Digital Advantage: Leveraging The Intersection of Humans & Data

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Benefits of Digital - For Your Business Internally & Externally

⇶ Make Money & Keep Money

- **FOMO** for new digital technologies since COVID
- Fast forwarding can lead to **falling behind**

No one-size-fits-all when it comes to digital, but think about it **holistically**

Make Money

How to use data & digital even as a regional or smaller business - you don't need to be Google or Amazon to gain a competitive edge with data

Storytime

How an ad with a fish in a christmas hat and some business forecasting made a Melbourne fish company have to turn off their advertising during COVID...

Problem: Ocean Made delivered only to restaurants, and all restaurants were closed due to COVID

Data solution: With market intelligence forecasting, we predicted that the business could make just as much if not more money delivering D2C during the holiday season than delivering to restaurants, using their current delivery driver fleet

Outcome: Facebook ads & targeted outreach resulted in so many orders, they had to pause the ads and were able to keep drivers employed and sustain their business during COVID

Data is for using – and <u>every</u> business has data they can use

I'm Going to Teach You How To Get Better At Using Data – In Less Than 15 Minutes (So Hold Onto Your Hats)

What Data Did Ocean Made Have?

They did have:

- Information about their past sales and sales goals
- Number of vehicles for delivery & drivers available
- Inventory #'s
- **The curiosity and willingness to use an excel sheet to forecast out new revenue streams**

They didn't have:

- A huge customer database
- Lots of website traffic data
- An analyst on staff
- Fancy financial forecasts for the whole year
- Past marketing performance data

Here's a List of Projects That You Can Do With Almost Any Budget to Make More Money (or Improve Other Key Metrics) With Data

Customer feedback and churn surveys & interviews » Analyze the customers who have left your company and pinpoint the top 3-5 causes, then action on those issues

Conduct periodic market intelligence research to identify new areas of opportunity, understand your competitors and know how to position yourself
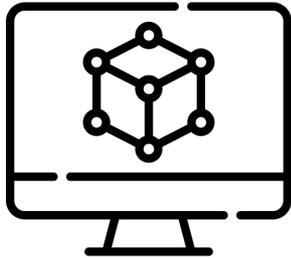
Simulations [Simulate flows of supply chain or your waiting room to identify pinch points and improve speed and performance]

Forecast changes to your business like new locations, new projects & new marketing initiatives to better understand your expected performance and catch any issues like lack of inventory before they happen

How Much Should You Invest in Data?

Investments in data include market intelligence reports, finance and other data analysts & services, data strategy planning, AI tools, tools to track things like marketing spend, website visits, customer feedback, marketing analytics

How Much To Invest?

90/10 Rule

(For bigger companies)

90% of your data spend should be on **people** and 10% on tools (not the other way around!)

For smaller businesses it depends...but there are some ways for us to scope it out

If You're Spending on Marketing, You Should Probably Spend on Data Too (& If You're Thinking About Spending on Marketing, Spend on Data First)

Business Type	Annual Revenue	Annual Expenses	Annual Marketing Spend	Possible Analytics Spend	Possible uses for "analytics" spend	Thoughts
Local business, non digital	$ 100,000.00	$ 80,000.00	$ 4,000.00	$ 1,600.00	Annual market intelligence review, freelancer set up of website analytics, business/sales and demand forecasting (one time)	Seems appropriate, a possible good fit!
Small eCommerce business	$ 100,000.00	$ 90,000.00	$ 20,000.00	$ 5,400.00	Advertising effectiveness analysis (copy, keyword improvements), analytics audits, business/sales demand forecasting, ad hoc analyst support	Maybe low? If a business is spending that much on marketing, maybe there should be more put into analysis?

Additional Suggestions By Company Size

While these suggestions are highly dependent on the strategic importance of data for your company, your growth plans and the complexity of your needs here is a checklist of things you should be considering based on your business size:

Under $5 Million in Revenue

- ❏ Create an AI and data usage policy
- ❏ Do annual forecasting for revenue, cash flow, and marketing
- ❏ Set aside yearly budget for customer feedback, market intelligence, and marketing evaluation work with freelancers and consultants
- ❏ Supplement solving any of the key issues of your business with analysis – whether its staffing or supply chain that is always on your mind

$5M – $200M in Revenue

- ❏ Identify data needs as an org and build a data/finance team that can support those initiatives
- ❏ Create a formal data strategy tied to overall business strategy
- ❏ Invest at least 2% of revenue to data initiatives - the ROI will most likely make up for the amount you invest if you invest correctly
- ❏ Have formal GDPR, US Data Privacy policies and an assigned data officer

AI Tools That Are Helpful for Small Businesses

Writing Assistants

Jasper grammarly ChatGPT

Project Management & Scheduling

staffpoint Otter.ai

Content Creation (Marketing, Sales)

LAVENDER MarketMuse

What takes the most time/costs the most for you? Start there!

- Staffing/scheduling
- Content creation
- Project management
- Calendar management
- Marketing
- Writing & emails

The following are just examples in each category, not specific recommendations for the tools.

A Few Quick Steps On How to Get Started With AI

1. Identify the business case(s) that would **generate most revenue or improve profitability** ignore everything else
2. (If you think there is opportunity and don't have someone in-house, consider getting support from an external expert)
3. Find tools or projects that will meet that specific need
4. Make the most out of the data you have for simple analysis first (like market intelligence research, projections, etc)
5. Make sure that the revenue saved/earned will outweigh the work of implementing and using the tool, plus tool costs

As A Smaller Business, Use AI Tools But Don't Worry About Making Your Own

Very few companies should prioritize building their own machine learning and artificial intelligence models – unless it's a core part of your strategy, focusing on using the data you have in a more simple way will get you more benefit

1 → **2** → **3** → **4**

Gather Data → Analyze & Understand → Data Warehousing & Data Science → (Maybe) Ready to Start with AI

A Quick Side Note - The Dark Side of AI

While you might be thinking "terminator" there is a dark side to data and using AI, but it isn't what you think

- If you use free tools like ChatGPT, everything you feed into the tool (including your company's tone of voice, IP and ideas) can be used for ChatGPT to better their algorithm
- When creating AI, the tool mimics the creator. If you have biased team members creating AI, then the AI will have their same bias
- If you're planning on creating your own AI tools and using data, you need to consider data privacy laws and how you will protect your customers. Without it, you can face lawsuits and a loss of trust with your customers
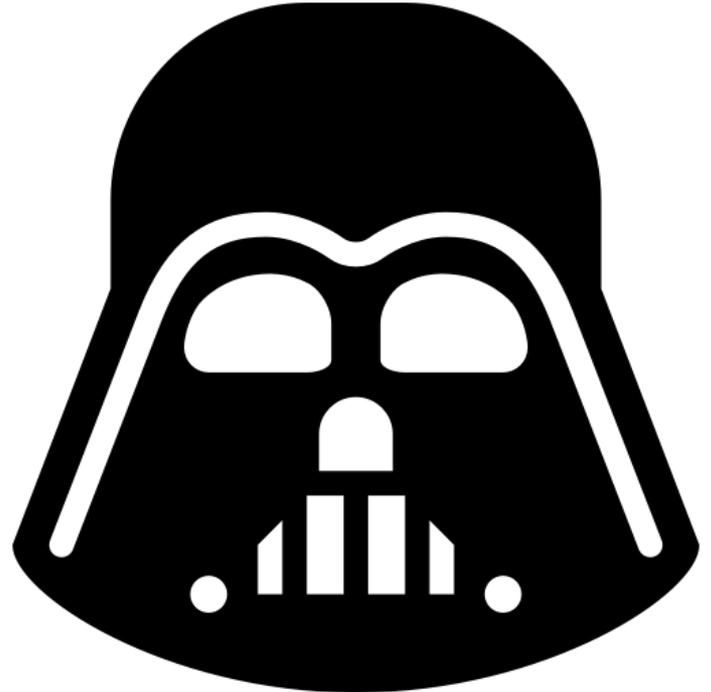
Keep Money

Because after you make it, you want to keep it.

Labor = 60-70% overall expenses

Turnover is **expensive.**

Turnover costs: $25,000 when a worker quits within the first year to over $78,000 after five years

Centralized Digital Ecosystem

Has the power to keep money (and make money)

Disclaimer

Only works if:

✅ Employers leverage digital tools

✅ Employees are comfortable interacting with digital tools

Centralized Digital Ecosystem

Retention
(because turnover hurts)

Digital HQ

Upskilling & Path To
Upward Mobility
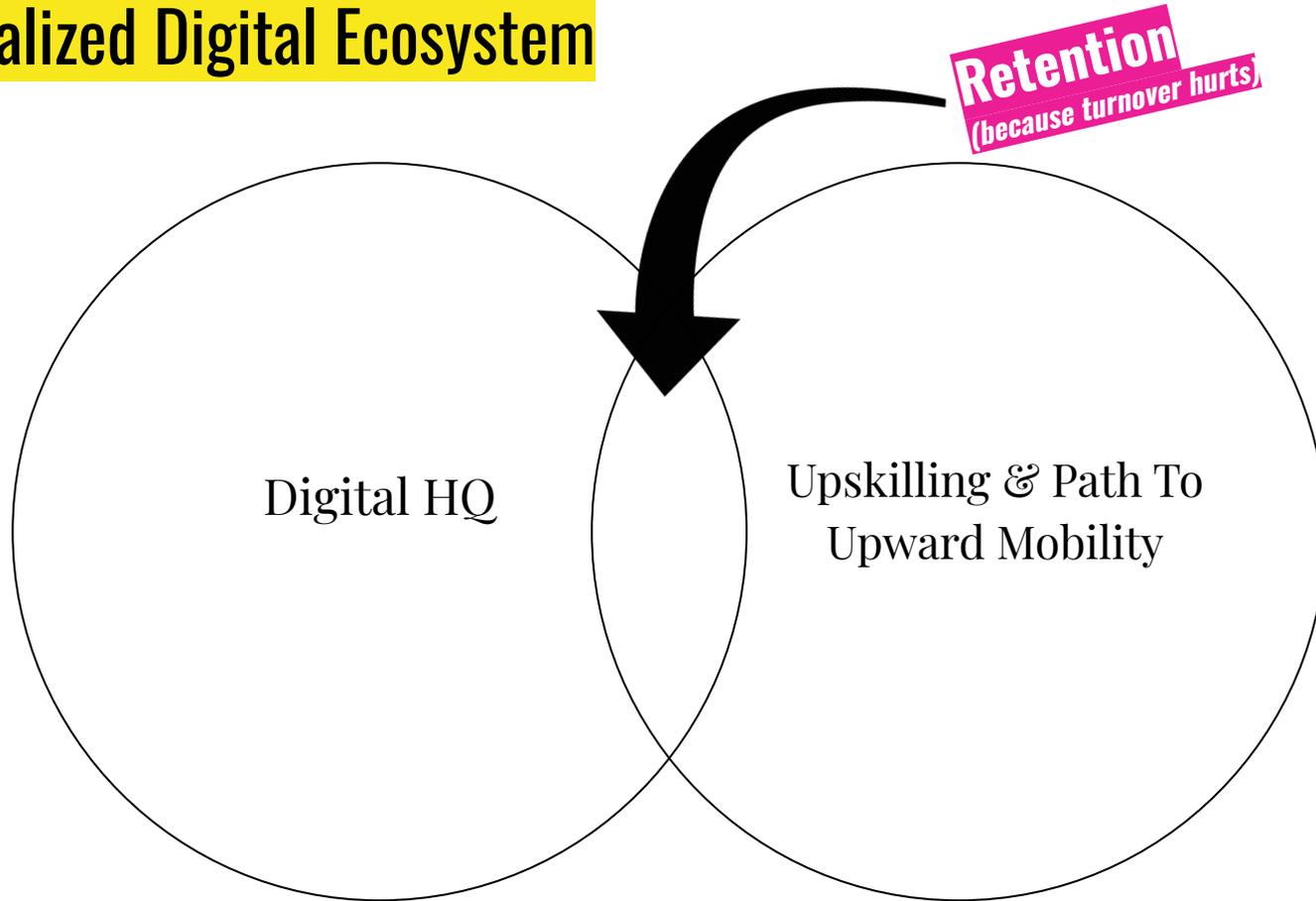
Digital HQ: Connect, Inform & Engage

- Get everyone on the same page
- Store files & information
  - Searchability
- Internal communication & collaboration
  - Goals & KPIs
  - Events & opportunities
- Share Policies / HR
  - Social media policies
  - Being safe online
  - Employee handbook
- SOPs & knowledge management
- Mission, Vision & Core Values
  - Cultural alignment

Never underestimate the power of clearly articulating *(and repeating)* your mission, vision & core values

Digital HQs come in all shapes and sizes
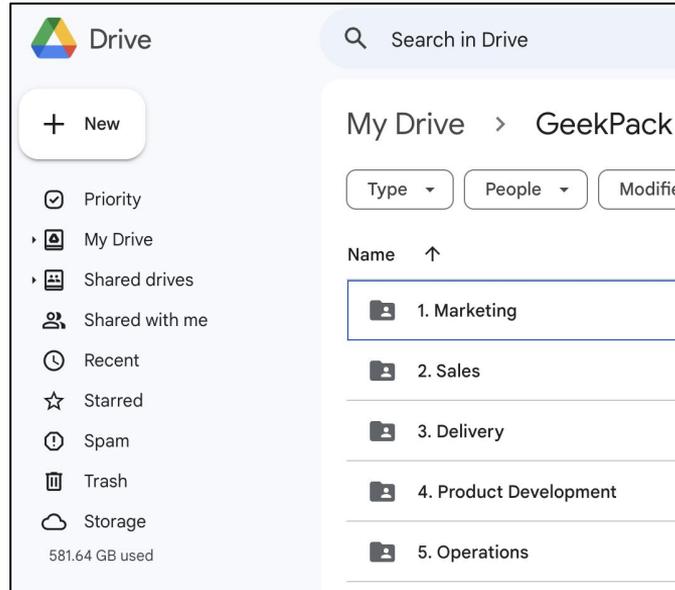
Get started with a simple cloud storage solution:

- Google Drive
- DropBox
- OneDrive

More sophisticated options with apps such as ClickUp, Notion or SharePoint

Cultural alignment is imperative.

How do they fit into the bigger *(business)* picture?

Enable Upskilling & Path To Upward Mobility

Empower employees to be a part of the upskilling process

- What are the business goals?
- What are the employee's goals?
- Where is there overlap & opportunity?

Consider the **intersection of hard & soft skills** when creating policies and training opportunities

21st Century Business Skills: Essential + Upskill

Essential Digital Skills for the Workplace

- Communicate effectively
  - Email
  - Communication apps
- Collaborate with technology
  - Video calls
  - Post on social media
  - Use mobile apps
- Use digital tools in routine tasks
  - Search the internet
  - Save & find documents
- Privacy & Security
  - Create safe passwords

Upskilling (Hard & Soft Skills)

- Mission critical apps
  - CRM
  - Cloud platforms (Microsoft & Google)
- Data Analytics
- AI
- Cybersecurity
- Digital marketing
- Web development
- Search Engine Optimization
- Graphic Design
- Problem solving
- Critical thinking
- Conflict Resolution
- Leadership
- Goal Setting

Increase retention by **upskilling** current employees & providing a path to **upward mobility**

Action Step: Create Employee Development Plan

Could be as simple as:

- Podcast, Ted Talk, read a book, on-demand webinar

Or perhaps:

- Workshop, peer knowledge sharing, lunch & learns, masterclasses

All the way up to:

- Ongoing digital skills training programs with cohorts and accountability, meetups, mentor program

Employee Development Plan Examples

- Start Small & Keep It Simple
  - 1 thing (month/quarter)
  - Completion date
  - Why
  - Accountability

BONUS: empower your employees to complete the first draft ⇶ ownership of the plan

> "I will attend the **masterclass** event on **Tuesday, Oct 10th** because the topic is leadership development, which is **in line with my professional goals** and also the company's goals. I will add it to my calendar, invite a colleague and **give my manager a follow up after the event**."

Employee Development Plan Examples

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"Throughout **October, I will spend 1 hour/week on digital skills training**. I will block off 1 hour from 10-11am on Wednesdays. I will focus on digital marketing, specifically learning about email marketing. This will be my focus because **I hope to progress in the company to work in the marketing department** and because the CEO recently said Q4 would focus on a new email marketing campaign. I will develop an email marketing plan throughout my training and **share it with my manager at the end of the month**."

Employees are motivated to stay with organizations that are <u>invested in their growth</u> and when companies invest in <u>career mobility</u>

21st Century Employee Lifecycle

Think of your employees' lifecycle as a client:

- Attract
- Recruit
- Onboard
- Engage
- Develop
- Promote

Client Lifecycle Stages
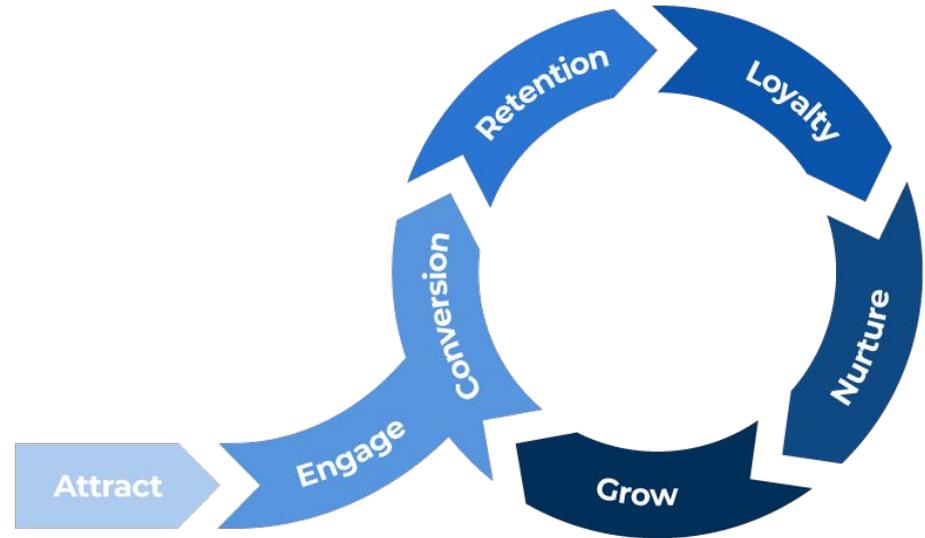
Every $1 invested in **learning & development** is associated with an average of $4.70 in revenue per employee

–Deloitte

What if you took just **one** of the suggestions from our talk and applied it to your business in the next three months? We want you to have your "fish in a Christmas hat" moment.

If You Found This Helpful…

Scan the QR code, fill out the brief form, and we'll share this full presentation with you!

GeekPack

You know this is important, but does the thought of adding ONE.MORE.THING to your plate *make you want to destroy your laptop?*

We love digital upskilling, so let's chat. After all... we are geeks 🤓

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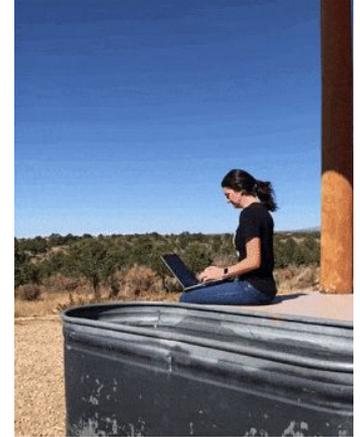
Insight Lime Analytics

Have more questions? Want us to meet with your team and teach them more about data? **We're here to help.**

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Data Consulting – Analyst Support – Market Intelligence Research – Survey Design – AI strategy development