

PARSONS | TKO

Welcome

- All participants' microphones have been muted & cameras have been turned off
- Please post any questions in the chat
- This webinar is being recorded & will be distributed after the session

Who is speaking?



Stefan Byrd-Krueger

Chief Analytics Officer
ParsonsTKO
(SF Bay Area)

PARSONS | TKO



Data Strategy Evaluation

Self-assessment workshop

Workshop | July 2020



Agenda

Workshop

10 minutes Introductions & key concepts

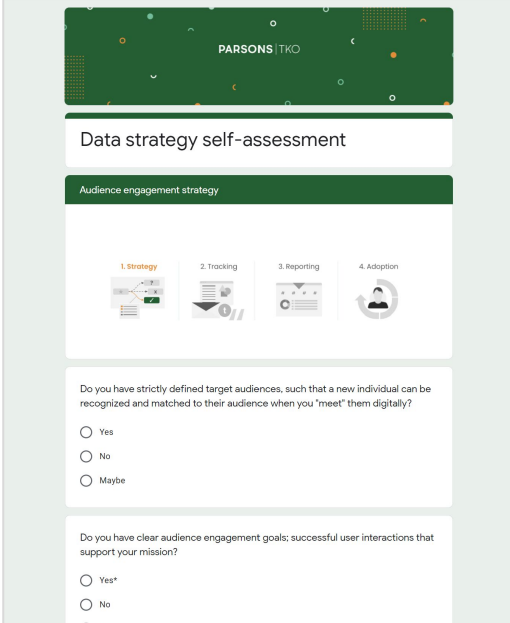
40 minutes Data strategy walkthrough & self-assessment

5 minutes Closing remarks

After class

30 minutes Office hours

Interactive questionnaire

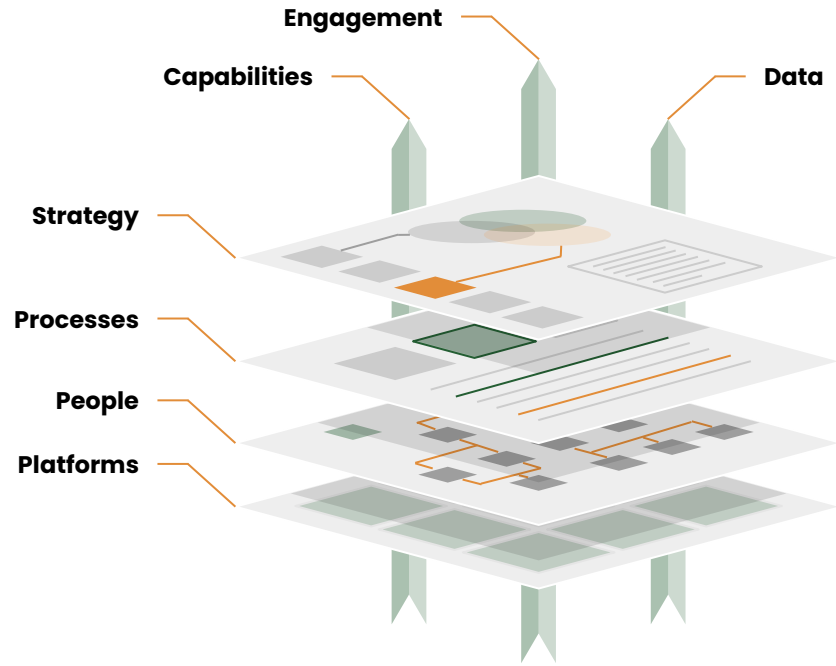


The screenshot shows a digital questionnaire interface. At the top, there is a dark green header with the text 'PARSONS | TKO'. Below this, the main title of the questionnaire is 'Data strategy self-assessment'. Underneath, there is a sub-section titled 'Audience engagement strategy'. This section contains four icons representing different stages: '1. Strategy' (a flowchart), '2. Tracking' (a document with a magnifying glass), '3. Reporting' (a document with a bar chart), and '4. Adoption' (a person icon). Below the icons, there are two questions, each with three radio button options: 'Yes', 'No', and 'Maybe'. The first question is: 'Do you have strictly defined target audiences, such that a new individual can be recognized and matched to their audience when you "meet" them digitally?'. The second question is: 'Do you have clear audience engagement goals; successful user interactions that support your mission?'. The 'Yes' option for the second question is marked with an asterisk.

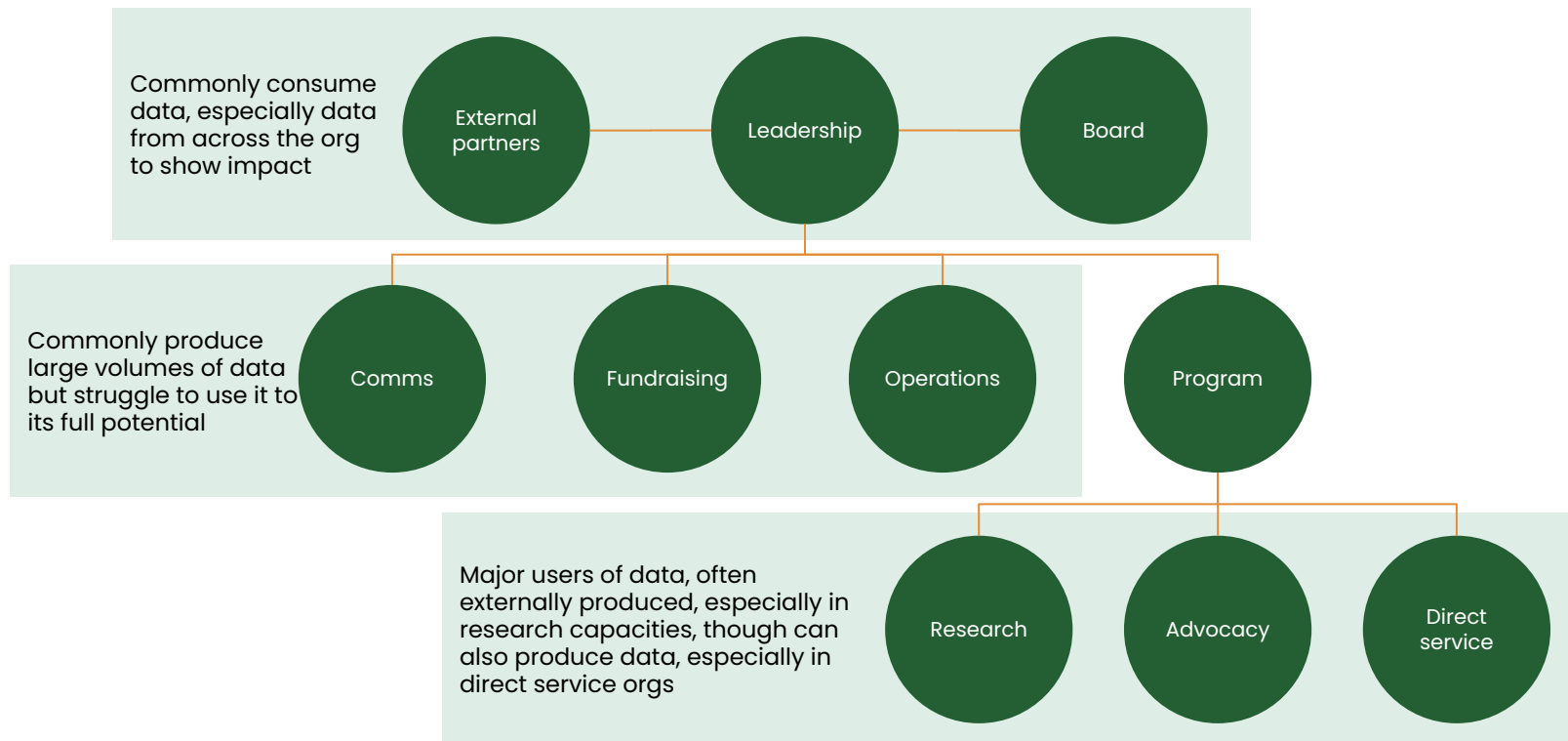
A model for audience engagement

Engagement Architecture ♦ noun

The ParsonsTKO philosophy and methodology that addresses your outreach platform as a holistic ecosystem—an interconnected set of people and systems that work together to advance your mission.



Where in the org is data?



What is the scope of your data strategy?

How much of your organization are you trying to affect with data?



Individual

An single system, role,
or set of responsibilities



Team

A team, department, or
cross-functional unit



Organization

An organization-wide
strategy and approach

Get started with the form

How often do you explore alternative strategies and tactics and evaluate whether to change course?

Never
 Yearly or less
 Quarterly
 Monthly
 Weekly

SELF-SCORE: How are you doing on strategy?

1 2 3 4 5
Not well Well

Reflection (Optional)
Based on your answers above, is there anything you've realized? What gives you confidence in your audience engagement? What could assuage your doubts? What is something true about your strategy that could be tested?

Your answer

Back Next Page 2 of 5

How complete/careful should you be?

- Go at your own pace, we all think and learn in different ways
- Skip the ones that get you stuck (but ask yourself why after)
- You can always come back to text boxes
- Responses will remain editable after submission

Ask us questions in chat as we go!

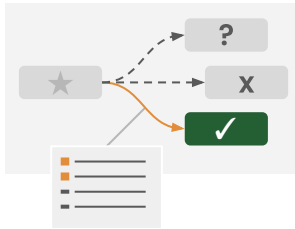


The anatomy of data strategy

4 requirements of data strategy

Anatomy of data strategy work

1. Strategy Definition



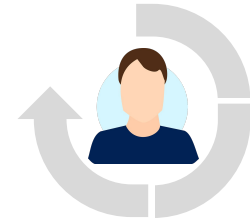
2. Tracking



3. Reporting



4. Adoption & Optimization



Clearly define your strategy

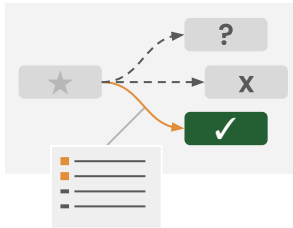
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2. Tracking

3. Reporting

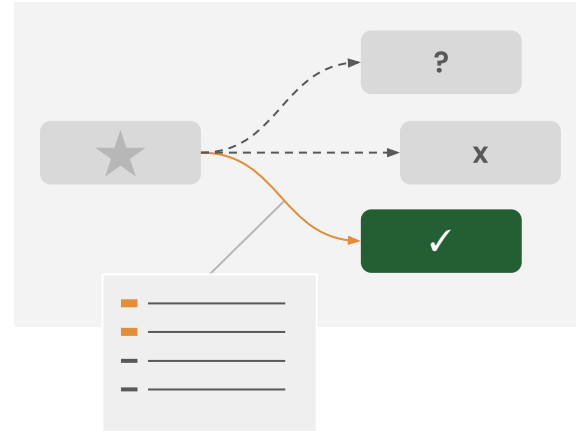
4. Adoption & Optimization

1. Strategy Definition



- What is your “Theory of Change” that connects your actions to mission outcomes?
- Do you have **detailed clarity** on your approach?
- Does your strategy acknowledge each element required for success?
- How well do you understand the alternatives?
- What are your hypotheses that can be verified or invalidated with data?

Clearly defining your strategy



Collect or access the data you need

1. Strategy Definition

2. Tracking

3. Reporting

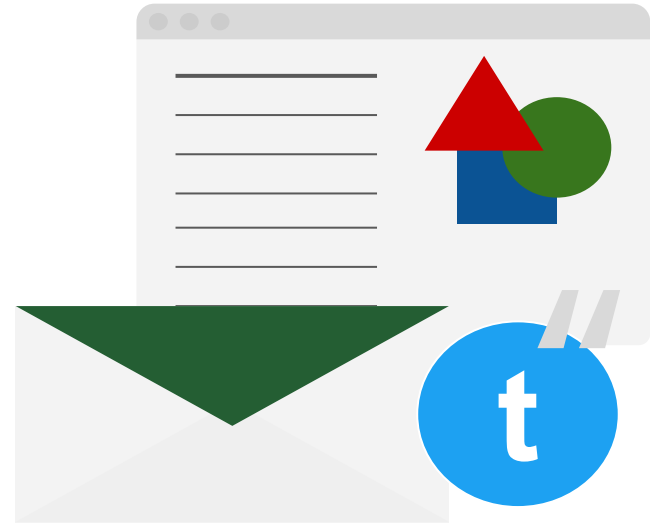
4. Adoption & Optimization

2. Tracking



- Are you collecting or gathering external data from each platform involved in your success?
- Is the data you collect relevant to your strategy, as you've described it?
- Are the same concepts recognizable and referenceable between your datasets?
- Do you have the ability to make changes to your data as your needs evolve?

Collecting or accessing data



Conduct analysis and reporting

1. Strategy Definition

2. Tracking

3. Reporting

4. Adoption & Optimization

3. Reporting



- Do you have the means to answer questions and test hypotheses from your strategy?
- Are the answers in an appropriate format for the stakeholders that need them?
- Do your analytics reports tell a story that is relevant to the decisions of the stakeholders that read them?
- Do you update Key Performance Indicators to match the latest changes in your tactics?

Analysis & reporting



Drive business processes with data

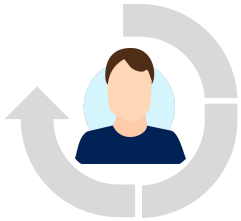
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2. Tracking

3. Reporting

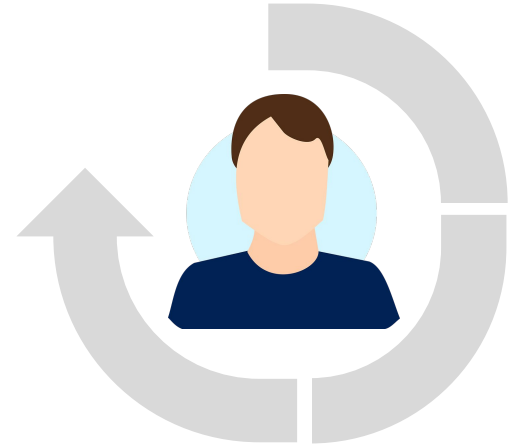
4. Adoption & Optimization

4. Adoption & Optimization



- Where on your calendar does your data make a difference?
- Are the benefits of analytics accessible to every role that contributes to mission success?
- Do you maintain a “culture of data” that encourages curiosity?
- Do you use data to create new tactics and lead strategy, in addition to measuring performance?

Adoption & optimization



Have specific questions for Stefan?
Let us know in the chat if you would like
to join Stefan's Q&A breakout room!



Continue the conversation

Connect with Stefan and PTKO:



[linkedin.com/in/stefanbyrdkrueger/](https://www.linkedin.com/in/stefanbyrdkrueger/)



[linkedin.com/company/parsonstko/](https://www.linkedin.com/company/parsonstko/)

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Want to dive in?

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How did we do?

Please let us know by filling out our [survey](#).