

e2 Conference

EDUCATE & ENGAGE



COLLABORATION. NOT COMPETITION



BUILDING CONFIDENCE

Diversify your skills





HOW?

LOOK AT YOUR ORGANIZATION

SALES & MARKETING

- ✓ Get to know their language: CTA, CTR, UV, BR, AIDA, Pipeline, B2B, B2C, Markets
- ✓ Understand their campaigns & KPI's
- ✓ Who do they work closely with?
- ✓ Learn the CRM
- ✓ Read their reports

OPERATIONS

- ✓ Get to know their language: OTIF, PDQ
- ✓ Understand their KPI's
- ✓ Ask to be part of an audit process
- ✓ Read their reports

TALENT & HR

- ✓ Get to know their language: PDP, Employee Attrition, Bradford Factor.
- ✓ Understand their KPI's
- ✓ Understand annual audits/timeline
- ✓ Read their reports

FINANCE

- ✓ Get to know their language : GL, P&L, GP, NP, EBITDA.
- ✓ Understand roles within department
- ✓ Read their reports



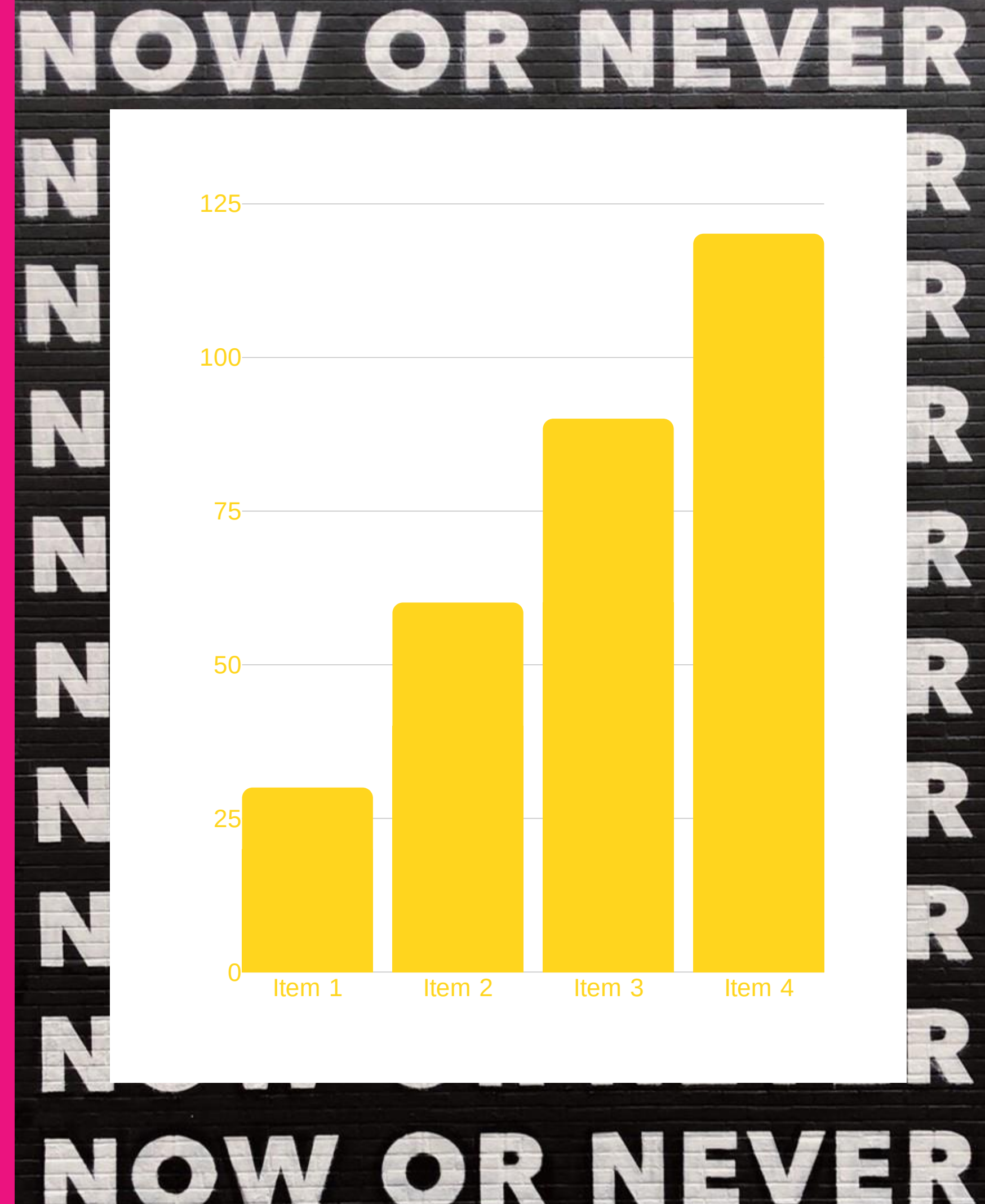
UNDERSTAND: STRATEGY. STRATEGY. STRATEGY.



DATA ANALYSIS

How did I get started?

- Keen interest in data
- Learn Excel
 - ✓ Formulas, Functions, Pivot Tables, Snapshot Sheets
- Monthly reports
- Data Dashboarding
- “Facts & Data Set you Free”





QUESTIONS?