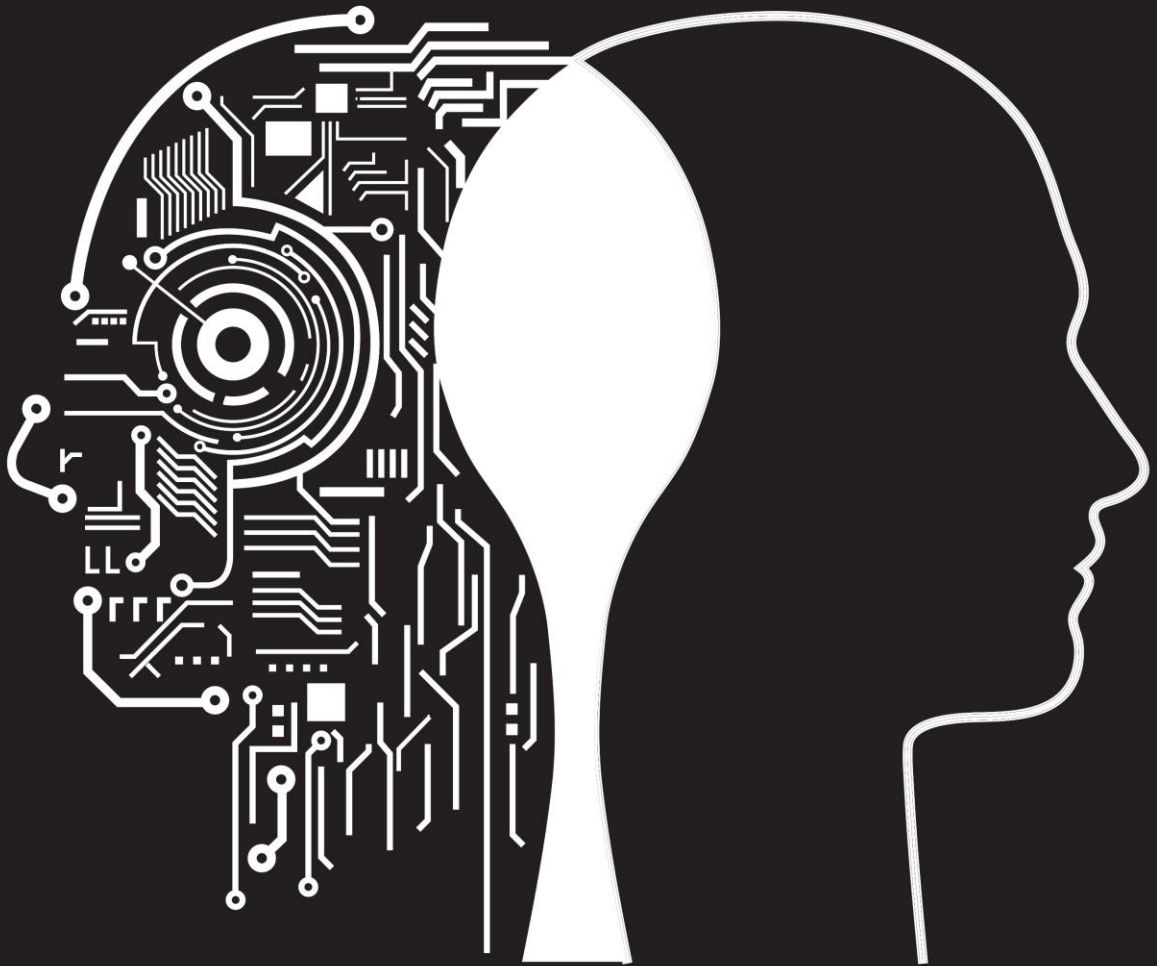


SMALL IS THE NEW BIG DATA

Dynamic Business Strategy meets Data Science



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INTRODUCTION

'Big Data' is a buzz word that's here to stay. Fifty years ago, capturing 1 GB of data cost 75 million more times what it costs today. So now all companies, large or small, can access huge quantities of data. While some companies have successfully incorporated data analytics into operational decision making, only a few select multinationals have managed to incorporate Big Data into their *strategic* decision making. The problem is that traditional strategy recipes aren't enough. In today's world of short product-cycles, continuously changing consumer preferences and mass customization, your business strategy needs to be a dynamic and embedded process. Strategy today calls for strong data science built around better data and analytical tools, being applied by an aligned cross-functional team. Most organizations, SMEs included, have deep pools of knowledge and expertise in their own systems and in their professional and frontline staff that can systematically be tapped for ideas, insights and facts. Data, after all, are more than numbers. Data include ideas, facts, events, and experiences that can be instrumental for crafting - and adapting - strategies to ensure your organization not only remains relevant but is also uniquely equipped to succeed in a disruptive world.

SEMINAR OBJECTIVES

This seminar is motivated in part by the fact that organizations only use, on average, 12% of the data they own. It introduces a framework that helps mid-size organizations focus their data gathering, management and analytics efforts on strategically important tasks. The seminar explains how mid-size companies can leverage targeted Big Data – or 'small data' – to succeed in their changing worlds. A unique dynamic business strategy framework based on the Strategic Fit Model™ is introduced with a hands-on breakout session that helps executives to jumpstart their transformation towards a data-driven organization.

Key value proposition and takeaways:

1. To illustrate how data science can guide and solidify strategy formulation; tapping new data sources, including in-house expertise and knowledge resources
2. To offer a new paradigm for company executives and leaders on harnessing their intellectual capital to create their own data-driven organization
3. To provide a framework for developing your company's winning aspiration, identifying enablers that drive success and devising a data-needs plan to leverage existing company information. The framework is based on the Strategic Fit Model™.

ABOUT THE SEMINAR SPEAKER



Scientific curiosity has driven most of the decisions Nasos Makriyiannis has made in his life. While many argue that business strategy is as much art as it is science, Nasos founded KOMAND Consulting in 2006 on the premise that the right combination of relevant data, statistical analysis, enabling technologies and good judgment is a perfect recipe for delivering extremely powerful business strategies. This recipe now allows KOMAND to lead the way in data-driven strategic planning. An effective executive or CEO

needs to create an environment where those four elements are embedded into the fabric of the organization and Nasos assists executives to do just that.

Over his 15-year career, Nasos has helped leaders deliver exemplary results by facilitating their transformation to data-driven organizations. He has assisted companies with annual sales ranging from \$5 million to over \$1 billion, including Fortune 500 companies. This experience has allowed him to customize his approach based on the characteristics of the organizations and leaders that he assists.

Nasos has presented and facilitated executive workshops for various business associations and organizations throughout Canada. He has also been a coach to start-up CEOs in his role as a mentor to Canadian accelerator programs such as FounderFuel and the Dobson Foundation.

His scientific curiosity also drove Nasos towards higher education, first in the engineering world as a biomedical engineering graduate from Boston University, an MBA graduate from Concordia University in Montreal and, eventually, as a lecturer in the management department at the John Molson School of Business, Concordia University.

ABOUT KOMAND CONSULTING

KOMAND Consulting works with companies and leaders to develop sophisticated business strategies that lead to exemplary performance. Our advantage lies in the fact that we use proprietary artificial intelligence (AI) technologies and the power of advanced statistical analysis to drive our strategic recommendations.

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