MANGO SOLUTIONS

Art of the Possible

A series of mentoring workshops enabling business leaders to drive data-driven transformation

Mind the gap

When it comes to being data-driven, there appears to be a gulf between desire and delivery. 81% of senior executives interviewed agreed that data should be at the heart of all decision-making[1]: but only 31% of companies have significantly restructured their operations to help do this[2].

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Culture eats strategy for breakfast
In our experience, leadership teams are fully aware of the potential of data science – despite the hype that is now attached to terms such as advanced analytics, big data, artificial intelligence (AI) and ML which are all now becoming part of everyday business language. However– and as the Gartner findings above suggest – they struggle to cut through the apparent complexity and truly understand the opportunity that data science creates to add significant value in the form of innovation and competitive advantage.

As a consultancy service, a core part of our business model is to ensure that advanced analytics are properly understood at an executive level. It is essential that organisations see a genuine return from their investments in data science; and that they know the difference between anecdotal value accrued from a collection of data projects and a truly data-driven transformation that generates true business value.

Mango takes a very pragmatic approach to embedding data science at the heart of decision-making. We ensure organisations have a clear understanding of the outcomes they can expect, the skills and resources they will need and the challenges they are likely to encounter. Ultimately, we guide organisations across every stage of this journey, supporting their use of information in a smarter more business-centric way.

[1]https://www.ey.com/Publication/vwLUAssets/EY-global-becoming-an-analytics-driven-organization/%24FILE/ey-global-becoming-an-analytics-driven-organization.pdf
[2]https://www.forbes.com/sites/bernardmarr/2018/05/21/how-much-data-do-we-create-every-day-the-mind-blowing-stats-everyone-should-read/#4c93a13760ba

Turning data into operational acumen

Our 'Art of the Possible' series of workshops are renowned for supporting an organisation's data-driven journey and are, alongside our work with the data science communities, the basis of our hard-earned reputation as an industry leading educator.

These workshops offer practical advice, education and mentoring to business leaders and to those who hold the analytic remit.

Each workshop is led by an experienced Data Science Consultant with significant industry expertise and is designed to inspire leaders and managers and to inform them of the possibilities and opportunities of data science and advanced analytics. Customised to industry sectors, we allow for greater depth of understanding; to ensure close alignment between analytics opportunities and business strategy; and to address specific barriers to change.

Each of the workshops in the series can be tailored according to the data maturity of your organisation, the individuals that need to be included in the process and/or the cultural dynamics relating to the implementation of an analytics strategy. Mango can advise on all of these elements, making recommendations as required.

The workshops are aimed at:

Leadership – senior stakeholders who own the data & analytic remit (usually C-Level). Typically this is a Chief Data Officer or Chief Information Officer.

Business owners – managers in business areas who own targets and processes that could be empowered by data/analytics.

Analytics functions – internal analytic teams responsible for providing insight to the business.

Workshops

Each workshop aims to:

- Demystify the complex world of data and analytics
- Explore analytic initiatives that would add value to your organisation
- Improve communication and collaboration between business and technical functions by creating a common language around data and analytics
- Allow organisations to identify an optimal way forward as they transition to a more data-driven model

> "Mango have been instrumental to our data analytics journey. They have tailored their training and consultancy services to align with our business, data and wider strategic aims. Through interactive workshops, analysts have been able to solve real business problems and extract value from our analytics. Mango are extremely personable, we enjoy working with them and we continue to develop and nurture our relationship."
>
> **Senior Data Science Manager**
> Screwfix Direct Limited

Art of the Possible workshop series

INSPIRE

Never Mind the Buzzwords
Short presentation to inspire an organisation about the data-driven opportunity, seeing through the hype to see how advanced analytics could add real value

LEADERSHIP

Building a Data-Driven Company
Series of presentations and guided discussions related to the practical aspects of building a data-driven company

DISCOVER

Data-Driven Mobilisation
Inspire and educate the business about the possibilities of analytics

Data-Driven Prioritisation
Dynamic workshop to surface a range of analytic initiatives that could add value

Data-Driven Planning
Focused session to plan implementation of specific identified analytic initiatives

CULTURE

Being Data-Driven: the Language of Analytics
Workshops to foster interaction between business and analytic teams by building a common language to support collaboration

Never Mind the Buzzwords

There is often confusion around the jargon of data science; and common buzzwords such as 'AI' 'ML' and 'cognitive computing', may cause a lack of understanding and a propensity to create barriers from within the business. Through a deeper understanding of key terminology, business leaders can understand the value and potential that advanced analytics can bring. The aim of this presentation-style workshop is to inspire your business with the possibilities of becoming a data driven organisation, using relevant industry examples to help see through the hyperbole that often attaches to the analytics world.

Audience	Format	Topics covered	Learning outcome
Leadership, business	2 hour presentation	• Why be data-driven? • Big data & advanced analytics • AI, ML and cognitive analytics • Relevant use cases	Inspired and educated team with better understanding of what key analytic terms mean and how they could be used to add value to their organisation

Building a Data-Driven Company

With CDOs often citing low levels of data-driven maturity, the aim of this 1-day interactive workshop is to educate leaders about the possibilities of a data-driven organisation.

The key aim is to unleash the value of your data as an asset and provide practical guidance on carrying out transformation. Using practical, real-world advice on data-driven approaches, the possibilities of adding value through data and analytics will be aligned to your vision.

Audience	Format	Topics covered	Learning outcome
Leadership	1 day workshop, formed as presentations and facilitated round table discussions	• Why be data-driven? • Understanding the buzzwords • Industry-relevant use cases • Practical considerations • Steps in the transformation	Inspired and educated team with a better understanding of what key analytic terms mean and how they could contribute to the fundamental steps necessary for data-driven transformation.

Data-Driven Mobilisation

Part of the discovery series, this half-day workshop aims to educate the business about the possibilities of advanced analytics, surfacing ideas that will add the most significant value. Ideal for bringing stakeholders onboard with the analytic strategy, we examine the potential to find, assess and prioritise the business value of each use case and also discover the pros and cons of building a data science capability. This impactful workshop will result in an increase in knowledge and actionable insights and ensure a common language across the organisation, something that is vital to driving the strategy forward.

Audience	Format	Topics covered	Learning outcome
Business	1/2 day workshop, formed as presentations and facilitated roundtable discussions	• Why be data-driven? • Components of a data-driven company • The data-driven journey • Finding the use cases	Inspired and educated business team, with identified and prioritised areas where data and analytics could add value

Data-Driven Prioritisation

Bringing clarity and prioritisation to the potential implementation of high value use cases, this highly practical workshop enables business and analytic functions to discuss and prioritise a set of possible high value analytic initiatives for the business together with an understanding of the risks and dependencies associated with each one.

Audience	Format	Topics covered	Learning outcome
Business and analytics teams	1/2 day workshop, formed as guided discussions around possible use cases	• Review high level objectives • Discuss up to 10 possible use cases • Create shortlist • Identify outstanding questions • Recommend next steps	A shortlist of potential use cases, together with questions to be answered and recommended next steps

Data-Driven Planning

The focus of this workshop is to support businesses on finding the 'right' question - to ensure your analytic use case is properly qualified, is able to 'land' successfully within the business and therefore to drive business value.

Participants will review, refine and plan a small number of possible analytic initiatives: this will lead to a well-designed use case that could be delivered across your organisation and a clear set of next steps for delivery.

Audience	Format	Topics covered	Learning outcome
Business and analytic teams (optional)	1/2 day workshop, formed as guided discussions around small number of use cases	• Client objectives • Planning for each use case • Prioritisation and planning • Recommended next steps	A well-planned use case that could be delivered with clear next steps

Being Data-Driven: the Language of Analytics

A common barrier to success is an inherent cultural hostility to analytics driven by a lack of understanding of its possibilities and potential business value.

This workshop focuses on building a common language around data and analytics, identifying and communicating the analytic opportunity whilst enabling businesses to operate within a data-driven environment.

Audience	Format	Topics covered	Learning outcome
Business	1 day interactive workshop, delivered as a series of presentations and facilitated round table discussions	• What does it mean to be data-driven? • The data opportunity • The language of analytics • Identifying analytic opportunities • Working with analytic teams	Inspired business with the skills to be able to operate effectively in a data-driven organisation

When a business is aligned, inspired and committed to action, great things can happen.

Mango's Art of the Possible workshops feature relevant examples from the organisation's sector to highlight quick wins. This programme of workshops allows companies to see the potential for analytics, enabling them to identify other opportunities that would add value.

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