



Collaboration is Key-Bridging Technical, Data & Business Teams

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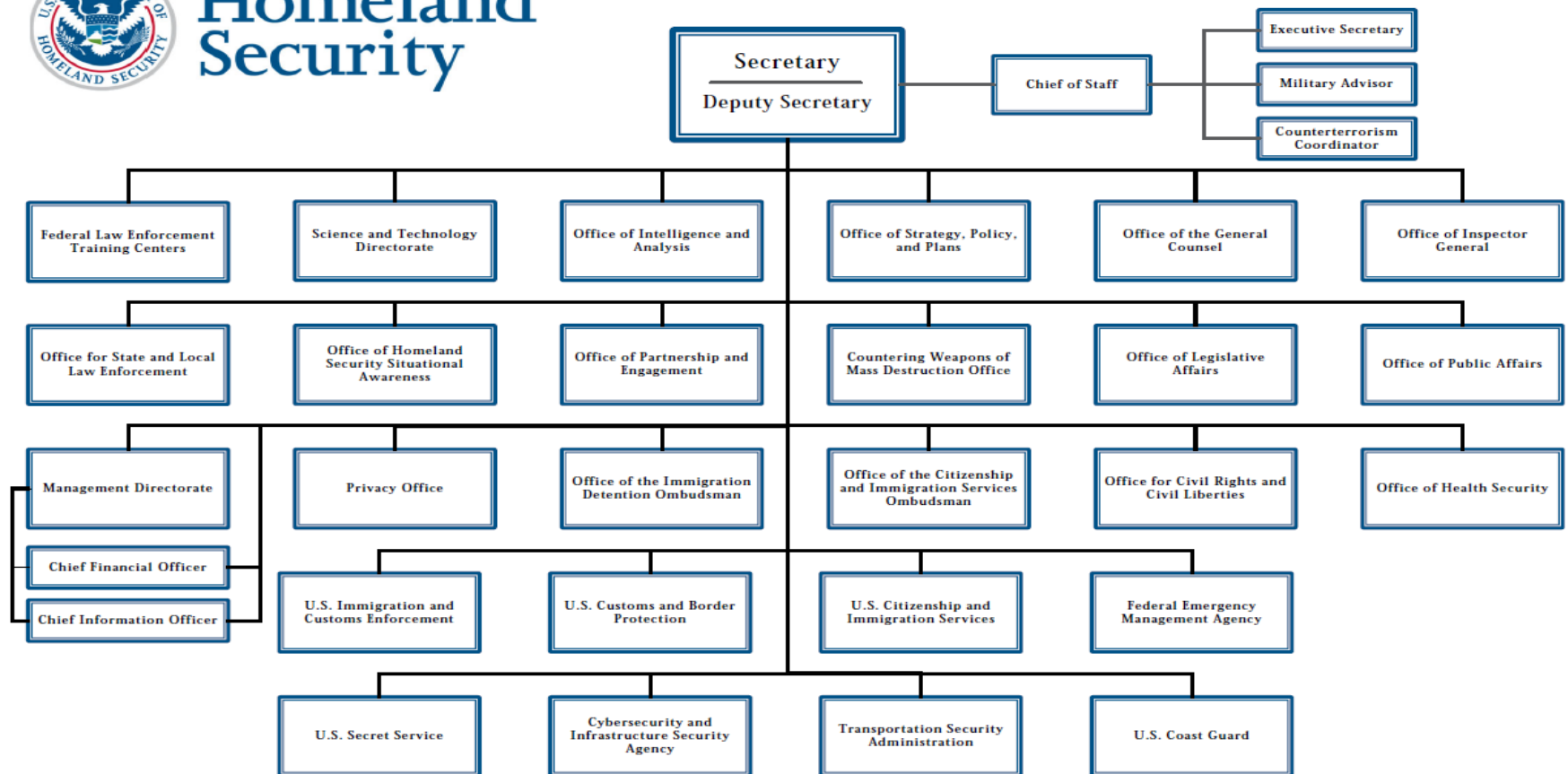
About Me

- ▶ 20+ Years of Government Service between U.S. Coast Guard (USCG) and Department of Homeland Security (DHS)
- ▶ Retired Coast Guard Officer.
- ▶ Military officer, Business Owner, and Civil Servant specializing in moving Data-Driven MVPs to Enterprise deployments.
- ▶ **NOTE: The content, views and opinions in this brief are my own does not reflect official DHS or Coast Guard position or viewpoints.**

Why Collaboration?



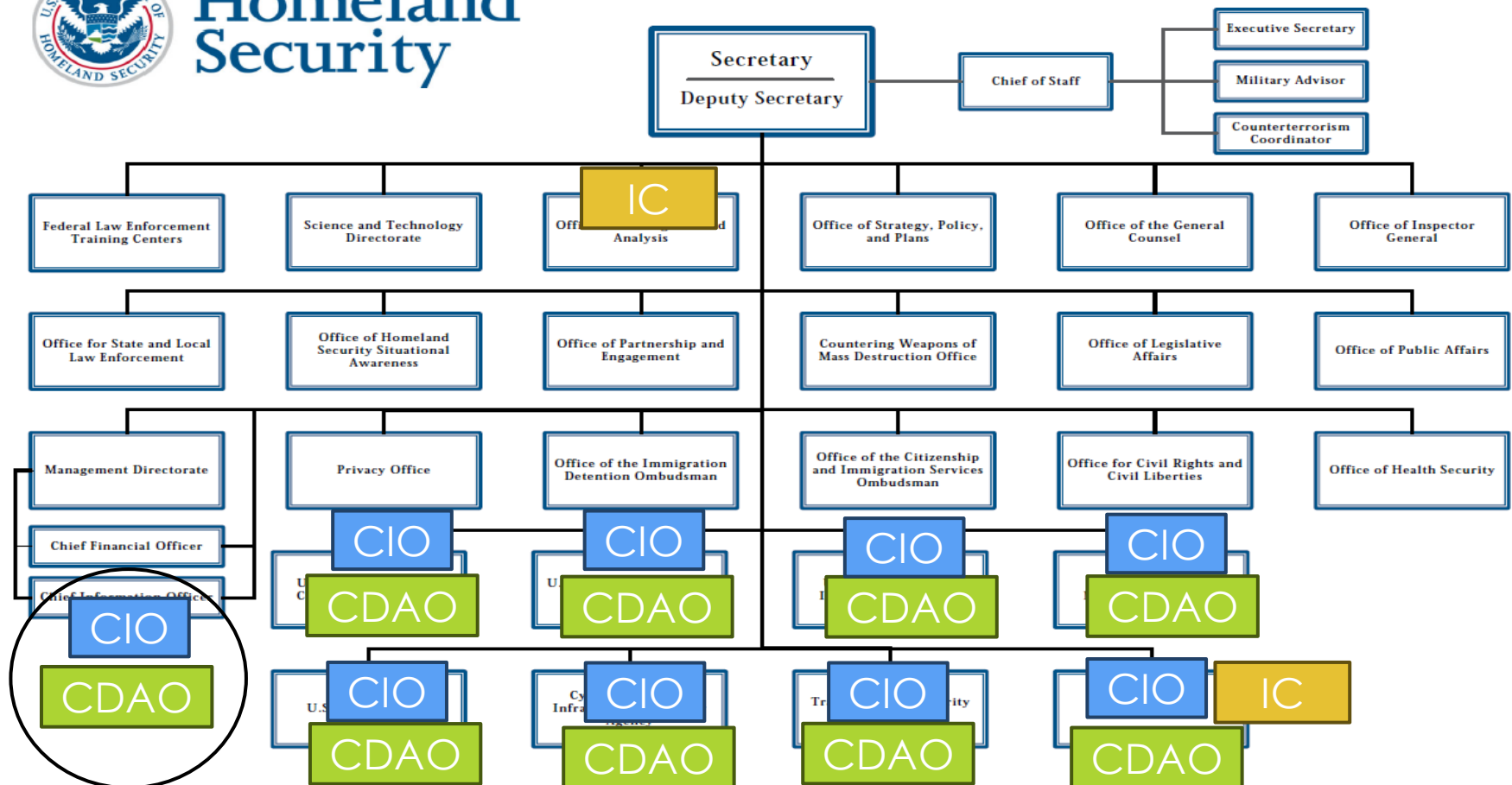
Homeland
Security



Why Collaboration?



Homeland
Security



You might want to Collaborate if

- ▶ You have a Minimal Viable Product (MVP) now what?
- ▶ Your data sources need to adhere to Data standards so your customers can trust your Analytic/AI/ML solutions.
- ▶ Privacy and Legal are involved or “highly interested” in your project.
- ▶ Need help! Not enough time, money and expertise.
- ▶ You have no authority or control over the stakeholders.

Country Analytics – USCG Use Case

Objective: Rank order Countries for Area Command prioritization to plan Operations, activities and investments (OAI's).

Initial Approach: Utilize commercial tools with AHP capabilities and, subject matter expertise input; deliver a PPT presentation.

- Poorly received & highly criticized
- Product was not used in operational planning
- Area stakeholders questioned the model and the data.

Agreed upon approach: Convened an Integrated Product Team (IPT) of Area Reps, Utilize MS excel, open source, commercial data + SME data and delivered a Power BI Dashboard.

- IPT and Area stakeholders accepted the product and used it to plan Key Leader Engagements
- Ranking and other Displays generated curiosity a Phase 3 requirements
- Validated data assets & governance requirements to maintain the visualization to be managed by USCG Data Governance Council.

Take the Collaboration Challenge

- ▶ **Take a risk!** Know your limits and boundaries and see if you, or someone you trust can take a calculated risk.
- ▶ Use **win-win Objectives & Key Results (OKR's)**. If not, everyone benefits by achieving the OKR's, you might need to update them or get new ones.
- ▶ **Actively listen** to opposing & conflicting viewpoints. You might learn something
- ▶ Looking for a new collaborator? **Bring them at 3 value propositions for their help.**

Closing

Thank You for your time!