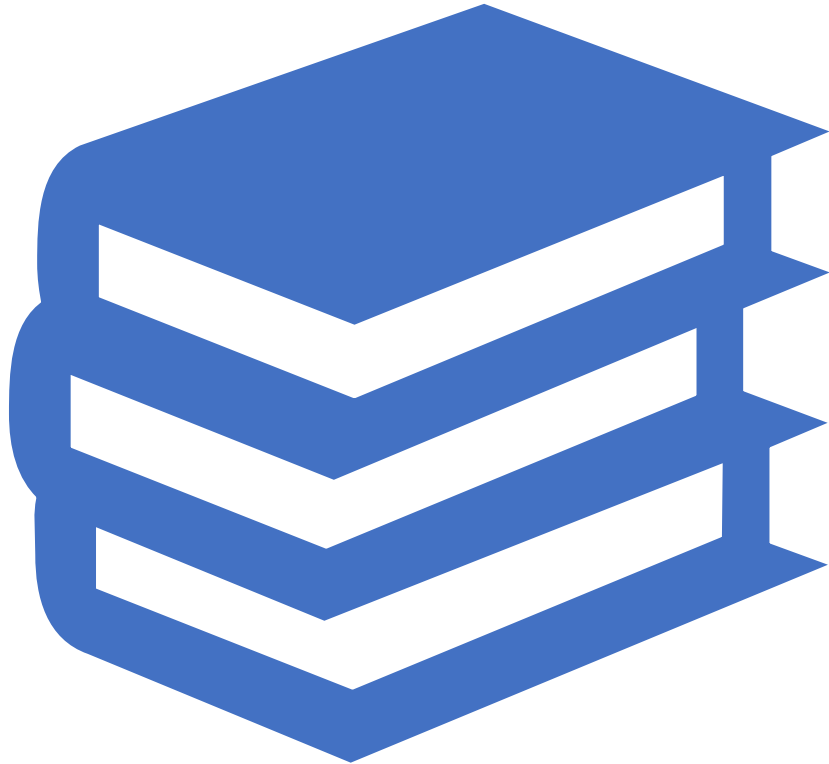
AI – Models: Within 3 years, AI models will be at least 5-7X better than today.

78% of executives state that scaling AI and ML use cases to create business value

66% of leaders wouldn't hire someone without AI skills

71% of leaders would hire a candidate with less experience but more AI skills than a candidate with more experience but no AI skills

DEFINING DATA & AI LITERACY

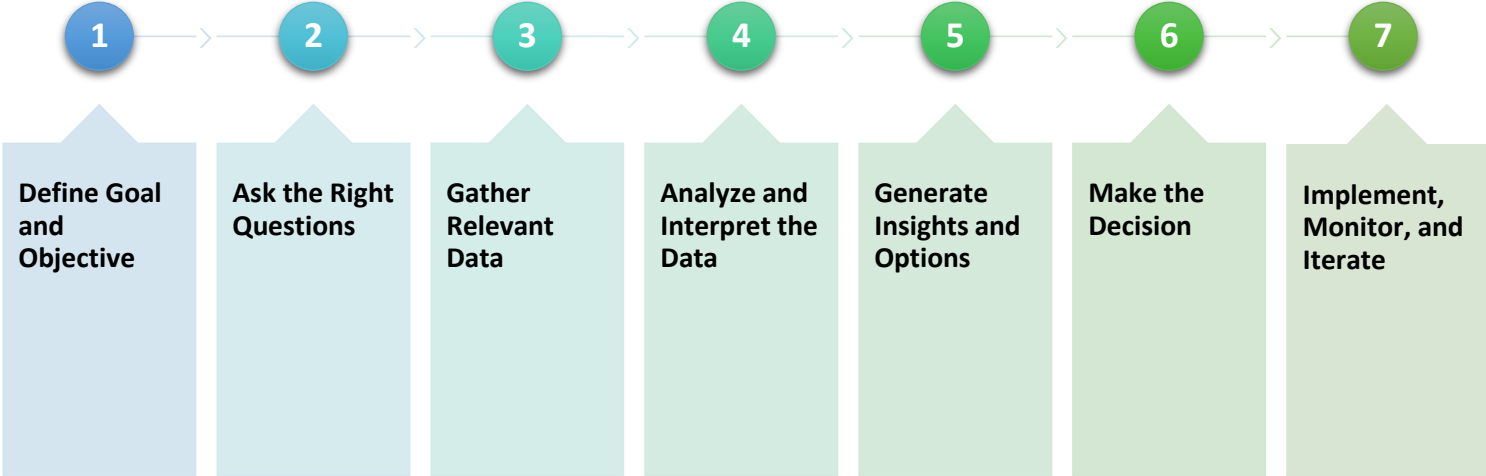


- Data Literacy – The ability to read, work with, analyze, and communicate with data (Qlik)
- AI Literacy - Equipping individuals with the knowledge and skills to understand, use, and interact with AI responsibly and effectively. It's about enabling people to make informed decisions about AI technologies, understand their implications, and navigate the ethical considerations they present (DataCamp)

The background features a pattern of overlapping squares in various shades of green and yellow, creating a digital or data-like aesthetic. The squares are scattered across the page, with a higher density in the top-left and bottom-left areas.

Data and AI Driven Decision Making

DAIDDM – DATA AND AI DRIVEN DECISION-MAKING FRAMEWORK



Step 1: Define the Goals and Objectives

1

Define Goal
and
Objective

Understand business context

Value driven approach

Utilize collaboration

Document and communicate

Use prior decisions

Engage the audience and stakeholders

Step 2: Ask the Right Questions

2

Ask the
Right
Questions

Utilize the objective

Ask “why”

Utilize curiosity

Open and closed ended

Breakdown the problem

Focus on decision impact

Engage stakeholders

Critical thinking

Step 3: Gather Relevant Data

3

Gather
Relevant
Data

Utilize the objective

Network with data team

Assess data quality and accessibility

Analyze data sufficiency

Consider data granularity needs

Understand tools and technology

Step 4: Analyze and Interpret the Data

4

Analyze and
Interpret
the Data

Understand analytical level

Visualize the data

Look for patterns and trends

Utilize collaboration

Utilize statistics and tools where appropriate

Document process and findings

Step 5: Gather Insights and Options

5

Generate
Insights and
Options

Find most important insights; prioritize

Apply insights to the goals and objectives

Communicate findings with appropriate audience

Understand downstream decision impact

Understand potential unintended consequences

Step 6: Make the Decision

6

Make the
Decision

Gain stakeholder buy-in and approval

Perform cost-benefit analysis

Plan for implementation and build a roadmap

Discuss timeline and action-plan

Step 7: Implement, Monitor, and Iterate

7

Implement,
Monitor,
and Iterate

Utilize roadmap and action plan

Allocate resources appropriately

Create and implement strong communication plan

Set performance metrics

Track progress and document

Establish timeline and iteration process

Documentation, example “lessons learned”

Adjust and start process over

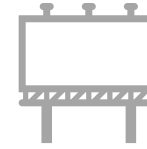


Data and AI Storytelling

CRAFT YOUR STORY: A FRAMEWORK



1. Define the Purpose of Your Story – What is your objective?



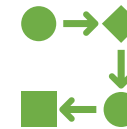
2. Tailor to Your Audience – How well do you know your audience?



3. Identify Key Insights – What matters for this story?



4. Build a Narrative Flow – Ensure good flow



5. Visualize Appropriately and Effectively – Less can be more



6. Refine and Iterate – Continuously improve your story

1. DEFINE YOUR PURPOSE

QBR/ABR

Standard Decision Making

Aligning Teams on Goals

Demonstrating ROI and Business Impact

Uncovering and Addressing Challenges

Fostering a Data Driven Culture

Enhance Internal and Customer Understanding

Monitoring and Reporting

2. TAILOR TO YOUR AUDIENCE

1

Understand audiences data literacy skill-level

2

Highlight audience-specific insights

3

Choose relevant metrics and KPIs

4

Use language that aligns with audience preferences

5

Frame the story with context

6

Vary the storytelling based on audience personality

7

Provide calls to action

3. IDENTIFY KEY INSIGHTS

Set aside time to find insights

Look for patterns and trends

Identify anomalies and outliers in the data

Segment data to reveal deeper insights

Analyze correlation and relationships

Benchmark

Perform root cause analysis

Use visualization to empower insight

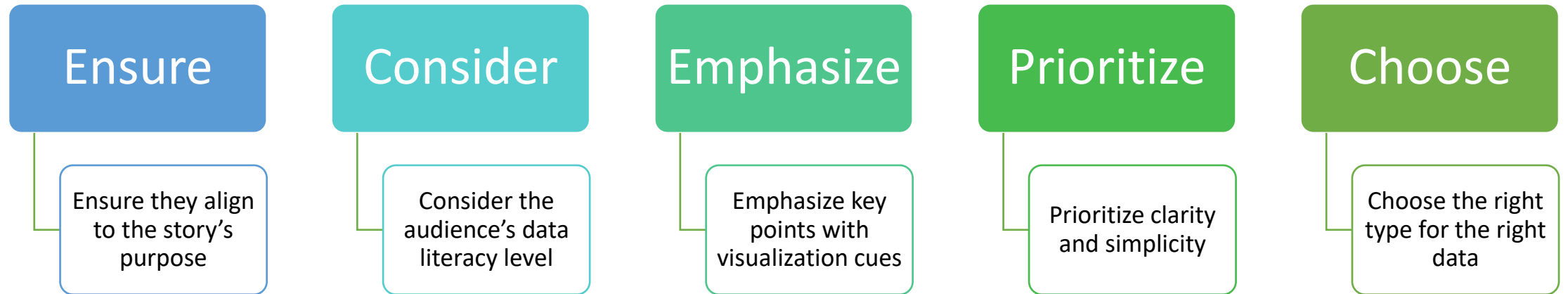
Engage stakeholders when needed and/or necessary

4. Build a Narrative Flow



- ✓ Identify your key message
- ✓ Understand your audience
- ✓ Set the scene (introduction)
- ✓ Utilize the data
- ✓ Conclusion and call to action

5. VISUALIZE APPROPRIATELY AND EFFECTIVELY

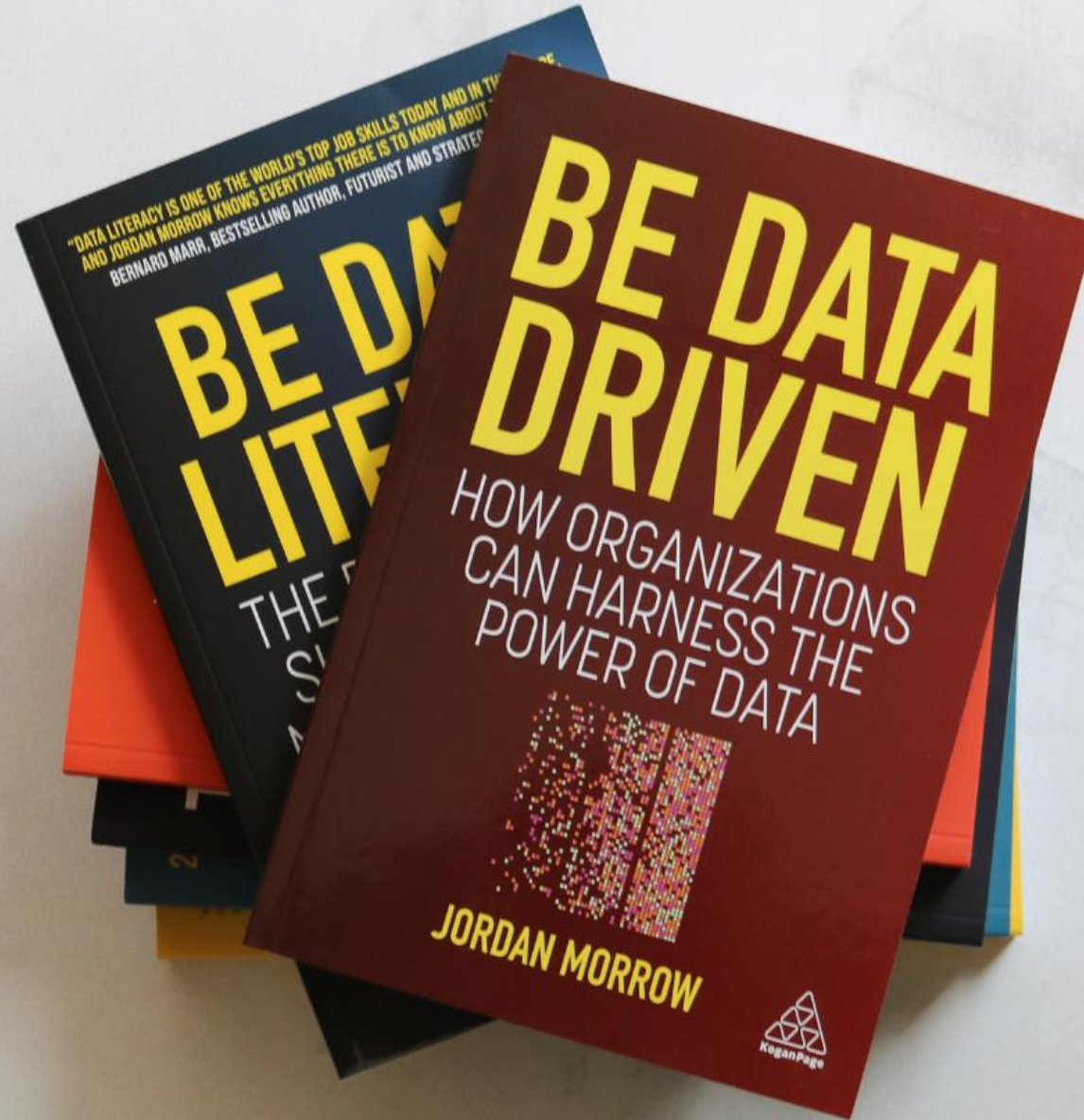


6. REFINE AND ITERATE

Hold	Hold iteration meetings or time periods
Seek	Seek feedback from stakeholders and peers
Simplify and focus	Simplify and focus the narrative
Experiment	Experiment with different visualizations
Test	Test the story's flow and logic
Incorporate	Incorporate real-world work context and stories

RESOURCES

- LinkedIn – Jordan Morrow
- www.bodhidata.com
- Book 1: Be Data Literate
- Book 2: Be Data Driven
- Book 3: Be Data Analytical
- Book 4: Business 101 for the Data Professional
- Children's Book: The Data Detective at the Carnival





Thank You!