

EMPOWERING THE EXPERTS



The Box We Are In

Insight
Software **Data** Objective
Impact **Big Data** Strategic
Systems Science **Analytics**
Innovation **Statistics**
Technology **Culture**
Visualization



Human's Are Sight-Centered
70% of sensory receptors are in the eyes

Football, Tableau & Alteryx: The Best Fit

Challenges
What's Holding Us Back?
What Needs To Change?
Why Is It Important To Evolve?

Understanding The Humans

ENGAGE



IT'S TIME TO TAKE FLIGHT

ENGAGE



Understand Your Club

Current State

People

Processes

Philosophy

Competitors



ENGAGE

NO QUICK FIX!!!



Understand Your Club

- Current State
- People
- Processes
- Philosophy
- Competitors

Visual Perception

Pattern-Seeking

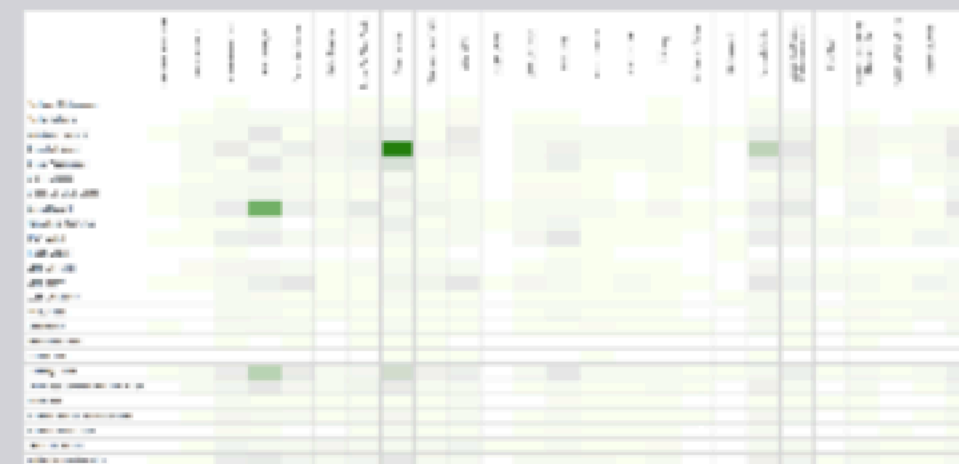
Don't Hide Your Insights



Contrast



Directed Focus





Understanding The Humans

Analysis From External Sources

Analysis From Internal Sources

Communication

Football, Tableau & Alteryx: The Best Fit

Varying User Level

Different Data Sources

Immediate Access

Agile Solution

Online/Offline

Accessible To All

Varied Delivery Methods

**Not All Significant Insights
Are Statistically Significant**

Challenges

What's Holding Us Back?
Analytical Culture Talk

What Need's To Change?
Skill-Set Within Clubs

Why Is It Important To Evolve?
The Greater Good

EMPOWERING THE EXPERTS

Leaders become great, not because of their power,
but because of their ability to **empower** others.

John Maxwell

