

PARSONS | TKO



# Data Diagnostic Workshop

Take control of your data and use it to grow

Workshop



# The relationship of data and strategy

---

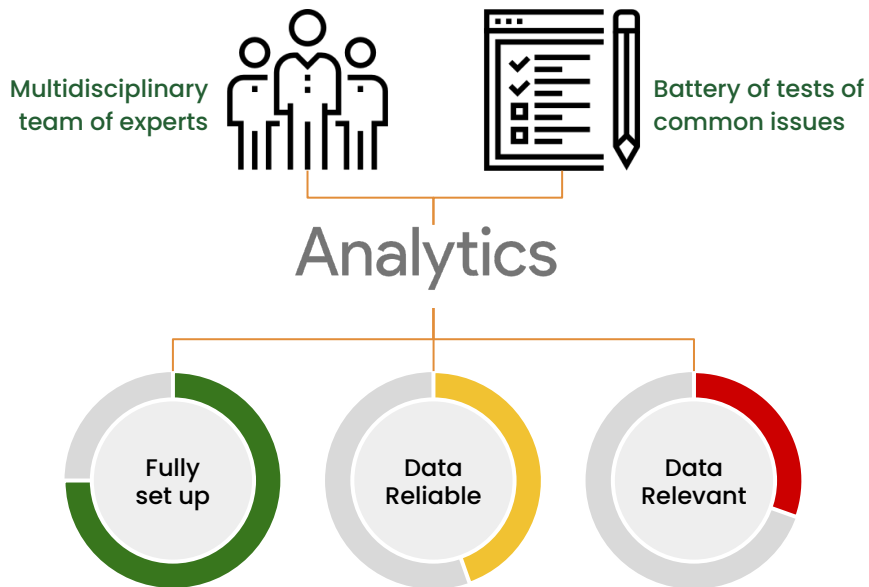
To unlock the full potential of your organization's data, you must begin by having clear goals for where you want to go, and some ideas about what is holding you back. Analytics should always be used in service of a clearly defined outreach strategy, where outcomes and success criteria have been detailed in advance.

To help you connect the data you are already collecting with the insights and feedback you need to drive your organization forward, we'll help you quickly assess your current data landscape and where to prioritize your focus to empower your data strategy.

That's why we created the Data Diagnostic Workshop, so that we can help ensure reliability and relevance of web analytics while also finding the right opportunities to improve where and how you use data. We want to give you a clear sense of where your organization sits on its journey to improved data usage, and to offer practical next steps.

You'll leave this engagement with **everything you need to unlock the value of your data and generate actionable insights.**

# How we uncover needs



With a team and methodology built on experience, we check key factors of your account health

With deep experience configuring analytics platforms as well as business analysis acumen to answer questions, we know how packages like yours should be set up and what faults are most common. Our health check will identify hidden strengths and missed opportunities to show where further investments in your analytics architecture will have the greatest impact.

- Validate setup against best practices to **ensure the reliability** of your analytics
- Understand existing system capabilities and ability to **measure meaningful engagement**
- Identify **gaps in current coverage** and help internal stakeholders recognize the value of investing in analytics enhancements

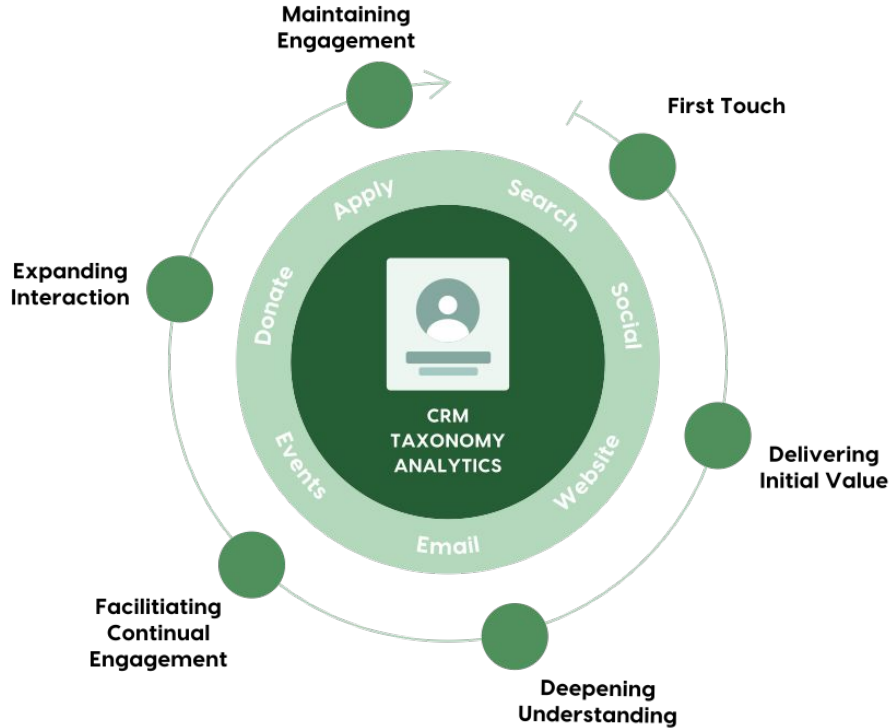
---

# Design approach

A process built around you

---

# Engagement Architecture



Digital projects are most successful when they are fully integrated components of a larger audience engagement system, one that is widely understood and adopted by staff.

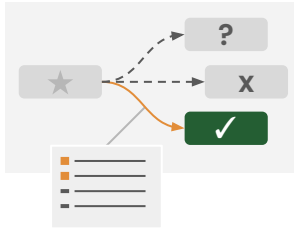
Your data strategy needs to provide actionable feedback on **your content strategy, audience definitions, outreach and engagement goals**. Successful outreach is sustainable and built not for maximum throughput but for maximum affinity building.

We call this approach **Engagement Architecture**.

# Learn what's holding back your data

We audit four key aspects of your data strategy

## 1. Strategy Definition



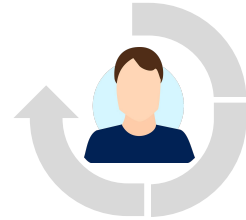
## 2. Tracking



## 3. Reporting



## 4. Adoption & Optimization



Your overall data strategy will define **the point and purpose of data in your organization** and ensure we focus on the specifics particularly useful for you.

# Clearly define your strategy

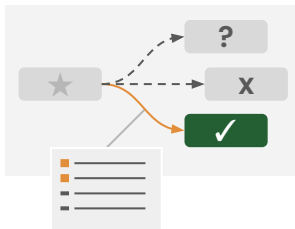
## 1. Strategy Definition

## 2. Tracking

## 3. Reporting

## 4. Adoption & Optimization

### 1. Strategy Definition



- What is your “Theory of Change” that connects your actions to mission outcomes?
- Do you have **detailed clarity** on your approach?
- Does your strategy acknowledge each element required for success?
- How well do you understand the alternatives?
- What are your hypotheses that can be verified or invalidated with data?

# Collect or access the data you need

1. Strategy Definition

2. Tracking

3. Reporting

4. Adoption & Optimization

## 2. Tracking



- Are you collecting or gathering external data from each platform involved in your success?
- Is the data you collect relevant to your strategy, as you've described it?
- Are the same concepts recognizable and referenceable between your datasets?
- Do you have the ability to make changes to your data as your needs evolve?



# Conduct analysis and reporting

1. Strategy Definition

2. Tracking

3. Reporting

4. Adoption & Optimization

## 3. Reporting



- Do you have the means to answer questions and test hypotheses from your strategy?
- Are the answers in an appropriate format for the stakeholders that need them?
- Do your analytics reports tell a story that is relevant to the decisions of the stakeholders that read them?
- Do you update Key Performance Indicators to match the latest changes in your tactics?

# Drive business processes with data

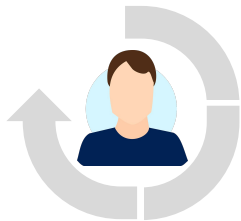
1. Strategy Definition

2. Tracking

3. Reporting

4. Adoption & Optimization

## 4. Adoption & Optimization



- Where on your calendar does your data make a difference?
- Are the benefits of analytics accessible to every role that contributes to mission success?
- Do you maintain a “culture of data” that encourages curiosity?
- Do you use data to create new tactics and lead strategy, in addition to measuring performance?

---



# Workshop Schedule

## How your plan is drafted

---

# Learn more, fast

---

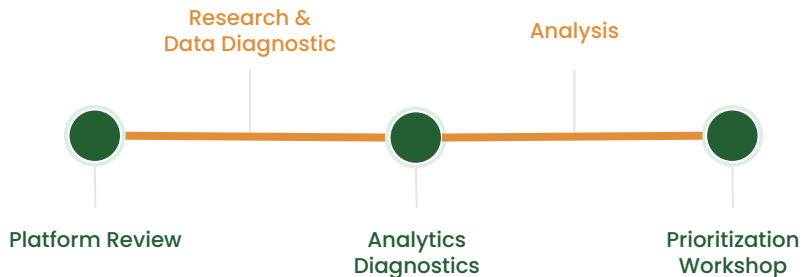
Our data strategy workshop begins with research and diagnostics to explore what you have and what you need, based on your strategy and business practices.

We'll also conduct an interactive workshop, we'll work to help document and prioritize your data strategy approach and needs.

With that strategic foundation for your use of data, you will have a clear set of action items that can be used to rapidly implement the highest value changes.

## Key activities

---



In as little as two weeks you can receive findings that can transform your use of data.

PARSONS | TKO

**We help teams  
accomplish more  
with their audiences.**

DC | CA | NC | TX | 202.335.7856 | [info@parsonstko.com](mailto:info@parsonstko.com)

BROOKINGS



MacArthur  
Foundation



JDRF

THE GEORGE  
WASHINGTON  
UNIVERSITY  
WASHINGTON, DC



Folger SHAKESPEARE  
LIBRARY

Washington Center  
for Equitable Growth

**Come build with us.**  
[parsonstko.com](http://parsonstko.com)

