

# Communication Collaboration and Conversation

Exploring and leveraging collective  
intelligence for improved insights

AAIR SIG  
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# Motivations and Purpose

- **In part frustration**
- Big data challenges and an increasing number of data sources
  - **Every day**, we create 2.5 quintillion bytes of data (IBM, <https://www-01.ibm.com/software/data/bigdata/what-is-big-data.html>)
  - Technological advancements
  - Increased connectedness through digitalisation
  - 59% increase in mobile data usage (Gartner, 2015)
- **Pockets of opportunity**
- Bringing together different perspectives  
power of collaboration
- Establishing communities of practice

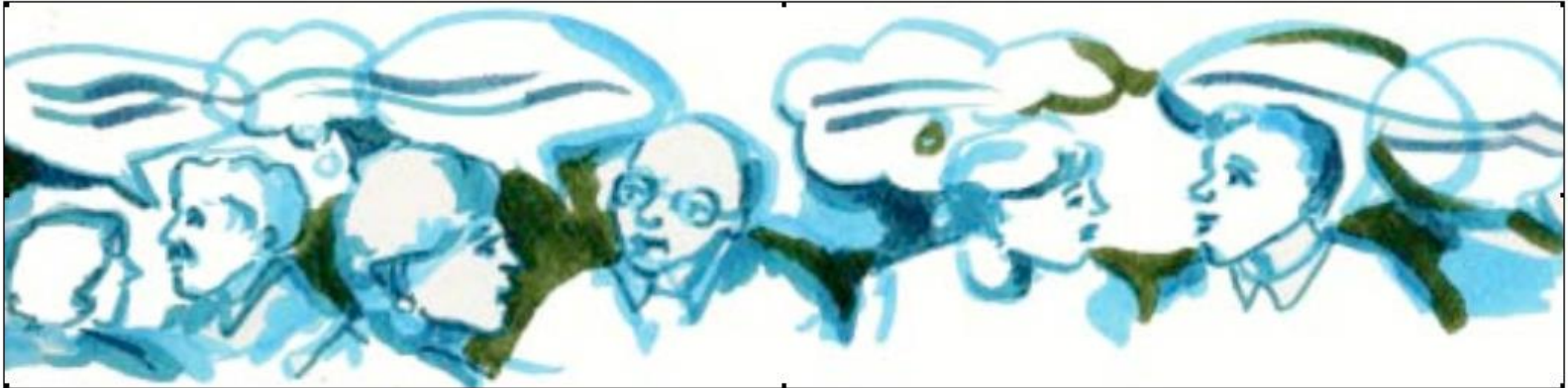


## A shared understanding –

– **Business Intelligence (BI)** is an umbrella term that includes the applications, infrastructure and tools, and best practices that enable access to and analysis of information to improve and optimize decisions and performance (Gartner, <http://www.gartner.com/it-glossary/business-intelligence-bi/>)

– **Business Analytics (BA)** is comprised of solutions used to build analysis models and simulations to create scenarios, understand realities and predict future states (Gartner).

# World Café implementation



Source: [www.theworldcafe.com](http://www.theworldcafe.com)

“Team members create new points of view through dialogue and discussion. They pool their information and examine it from various angles. Eventually, they integrate their diverse individual perspectives into a new collective perspective.”

- Nonaka, the Knowledge Creating Company

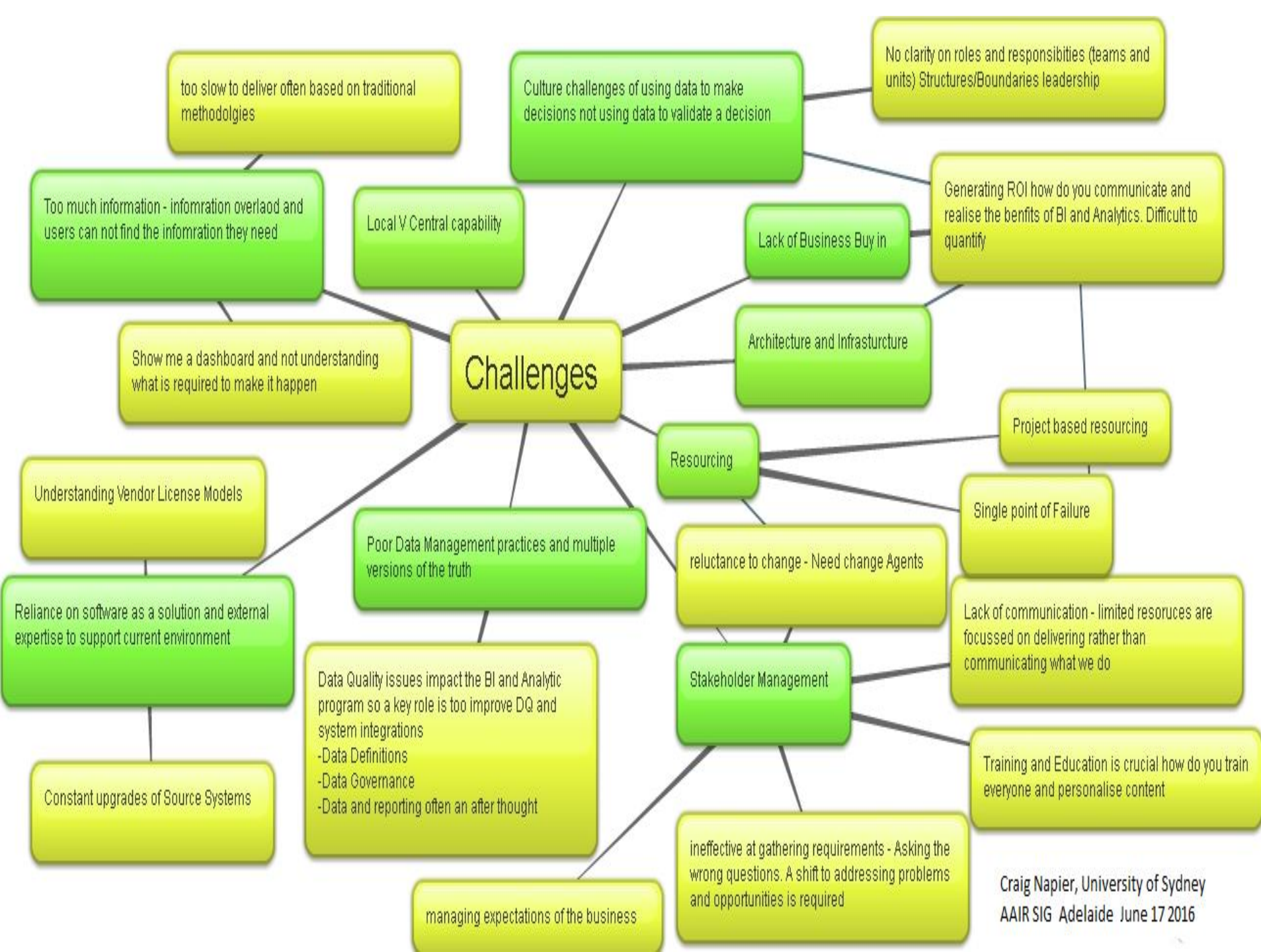
# QUESTIONS

1. What are the challenges being experienced in the Business Intelligence and analytics space?
  - Where do you start?,
  - What questions need answering, what data is available?
2. Visualise the future. What opportunities are available to support and improve your Business Intelligence and analytics initiative?
3. What are the lessons you have learnt on your Business Intelligence and analytics journey?
  - What are the key factors that will ensure success

# Participants

- 42 persons
- Over 15 universities and education providers across Australia and New Zealand
- 3 questions spread across 6 tables

Delivering a shared understanding taking into account diverse views, experiences, backgrounds and ideas to deliver a collective intelligence and positive outcomes in an area of growing importance for Higher Education providers.







# Develop a strategy

## Learnings

strategic Alignment is crucial

Executive Level Support (Sponsorship)

Its not one size fits all - use the right tool for the job

Tools

Quantify the benefits

Expose Data Quality issues but have a process for fixing them

Cross skill your team and collaborate

Teamwork

A Data Governance program to compliment BI and Analytics is essential

Develop Communities of Practice

You need the right resources

Find your advocates

Build to ensure a positive user experience

Initiatives

Communication, collaboration & Engagement

Share your success

Prioritisation

Training and Education

Be agile in your delivery show wins quickly

Keep the initiatives bit size build small and continual and extend

Focus on Business Problems (Listen)

Show Business Value

Promote your services and capabilities (Be Visible)

Dont be afraid to Fail - Spend and create time to "Explore and Discover"

Establish a clear roadmap but acknowledge it is not a static document

