

# Getting Value from Data Work: Balancing Outcomes, Effort, and Buy-In when deciding “What’s next?”

Unlock the Potential of Data in the Business Ecosystem

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# What's Ahead:

- Why Prioritize the Work Queue
- Balancing Effort and Gains
- Prioritization Criteria
- Prioritization Techniques
- Case Study
- Q&A

# Why Prioritize?

The Challenges of Data Solution Building, anywhere!

- Budget
- Time
- Resources

# Understanding Business Outcomes

Balancing Effort and Gains with Four Questions:

- Who will benefit?
- How long will it take?
- What is the upside?
- What will it cost to build it, or not build it?

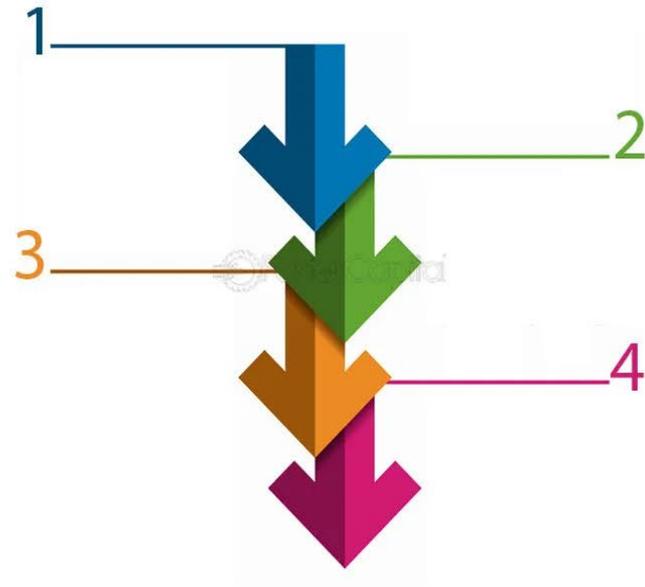
# Prioritization Techniques

- FiFo
- The Eisenhower Matrix
- MosCow Method

# Prioritization Techniques

- FiFo Method

Chronological Order

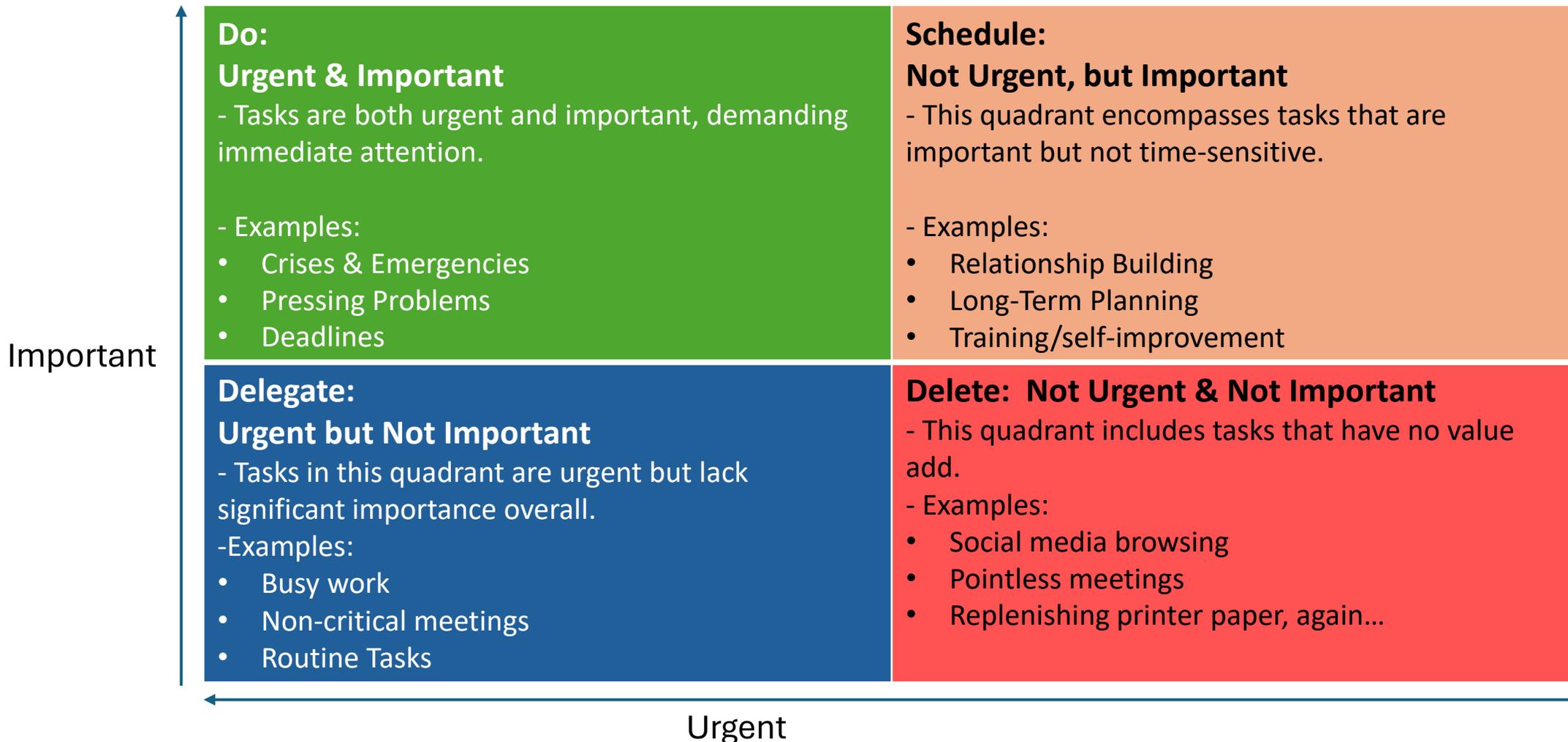


# Prioritization Techniques

- FiFo Method – Pitfalls
  - Ignores Importance
  - Ignores Urgency
  - Ignores Cost/Value relationship

# Prioritization Techniques

- The Eisenhower Matrix



# Prioritization Techniques

- The Eisenhower Matrix – Pitfalls
  - Important and Not Important can be seen as subjective
  - Urgency > Importance, every time
  - Too much time in Q1 leads to burn out
  - Not enough time in Q3 leads to stagnation

# Prioritization Techniques

- MosCow Method

<b>M</b> Must Have  Requirements that are necessary for successful completion of the project	<b>S</b> Should Have  Requirements that are Important, but not critical to successful completion of the project	<b>C</b> Could Have  Requirements that are nice to have, but are not important or critical to the completion of the project	<b>W</b> Won't Have  Requirements that are not a priority or jeopardize the successful completion of the project
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# Prioritization Techniques

- MosCow Method – Pitfalls
  - Classifications can seem arbitrary to stakeholders
  - Doesn't consider the Cost/Value benefit
  - More time required to prioritize work

# Securing Stakeholder Buy-In

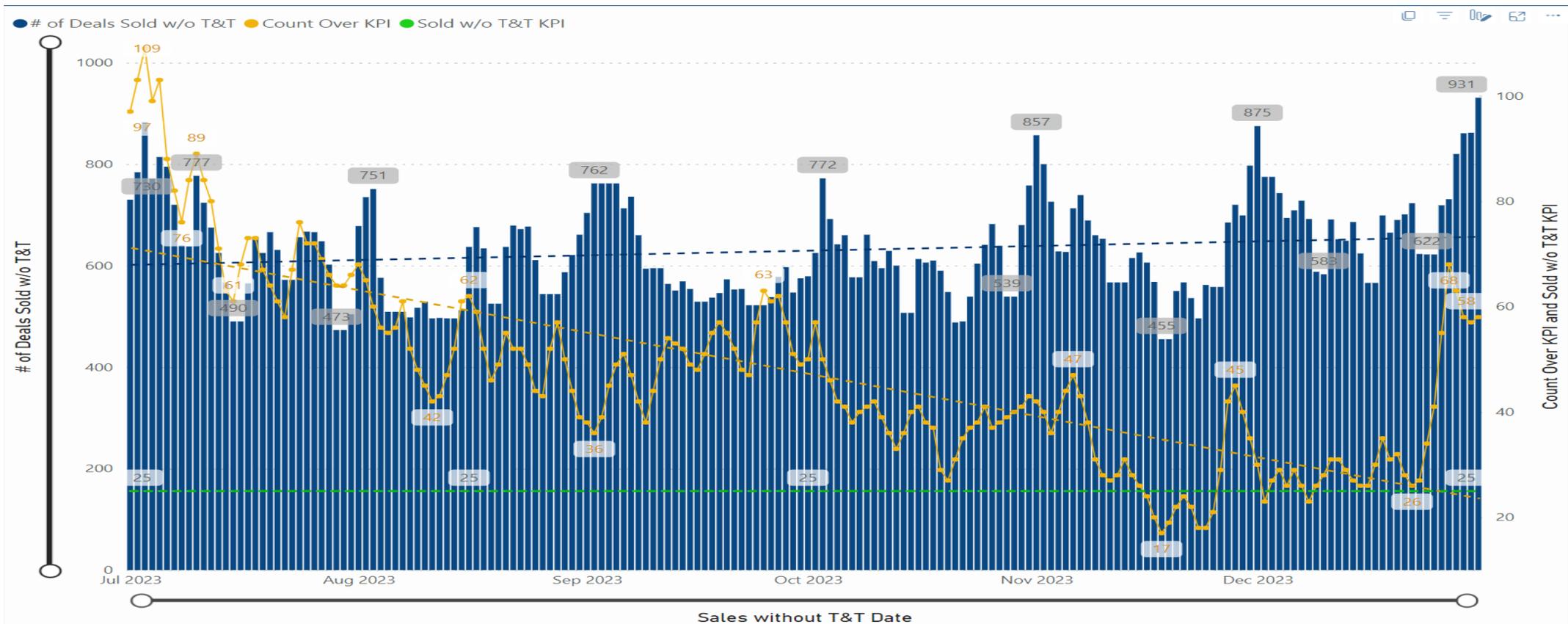
- The Art of Earning Buy-In

Without support from the stakeholders, the project isn't going to get off the ground. So how do you get them to buy-in?

- Never start with cost
- Highlight the upsides (more is better)
- Call out the risks of not doing it
- Outline project milestones you can reach

# Case Studies

- Real-World Successes
  - What gets measured, gets changed.



# Conclusions

Prioritizing your project depends on several factors, specific to your industry and development methodology

- Four Key Questions:
  1. Who will benefit?
  2. How long will it take?
  3. What is the upside?
  4. What will it cost to build?
- Classify projects and tasks
- Get Stakeholder Buy-in

# Questions & Answers

```
while True:  
    # Take a question from the user  
    question = input("Ask me a question (type 'exit' to quit): ")  
  
    if question.lower() == 'exit'  
        print("Goodbye!")  
        break  
    # Provide a response based on the question
```



Thank You!