

IMPLEMENTING AN IN- DEPTH STRATEGY AND ALIGNING THE BUSINESS STRATEGY WITH THE ANALYTICS STRATEGY

JOSHUA KNIGHT

EDCON – JET DIVISION



What is an In-Depth Strategy?

- **Clearly Defines your Purpose**



- Clearly Defines your Purpose – WHY?



- Clearly Defines your Purpose – WHY?
- Outlines your Vision



- Clearly Defines your Purpose – WHY?
- Outlines your Vision – *HOW?*



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- A long, straight asphalt road stretches into the distance under a dramatic, cloudy sky. The road is flanked by dry, golden-brown fields. In the far distance, there are some trees and hills. The sky is filled with large, white and grey clouds, with a hint of blue at the top. The overall mood is one of vastness and journey.
- Clearly Defines your Purpose – WHY?
 - Outlines your Vision – *HOW?*
 - Establishes your Function

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 - Outlines your Vision – *HOW?*
 - Establishes your Function – *WHAT?*

**Why do we need an In-Depth
Strategy?**

TACTICAL VS STRATEGIC



*“Strategy without tactics is the slowest route to victory.
Tactics without Strategy is the noise before defeat.”*

Sun Tzu

How do we implement an In-Depth Strategy?



Combining the Art and the Science of Business

Business Strategy



Business Strategy – Imagination



Business Strategy – Imagination



“Gut Feel”

Experience

Analytics Strategy



Analytics Strategy – Knowledge





Analytics Strategy – Knowledge

Information Gathering

Technology



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What is the missing
piece?



“However beautiful the Strategy, you should occasionally look at the results”

Winston Churchill

Success is defined by how well you execute

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- Effective Strategic Project and change management

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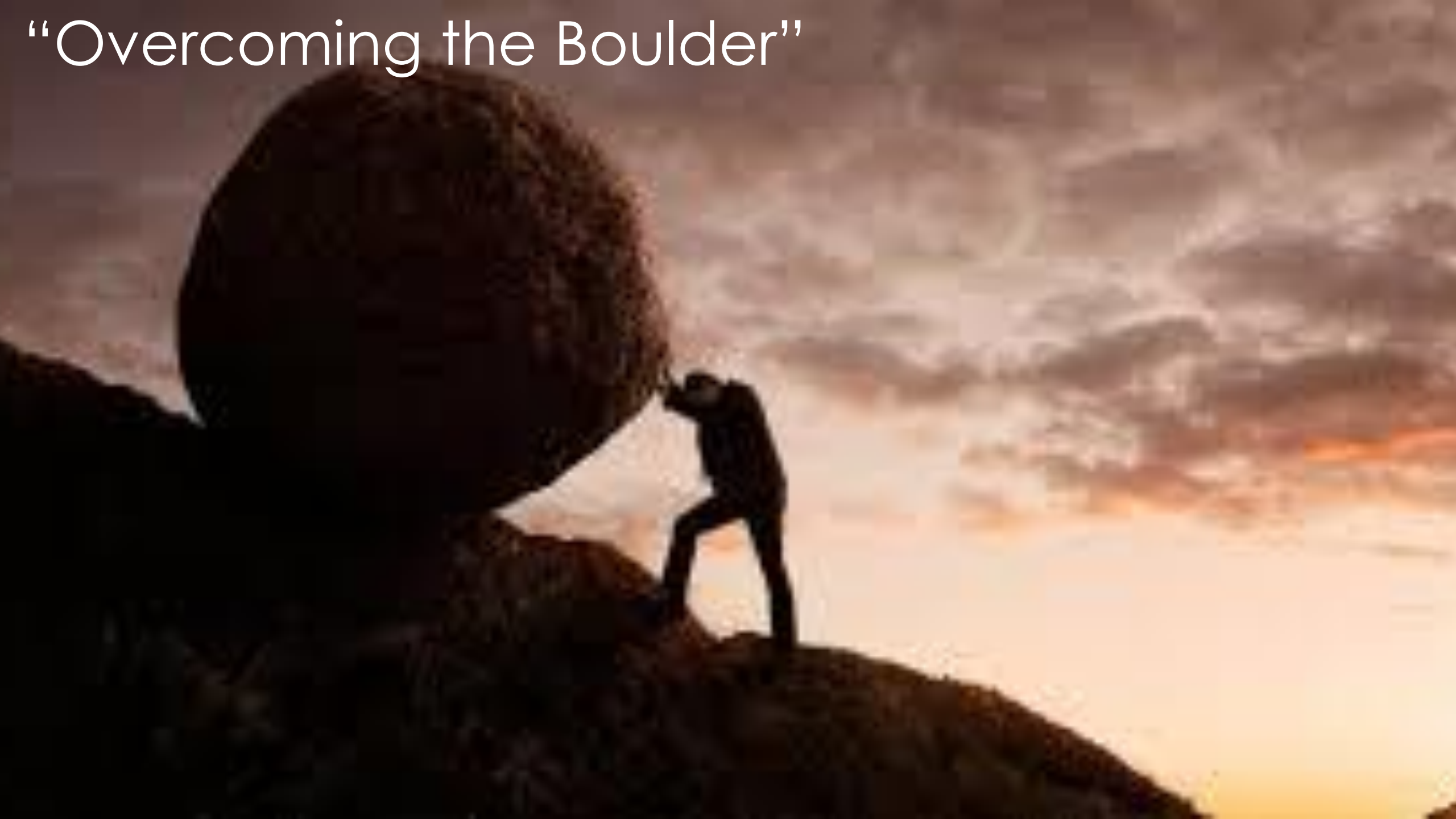
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- Clear Process management

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- Effective Strategic Project and change management
- Clear Process management
- Stakeholder buy-in and ongoing engagement

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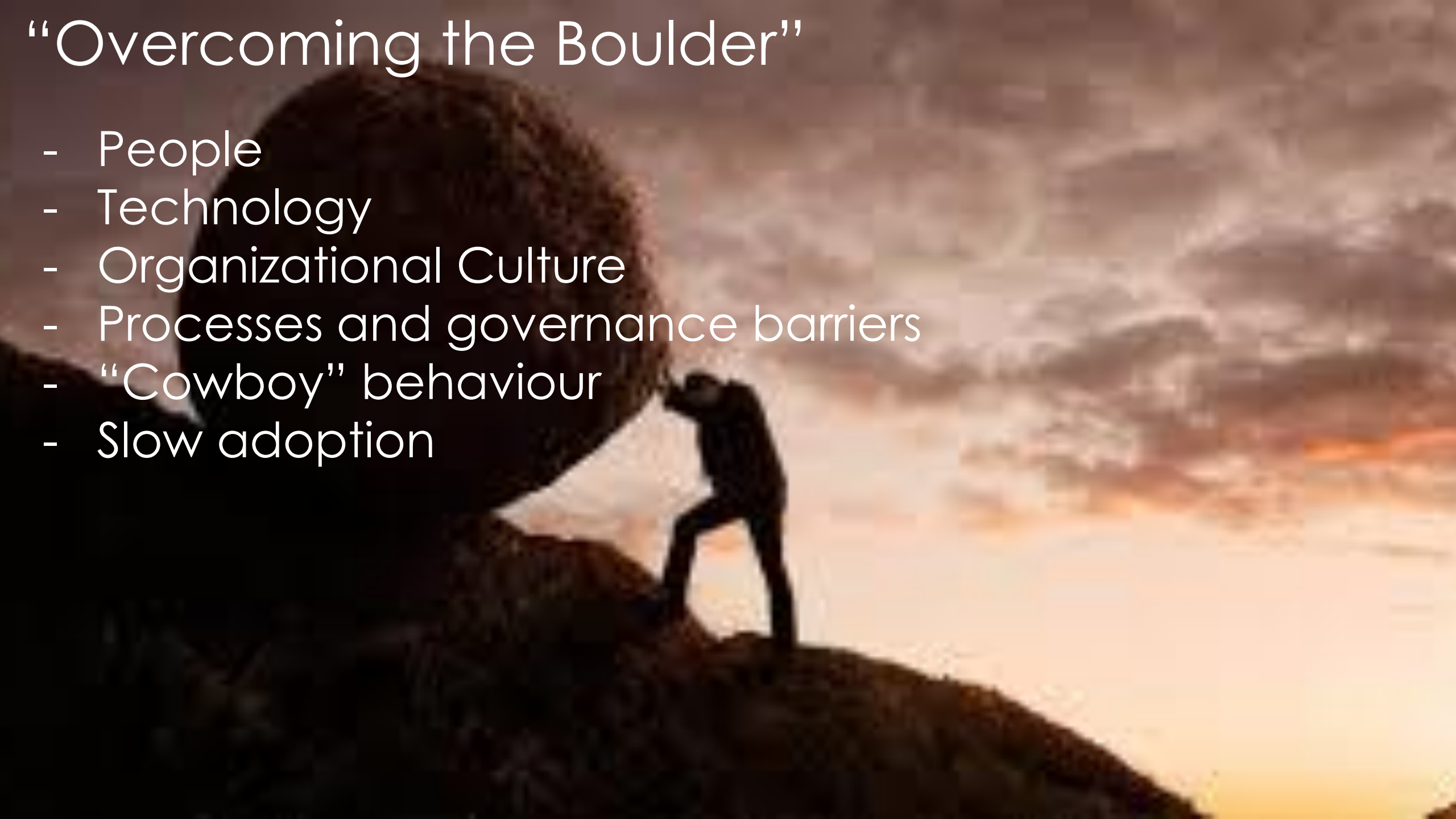
- Effective Strategic Project and change management
- Clear Process management
- Stakeholder buy-in and ongoing engagement
- Well-defined milestones and KPIs



“Overcoming the Boulder”

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- People
- Technology
- Organizational Culture
- Processes and governance barriers
- “Cowboy” behaviour
- Slow adoption



“Failure is nothing more than a chance to
revise your strategy”

Thank you!
jknight@edcon.co.za