

How Analytics Leaders can Use Storytelling in Analytics Strategy

Fatema El-Wakeel, CMA

June 27, 2022



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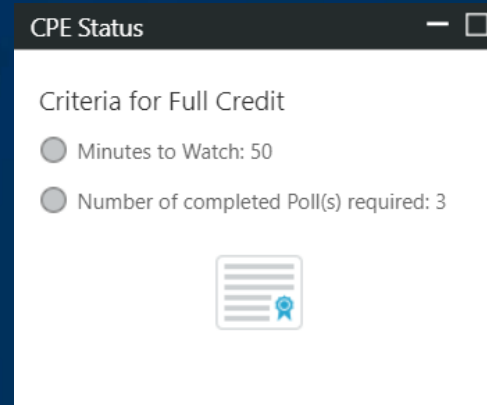
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Moderator

Kristine Brands, CMA
Assistant Professor
United States Air Force Academy



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Featured Presenter

Fatema El-Wakeel, CMA, MBA

**Data Strategy and Analytics Evangelist
Member**

IMA Global Board of Directors

University of Cambridge Researcher

Global Assembly Member

University of Manchester



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Fatema El-Wakeel's Biography

- Fatema El-Wakeel is a Data and Analytics Evangelist, practitioner, researcher, and global knowledge volunteer. She uses her Ph.D. and MBA framework to create the right strategies and ecosystems for successful Data and Analytics transformations.
- El-Wakeel is on a mission to share how to successfully strategize and scale Data and Analytics across organizations by sharing evidence-based advice and thought-leadership through publications, speaking at conferences and other social media channels. Having scaled and enabled Data and Analytics in organizations for more than 10 years, her experience includes creating roadmaps and strategies, setting Analytics Communities as well as executing Analytics projects to recommend Strategic and Operational decisions.
- El-Wakeel is currently on IMA's Global Board and serves on the Technology Solutions Committee.

Learning Objectives

1. Explain what analytics strategy is.
2. Apply storytelling tips and tricks when delivering an analytics strategy.
3. Identify lessons learned through use cases of storytelling analytics strategy.
4. Recognize the benefits of using a story to explain the plans for your next strategic initiative.

Agenda

- My background
- Data and Analytics Strategy
- Storytelling
- The Power of Storytelling in Analytics Strategy
- Questions

My Background

Disclaimer

This presentation is based on my own personal findings and all views and comments given are my own.

Neither Unilever nor any other organisation endorses, approves or assumes responsibility for, the content, accuracy or completeness of the information presented.

A bit about me: Passionate about Analytics

“On A Mission To Demystify How Analytics Executives Can Create The Right Strategies & Ecosystems for Successfully Scaling Data & Analytics”

Fatema El-Wakeel, MBA, CMA



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Poll Question 1:

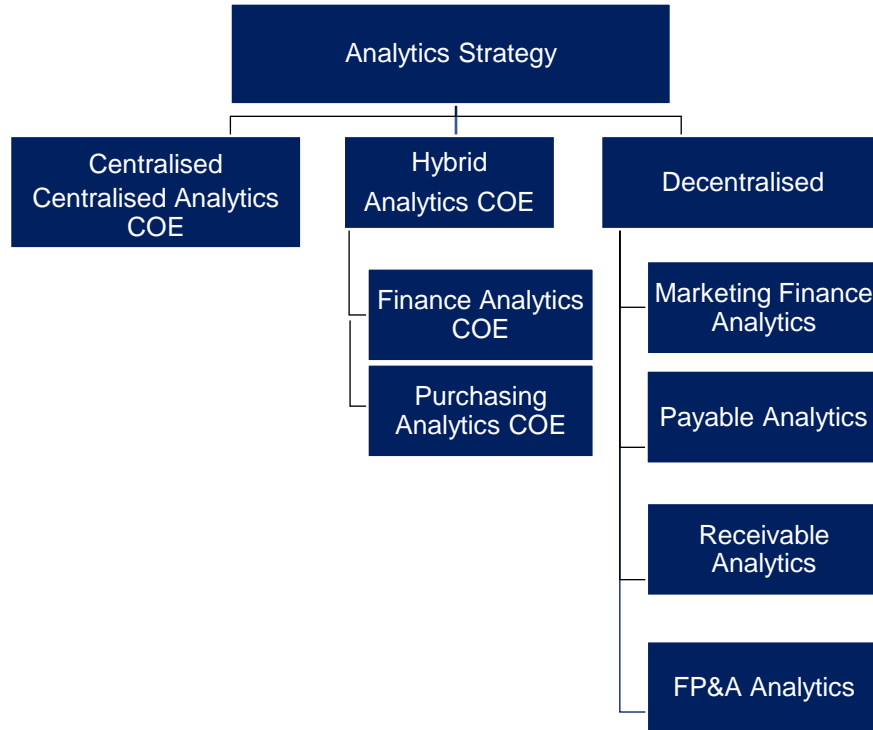
Are you involved in the analytics strategy in your company?

- a. Yes
- b. No

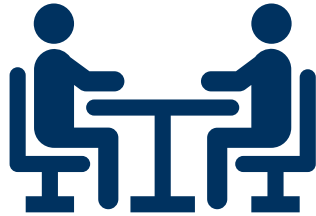
Poll Question 1 Results: (Placeholder)

What is Data Strategy?

Data and Analytics Organizational Structure Set-up



Scaling Analytics Approach



Pre-Scaling

- Business Vision & Needs
- Analytics Strategy
- Organisation Design
- Analytics-driven Culture



Scaling Analytics

- Team
- Technology & Processes
- Deliver
- Communication



Business as Usual

- Maintenance & Improvements
- Best Practices
- Advanced Projects

Source: MBA dissertation – University of Manchester

Salehnejad, R. & El-Wakeel, F., 2015. *Strategic Big Data Implementation Framework*, Manchester: University of Manchester.

Poll Question 2:

Does your organization have a strategy to ensure stakeholders' buy-in in Data and Analytics projects?

- a. Yes
- b. No

Poll Question 2 Results: (Placeholder)

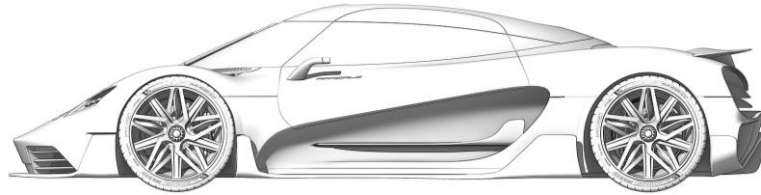
Scaling Analytics Proof of Concept

- Value-Driven Data Analytics
- Data Analytics Strategy and Roadmap –
Quick Incremental Gains



Drive Analytics Sensors

1. Stakeholder Management



2. Identify
Opportunities

3. Technology and Tools

Storytelling

Poll Question 3:

Have you been using a “hook” in storytelling?

- a. Yes
- b. No

Poll Question 3 Results: (Placeholder)

Elevator Pitch



What is a hook in storytelling?



Unusual, or

Something unexpected, or

Lands people in an action, or

Conflict.

How to become a good storyteller

- Tailor to audience; personal & relatable
- Tell the **Story** like you tell it in real life
- Remove irrelevant details
- Use different prospective
- Make It visual. ...
- Surprises, positives



Source: YouTube channel fatemaelwakeel; a chat with Matthew Luhn (known for creating stories and characters, most notably at Pixar and The Simpsons)

Poll Question 4:

Have you been in a strategy meeting where you didn't know what the message was?

- a. Yes
- b. No

Poll Question 4 Results: (Placeholder)

Basic Strategy Etiquette; Get Them Engaged

Message

Stakeholders

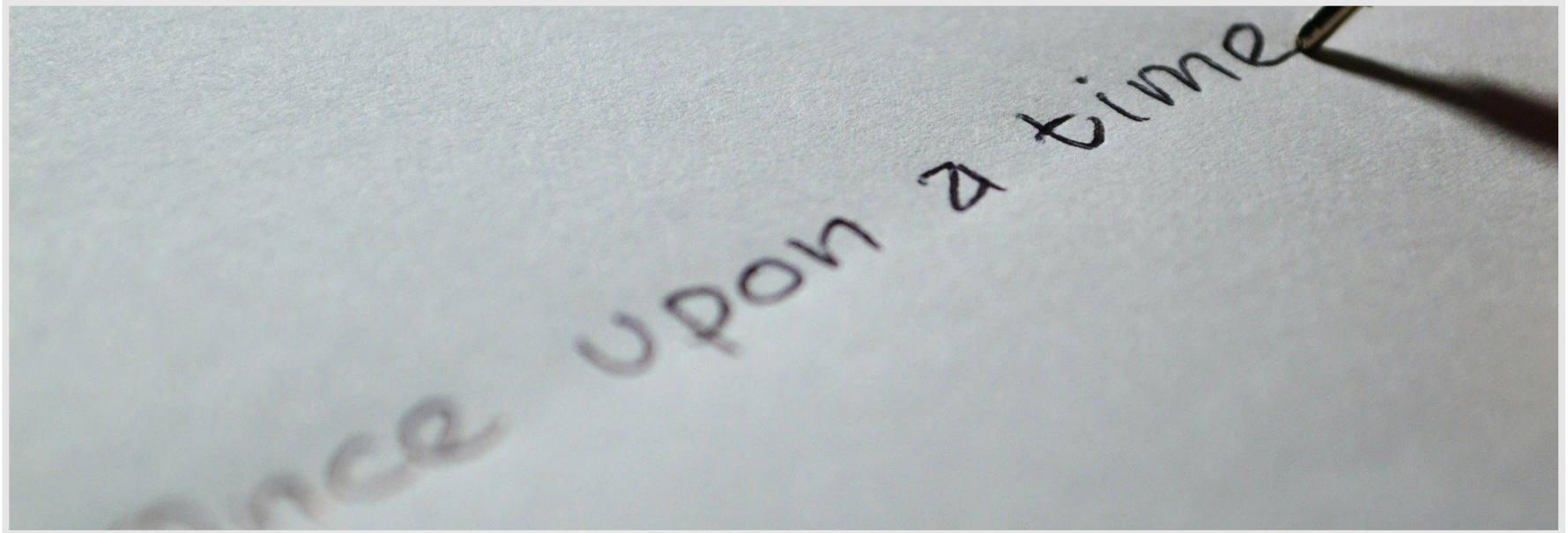
Decision

Connections

Simplicity



Not everyone understands data; everyone understands a story



Questions and Answers



Fatema El-Wakeel, CMA, MBA
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IMA Global Board of Directors

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Kristine Brands, CMA
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Thank You to Our Presenter!

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Thank you!

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