



**CONFERENCE:** Nov. 15-18, 2021  
**TRADE SHOW:** Nov. 16-19, 2021

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# Trust the Numbers: Tips for Using Data to Drive Results

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**Tim Canada, VP @ NetServ & Product Owner of Tatvam**

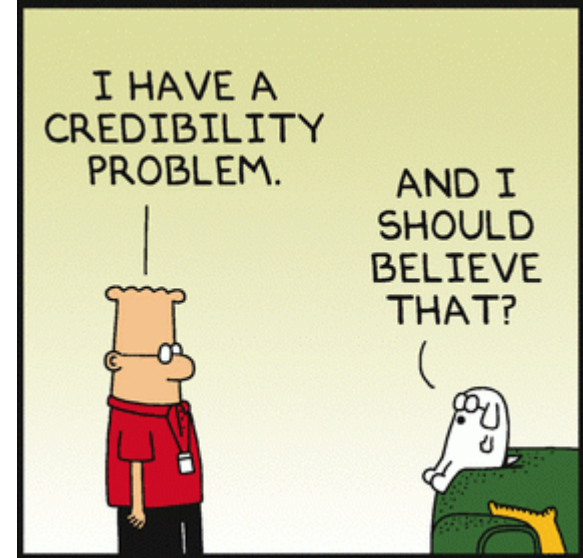
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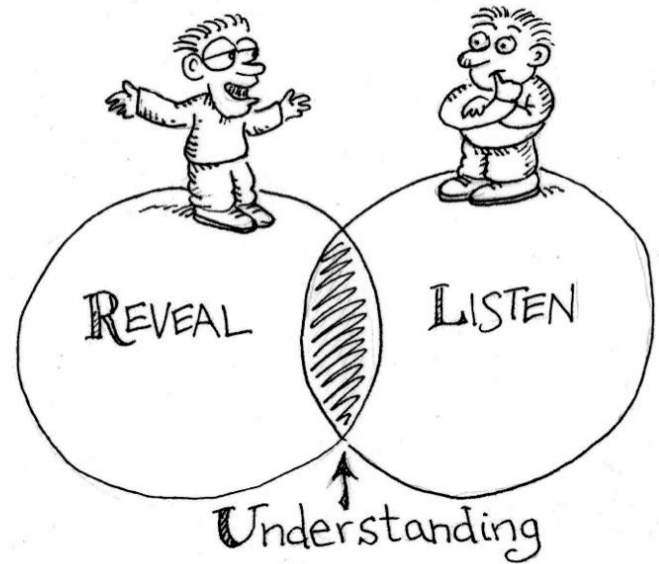
# Establish Credibility

- Not only for yourself, but for the data you are using.
- See it as **building a data culture**.
  - In 2019, 61% of analytics leaders found the “culture – not the technology or people – is the biggest barrier to becoming data driven”  
(<https://mitsloan.mit.edu/ideas-made-to-matter/how-to-build-a-data-driven-company> )



# Understand the “Why”

- “Seek First to Understand, Then to be Understood” ([Habit #5, The 7 Habits of Highly Effective People](#), Stephen Covey)
  - Always work to understand why your being asked to “create this report” or “measure this KPI.” Do so with empathy, respect and a genuine curiosity – and then constructively contribute to the team with valuable inputs.



# Start Small

- Small wins show consistent progress and **build confidence**,
  - Or in other words “you change best by feeling good, not by feeling bad,” - <https://www.forbes.com/sites/amyblaschka/2019/11/12/want-to-make-big-progress-science-says-to-start-small/?sh=3c92ef28594e>)



# Tell a Story

- “...neuroscientists have confirmed **decisions are often based on emotion, not logic.**
  - A study by Stanford professor Chip Heath (*Made to Stick* author) found 63% could remember stories, but only 5% could remember a single statistic.





# Assign Responsibility

- Avoid the “**Bystander Effect**”
  - The greater the number of people who witness a stranger in peril (or simply need), the smaller the likelihood that any will come to her aid.  
(<https://www.mindful.org/the-science-of-the-bystander-effect/>)



# Credits

- **Establish Credibility; Building a Data-Driven Culture:**  
<https://mitsloan.mit.edu/ideas-made-to-matter/how-to-build-a-data-driven-company>
- **Remember to Ask “Why?”:** Habit #5, [The 7 Habits of Highly Effective People](#) by Stephen Covey
- **Science Behind Starting Small:**  
<https://www.forbes.com/sites/amyblaschka/2019/11/12/want-to-make-big-progress-science-says-to-start-small/?sh=3c92ef28594e>
- **Important to Tell a Story:** Chapter 6, [Made to Stick: Why some ideas survive, and others die](#) by Chip and Dan Heath
- **Beware of the Bystander Effect:** <https://www.mindful.org/the-science-of-the-bystander-effect/>



# Thank You

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