ERIN WALDRON FROM DATA DOZEN ◍ SEPTEMBER 5, 2019 AT HALLMARK CARDS, INC.

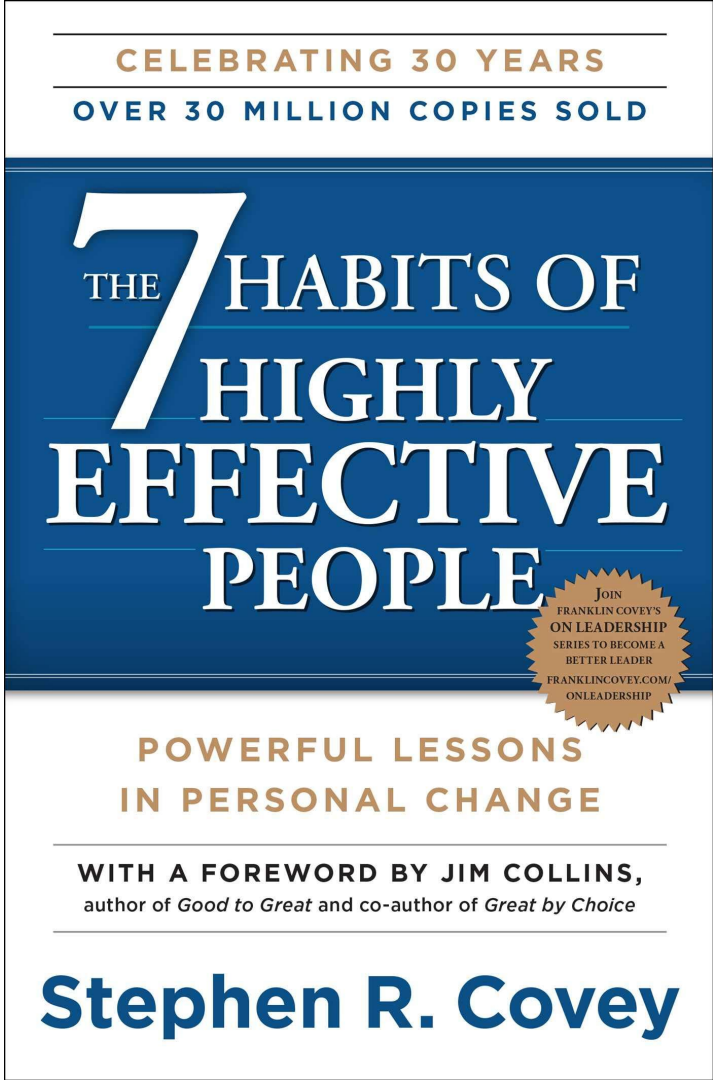
THE COMMUNICATION CHECKLIST

CREATING BETTER ORGANIZATIONAL CONVERSATIONS AROUND DATA

“ *Raw data is an oxymoron.”*

LISA GITELMAN

THE 7 HABITS OF HIGHLY EFFECTIVE (DATA) PEOPLE



HABIT 1

BE PROACTIVE

ERIN WALDRON
www.datadozen.com

“Be a light, not a judge.
Be a model, not a critic.”

STEPHEN COVEY

ERIN WALDRON
www.datadozen.com

HABIT 1: BE PROACTIVE

REACTIVE VS. PROACTIVE LANGUAGE

- Reactive Language
  - There's nothing I can do
  - That's just the way I am
  - He makes me so mad
  - They won't allow that
  - **I have to** do this
- Proactive Language
  - Let's look at our alternatives
  - I can choose a different approach
  - I control my own feelings
  - I can create an effective presentation
  - **I choose to** do this

HABIT 1: BE PROACTIVE

COMMUNICATION CHECKLIST

1 How do I want to be remembered as a colleague?

2 How can I positively influence the data practices in this organization?

3 What blockers or bottlenecks can I help alleviate?

4 What information can I share?

ERIN WALDRON
www.datadozen.com

HABIT 2

BEGIN WITH THE END IN MIND

ERIN WALDRON
www.datadozen.com

“If you visualize the wrong thing, you’ll produce the wrong thing.”

STEPHEN COVEY

HABIT 2: BEGIN WITH THE END IN MIND

MANAGEMENT VS. LEADERSHIP

- Management
  - Management is a bottom line focus.
  - How can I best accomplish certain things?
  - Management is doing things right.
  - Management is efficiency in climbing the ladder of success.
- Leadership
  - Leadership deals with the top line
  - What are the things I want to accomplish?
  - Leadership is doing the right things.
  - Leadership determines whether the ladder is leaning against the right wall.

"The leader is the one who climbs the tallest tree, surveys the entire situation, and yells, "Wrong jungle!" But how do the busy, efficient produces and managers often response? 'Shut up! We're making progress. As individuals, groups, and businesses, we're often so busy cutting through the undergrowth we don't even realize we're in the wrong jungle."

STEPHEN COVEY

HABIT 2: BEGIN WITH THE END IN MIND

COMMUNICATION CHECKLIST

5 What question are we trying to answer with our data?

6 Are we measuring what matters or what is easy to measure?

7 Who will benefit from our work?

8 Did we form our objective as a group and write it down?

9 How can I provide leadership here?

ERIN WALDRON
www.datadozen.com

HABIT 3

PUT FIRST THINGS FIRST

ERIN WALDRON
www.datadozen.com

“Things that matter most /
must never be at the mercy of things which matter least.”

GOETHE

ERIN WALDRON
www.datadozen.com

HABIT 3: PUT FIRST THINGS FIRST

URGENCY VS. IMPORTANCE

	URGENT	NOT URGENT
IMPORTANT	Crises, pressing problems, deadline-driven projects	Long-range planning, preparation, preventive maintenance, relationship building, personal growth, some leisure, exercise
NOT IMPORTANT	Interruptions, some calls, some mail, some reports, some meetings	Busy work, trivia some mail, some calls, time wasters, some pleasant activities

HABIT 3: PUT FIRST THINGS FIRST

COMMUNICATION CHECKLIST

10 Why does this matter?

11 What is important and not urgent that I can work on today?

12 How did this become an emergency?

13 Which projects should we delay or cancel to make time for this new project?

ERIN WALDRON
www.datadozen.com

HABIT 4

THINK WIN/WIN

ERIN WALDRON
www.datadozen.com

“ *Public Victory* *does not mean victory over other people.”*

STEPHEN COVEY

ERIN WALDRON
www.datadozen.com

HABIT 4: THINK WIN/WIN

EMOTIONAL BANK ACCOUNT

- Understanding the individual
- Attending to the little things
- Keeping commitments
- Clarifying expectations
- Showing personal integrity
- Apologizing sincerely when you make a withdrawal

"People don't care how much you know until they know how much you care."

STEPHEN COVEY

ERIN WALDRON
www.datadozen.com

HABIT 4: THINK WIN/WIN

COMMUNICATION CHECKLIST

14 What commitments have we made?

15 What mistakes can be take responsibility for?

16 Who could feel threatened by or anxious about our work?

17 Is this productive information or is this gossip?

18 How are each of our colleagues evaluated?

ERIN WALDRON
www.datadozen.com

HABIT 5

SEEK FIRST TO UNDERSTAND, THEN TO BE UNDERSTOOD

ERIN WALDRON
www.datadozen.com

"Most people do not listen with the intent to understand; they listen with the intent to reply. They're either speaking or preparing to speak."

STEPHEN COVEY

ERIN WALDRON
www.datadozen.com

AUTOBIOGRAPHICAL RESPONSES

- Evaluate: “I totally agree.” “I wouldn’t have done that.”
- Probe: “Well did you think of this?”
- Advise: “I went through that exact same thing. You should…”
- Interpret: “So you must want to…”

COMMUNICATION CHECKLIST

19 What do my colleagues think about this data project?

20 What can I learn from the person who touches the data before and after me?

21 How can I inform our audience about our data's potential weaknesses?

22 This is what I understand you're saying. Is that correct?

23 How can I listen better during this meeting?

ERIN WALDRON
www.datadozen.com

HABIT 6

SYNERGIZE

ERIN WALDRON
www.datadozen.com

“Simply defined, synergy means that the whole is greater than the sum of its parts.”

STEPHEN COVEY

ERIN WALDRON
www.datadozen.com

HABIT 6: SYNERGIZE

THE ANIMAL SCHOOL BY R.H. REEVES

"Once upon a time, the animals decided they must do something heroic to meet the problems of a "New World," so they organized a school. They adopted an activity curriculum consisting of running, climbing, swimming and flying. To make it easier to administer, all animals took all the subjects.

The duck was excellent in swimming, better in fact than his instructor, and made excellent grades in flying, but he was very poor in running. Since he was low in running he had to stay after school and also drop swimming to practice running. This was kept up until his web feet were badly worn and he was only average in swimming. But average was acceptable in school, so nobody worried about that except the duck.

The rabbit started at the top of the class in running, but had a nervous breakdown because of so much make up in swimming.

The squirrel was excellent in climbing until he developed frustrations in the flying class where his teacher made him start from the ground up instead of from the tree-top down. He also developed charley horses from over-exertion and he got a C in climbing and a D in running.

The eagle was a problem child and had to be disciplined severely. In climbing class he beat all the others to the top of the tree, but insisted on using his own way of getting there.

At the end of the year, an abnormal eel that could swim exceedingly well and also could run, climb and fly a little had the highest average and was valedictorian.

The prairie dogs stayed out of school and fought the tax levy because the administration would not add digging and burrowing to the curriculum. They apprenticed their children to the badger and later joined the groundhogs and gophers to start a successful private school."

HABIT 6: SYNERGIZE

COMMUNICATION CHECKLIST

24 Who sees our data efforts most differently from me?

25 How can we assemble a team with individuals who touch each phase in our data's lifecycle?"

26 Who's working in a parallel job in another silo in this organization?

27 How can we make this data easier to consume?

ERIN WALDRON
www.datadozen.com

HABIT 7

SHARPEN THE SAW

ERIN WALDRON
www.datadozen.com

“I have so much to do today, I’ll need to spend another hour on my knees.”

PROTESTANT REFORMER MARTIN LUTHER

ERIN WALDRON
www.datadozen.com

HABIT 7: SHARPEN THE SAW

COMMUNICATION CHECKLIST

28 What predictable errors do we produce?

29 What is done manually?

30 What is done without documentation?

31 What skills will our team need in the future?

32 What saws need to be sharpened in our data workflow?

ERIN WALDRON
www.datadozen.com

HABIT 7: SHARPEN THE SAW

DAILY PRIVATE VICTORY

May you be happy. May you be well. May you be safe.
May you be peaceful and at ease.

LOVING-KINDNESS MEDITATION

ERIN WALDRON
www.datadozen.com

THE COMMUNICATION CHECKLIST

CREATING BETTER ORGANIZATIONAL CONVERSATIONS AROUND DATA

INSPIRED BY STEPHEN COVEY'S *THE 7 HABITS OF HIGHLY EFFECTIVE PEOPLE*

1) BE PROACTIVE

1 How do I want to be remembered as a colleague?
2 How can I positively influence the data practices in this organization?
3 What blockers or bottlenecks can I help alleviate?
4 What information can I share?

2) BEGIN WITH THE END IN MIND

5 What question are we trying to answer with our data?
6 Are we measuring what matters or what is easy to measure?
7 Who will benefit from our work?
8 Did we form our objective as a group and write it down?
9 How can I provide leadership here?

3) PUT FIRST THINGS FIRST

10 Why does this matter?
11 What is important and not urgent that I can work on today?
12 How did this become an emergency?
13 Which projects should we delay or cancel to make time for this new project?

4) THINK WIN/WIN

14 What commitments have we made?
15 What mistakes can be take responsibility for?
16 Who could feel threatened by or anxious about our work?
17 Is this productive information or is this gossip?
18 How are each of our colleagues evaluated?

5) SEEK FIRST TO UNDERSTAND, THEN TO BE UNDERSTOOD

19 What do my colleagues think about this data project?
20 What can I learn from the person who touches the data before and after me?
21 How can I inform our audience about our data's potential weaknesses?
22 This is what I understand you're saying. Is that correct?
23 How can I listen better during this meeting?

6) SYNERGIZE

24 Who sees our data efforts most differently from me?
25 How can we assemble a team with individuals who touch each phase in our data's lifecycle?
26 Who's working in a parallel job in another silo in this organization?
27 How can we make this data easier to consume?

7) SHARPEN THE SAW

28 What predictable errors do we produce?
29 What is done manually?
30 What is done without documentation?
31 What skills will our team need in the future?
32 What saws need to be sharpened in our data workflow?

DOWNLOAD AT

WWW.DATADOZEN.COM/HALLMARK-SUMMER-SERIES-2019

2019 SUMMER SEMINAR SERIES

DATA DOZEN ◍ DNA RESOURCE GROUP

THANK YOU

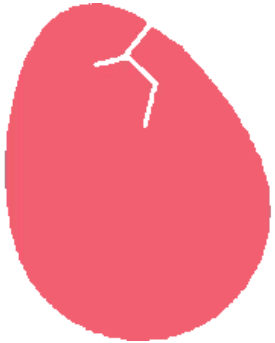
STAY IN TOUCH!

ENJOY LEARNING WITH DATA DOZEN?

Connect on LinkedIN

Join Our Email List

www.datadozen.com/hallmark-summer-series-2019



DATA DOZEN

DATA VISUALIZATION EDUCATION

Copyright © 2019 Data Dozen, LLC All Rights Reserved

ERIN WALDRON
www.datadozen.com