



Private Meeting Agenda

DATA COUNCIL #20

Tuesday, April 19 – Wednesday, April 20, 2016

Confidential: please do not share outside Council

Note : This agenda has been modified so it can be shared as a sample. Names and identifying company information have been removed. **Real agendas are never shared outside the individual private council meetings.**

DATA COUNCIL #20



COLLABORATIVE GAIN

Day 1: Tuesday, April 19, 2016

Le Meridien

Level 2

333 Battery St, San Francisco, CA 94111

Optional thing to participate in during the meetings:

Headshots:

- On Day 1, Tue April 19, we will be taking headshots at Le Meridien in the hallway on Level 2 during lunch and the afternoon break.
- On Day 2, Wed, April 20, headshots will be taken at the Mission Bay Conference Center in the Fisher room during lunch and in the Robertson Foyer during the afternoon break and the cocktail.

If you'd like to have your headshot taken please sign up for a slot. Make sure that you are signing up for a slot on the correct venue tab. (We are at Le Meridien.)

8:00 – 9:00

Breakfast on Level 2

We'll have a hot breakfast waiting for you. Come connect with other council members over breakfast before we begin our council meeting!

9:00 – 9:15

Welcome, opening remarks & agenda review

Moderator

Economist Room, Level 2

9:15 – 10:15

Introductions

Please take a few minutes to tell the council a little about yourself, including:

- Your company
- Your role, including core responsibilities
- What was your path to the data field
- Key challenges you currently face
- A description of your team – its size and its place in the firm
- Your expectations of the next two days



COLLABORATIVE GAIN

Private Meeting Agenda

DATA COUNCIL #20

Day 1: Tuesday, April 19, 2016 (continued)

Le Meridien Hotel

Level 2

333 Battery St, San Francisco, CA 94111

10:15 – 10:30

Break on Level 2

This is a great opportunity to continue talking with members of our council, or meet members of other councils.

THEME BLOCK: Organizational Concerns

10:30 – 11:15

Evolution of the Team: From Analysts to Engineering to Product

Council Member X

Data science is a relatively young field, so most teams will undergo several changes before they settle. X has had the experience of leading a team that evolved from being purely focused on analysis and research, to adding software engineers, to adding project managers and creating products. These large (and unexpected) shifts in mission and team culture taught X a lot about different flavors of a “data science team” and how to manage the transitions between them. In this session X will share some lessons learned and we can discuss how you're approaching similar concerns.

- What are some internal and external drivers of team evolution?
- As team leaders, what are some signs that it's time for the team to change structure?
- When should the team evolve internally, as opposed to spinning out a separate group?

11:15 – 12:00

Organizational Structure: Where should the data team live?

roundtable kicked off by Council Member

As companies build internal data practices, a common concern is where to place the team. Should it operate as a centralized service, a set of embedded data scientists, or something else? and what do these decisions mean for roles, standards, and shared knowledge? The answer is usually, “it depends” -- on company size, data maturity, and a host of other factors. We'll use this time to share experiences and give each other ideas on how to approach this.

DATA COUNCIL #20



COLLABORATIVE GAIN

Day 1: Tuesday, April 19, 2016 (continued)

Le Meridien Hotel

Level 2

333 Battery St, San Francisco, CA 94111

12:00 – 12:30 **Flextime / RFHs**

12:30 – 13:30 **Lunch on Level 2**

13:30 – 14:30 **Building Your Data Science Team**
roundtable kicked off by multiple Council Members

Between the talent supply/demand mismatch and hazy definition of "data science," companies are having a rough time hiring the people to complete their data teams. Let's share our experiences on:

- Sourcing talent – what's been your best place for finding candidates?
- Team makeup – does everyone on your team cross-train for the same skill set, or do you define specialized roles?
- Interviewing – what's worked well and what hasn't?
- Helping new hires transition into the role – especially if you are hiring from other industries or academia

DATA COUNCIL #20



COLLABORATIVE GAIN

Day 1: Tuesday, April 19, 2016 (continued)

Le Meridien Hotel

Level 2

333 Battery St, San Francisco, CA 94111

THEME BLOCK: Data to Drive Organizational Change

14:30 – 15:00

Quantifying the Unquantifiable

Council Member X

X encountered a situation in which another department was reluctant to accept the data team's results, in some cases claiming it was impossible to quantify what they were trying to measure. X will explain how they resolved the situation, convincing this holdout department move beyond their intuition and accept the results of analyses.

3:00 – 3:30

Break on Level 2

3:30 – 4:15

Cross Council connecting activity

Speed Connecting Exercise

Your moderators will facilitate a rapid-fire set of speed-connecting interactions in an exercise guaranteed to build your network and enhance your council experience.

(Please bring a pen with you for this event.)

DATA COUNCIL #20



COLLABORATIVE GAIN

Day 1: Tuesday, April 19, 2016 (continued)

Le Meridien Hotel

Level 2

333 Battery St, San Francisco, CA 94111

4:15 – 5:00

Frameworks to Understand User Success

Council Member X

X's work focuses on strategy and insights and their team spends a good deal of time helping people to solve problems, helping people to think through strategies, and so on. Over time, X has developed frameworks for “User success” -- helping product teams to make their users successful – by carefully considering how the product team's relationship to customers and the metrics they use.

X will kick us off by sharing these frameworks and open up a discussion. Please bring your own techniques, and perhaps a situation or two that would benefit from a new approach to problem-solving.

5:00

Meetings end, Head to private council.

DATA COUNCIL #20



COLLABORATIVE GAIN

Day 2: Wednesday, April 20, 2016

Le Meridien Hotel

Level 2

333 Battery St, San Francisco, CA 94111

8:00 – 9:00

Breakfast on Level 2

We'll have another hot breakfast for you. Come connect with other council members over breakfast before we begin our council meeting!

9:00 – 9:15

Welcome

THEME BLOCK: Tactical Execution

9:15 – 9:45

Organizing Your Data

Council Member X

Data scientists often hit the roadblock of finding data (from internal stores, no less) and getting it into shape for analysis. The time your team spends hunting for data is time they don't spend analyzing it, which leads to frustration all around. X has learned that having a common taxonomy can smooth the road and will share techniques for developing one.

9:45 – 10:15

Predictive Models: From Concept to Design to Implementation

Council Member X

X's company is developing a predictive model to identify prospective customers and properly target ads. X will share some lessons learned and, as this is still a work-in-progress, will also ask for your experience deploying predictive models.

DATA COUNCIL #20



COLLABORATIVE GAIN

Day 2: Wednesday, April 20, 2016 (continued)

Le Meridien Hotel

Level 2

333 Battery St, San Francisco, CA 94111

10:15 – 10:30

Break

10:30 – 11:15

Building a Self-Service Analytics Stack

roundtable kicked off by multiple Council Members

Some departments are a little *too* happy to have a new in-house analytics team: they flood the data team with requests, many of which take time but don't require deep analytics talent. Establishing a self-service tool stack lets these departments address the more straightforward queries, leaving the analytics team breathing room for the more-involved, specialized work. We'll hear from people who have developed this functionality in their firms, and also people who may soon need to do so. Let's talk about:

- How to choose the tools (and how to get reluctant departments to try them)?
- What's the impact this will have on your data infrastructure?
- Whom else you should involve (say, your IT department)?
- How do you make sure this move doesn't shift the burden from "lots of simple data requests" to "tool tech support?"

11:15 – 11:45

Flextime / RFHs

11:45 – 12:00

Meeting Close and Agenda for next time

Dates for Next Meetings – Date & Location

Wed October 5- Thu October 6, 2016, NYC

Let's lock them in our calendars and RSVP right now!

12:00 – 12:10

Scheduling check in conversations

12:10 – 12:25

Private council highlights and parking lot

DATA COUNCIL #20



COLLABORATIVE GAIN

Day 2: Wednesday, April 20, 2016 (continued)

Le Meridien Hotel

Level 2

333 Battery St, San Francisco, CA 94111

12:25 – 12:35

Fill out Net Promoter Survey

Moderators will have backup paper surveys if the survey link doesn't work for any reason.

We want every member to fill out the net promoter feedback. As you know, the Collaborative Gain team takes the feedback seriously and acts on it.

12:35

Board buses to Mission Bay Conference Center in front of Le Meridien Hotel on Battery Street (across the street from the Bently)

12:55

Arrive at Mission Bay Conference Center

Mission Bay Conference Center schedule

1:00– 2:30

Lunch in the Fisher room on the first floor with all other councils and Product Habits Workshop attendees, coat check on the second floor at the end of the hallway in the Robertson Foyer

2:30 – 2:45

Buffer time to get people back up to Robertson on the 2nd floor from Fisher

2:45 – 2:50

Welcome - Phil Terry

365 Update – Britany Crown

Britany will give a quick update on our increased activities throughout the year – like our small dinner program and our workshop program. She will also ask members to answer a quick poll to help us continue to improve your 365 day experience.

DATA COUNCIL #20



COLLABORATIVE GAIN

2:50 – 3:15

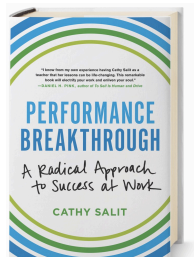
Slow Agile – Phil Terry

Phil will give a brief talk about what he calls Slow Agile and how we all - whether focused on product development, marketing, or the design of cultures and businesses as a whole - need to periodically slow down to speed up.

After introducing the concept, he will briefly explore the concept of slow – which is not just about speed but also about where attention is directed.

Great poets, artists, innovators, and leaders all share a surprising commitment that Phil will explain.

3:15 – 4:30



Performance Breakthrough: Culture, Creativity, and the Competitive Edge – Cathy Salit, Founder and CEO, Performance of a Lifetime

If you want to create agile teams – and if you as a leader want to be more agile, then Cathy Salit's interactive spring keynote will be important for you to attend.

Cathy's work combines improvisational theatre, developmental psychology, and organizational behavior to help build or rebuild culture and employee experience for a wide range of organizations. She and her growing team have worked with oncology nurses at Johns Hopkins, Olympic athletes at the U.S. Olympic Committee, and product developers, general managers, and senior leaders at companies ranging from American Express to Twitter.

4:30 – 6:00

Cocktails and book signing in the Robertson Foyer for all members and for all Product Habits Workshop attendees and speakers. We have invited Council alums and friends to also join us for cocktails.

Directions on next page...