

DELTA Informed Decisions

Dr. Fahimeh McGregor



The five principles behind the DELTA name – and what they mean for your organisation

What's in a name?

At DELTA Informed Decisions, ours came from the Greek letter
delta (Δ).

The shape of a triangle; the symbol of continuous improvement.

But to us, DELTA is so much more than a moniker. **It's an acronym: with each letter forming an aspect of our approach and ethos.**

So what's in our name – and what does it mean for your
business?



D for Data:
**your route to smarter,
more effective decision-making**

Is your organisation's data locked away in standalone systems and sources? Siloed in spreadsheets, rather than shared in a single source of truth?

We're here to help you release that data from its systemic shackles – and liberate the insights it contains.

A decorative graphic in the bottom right corner consisting of numerous thin, wavy, light orange lines that create a sense of movement and depth, resembling a stylized wave or a series of overlapping paths.



As part of our approach, we map your business's data and systems utilisation to unlock that data – and with it, meaningful organisational change.

But to be clear, we're not data analysts. We don't pick through data for sales and marketing purposes. Instead, we work to evolve your organisation's relationship with the data. To identify opportunities for improvement and pave the way for progressive practices and processes.

To use reporting not as a way to tick boxes, but as a crucial decision-making tool.

First, we understand how you're utilising and extracting your most important information. We ask questions like:

- *Do you understand where your most valuable data is sitting?*
- *Are you transforming your organisation's raw data into informative, actionable reports and dashboards – or simply exporting it?*

Backed by the right reporting, your business will be able to identify risks. Work more effectively. And enjoy deeper, more dynamic insights into how you're using your resources.

Smarter data, after all, equals smarter talent acquisition, more accurate forecasting and better budgeting. So your managers and executive-level staff can be proactive – not reactive.



E for : **Evaluation and Empowerment**

We don't look at data in isolation. Because data is inseparable from its environment. Which, in an organisational context, is the people using it: your employees.

So before we can truly understand the data, we need to evaluate how your organisation is using it – and empower your staff to harness it. That's why the E in DELTA has a dual meaning.



E for : Evaluation and Empowerment

The first? **Evaluation**. When we evaluate, we assess the existing levels of data competency within your organisation. Your staff understand their roles and routines, of course – but can they utilise data effectively to plan for the future’s challenges? Maybe not right now. But that’s where the second part – **empowerment** – comes in.

We empower your team not only with the dashboards or any other data products, but with the desire. To engage with your organisation’s data in a profound, proactive way, and cultivate the correct capabilities and culture. To build a lean environment.



L for : Lean and Learning

So what do we mean when we talk about a 'lean' organisational culture?

A lean culture is one characterised by collaboration and competency. Where people feel secure utilising and sharing information, and letting data (not hunches) drive decisions.

At the heart of lean philosophy, though, is ensuring your organisational environment is safe for its people.

It's about placing your staff at the centre of your operations. Putting people and processes in the same perceptual prism, not as separate silos.

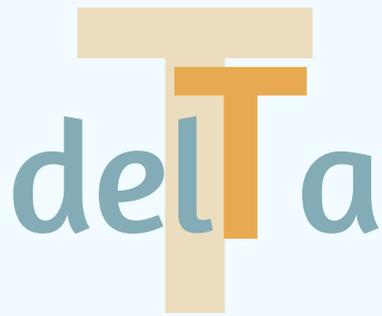


Another key facet of lean thinking? Learning.

In our approach, this takes many forms: from educating your staff around data processing and capture, to empowering them to tote your tools and technology to best effect.

It's easy to simply enter information into an interface. But when your staff know why they're doing this – where the data is going, and how your business is using it – they can reach their full potential.

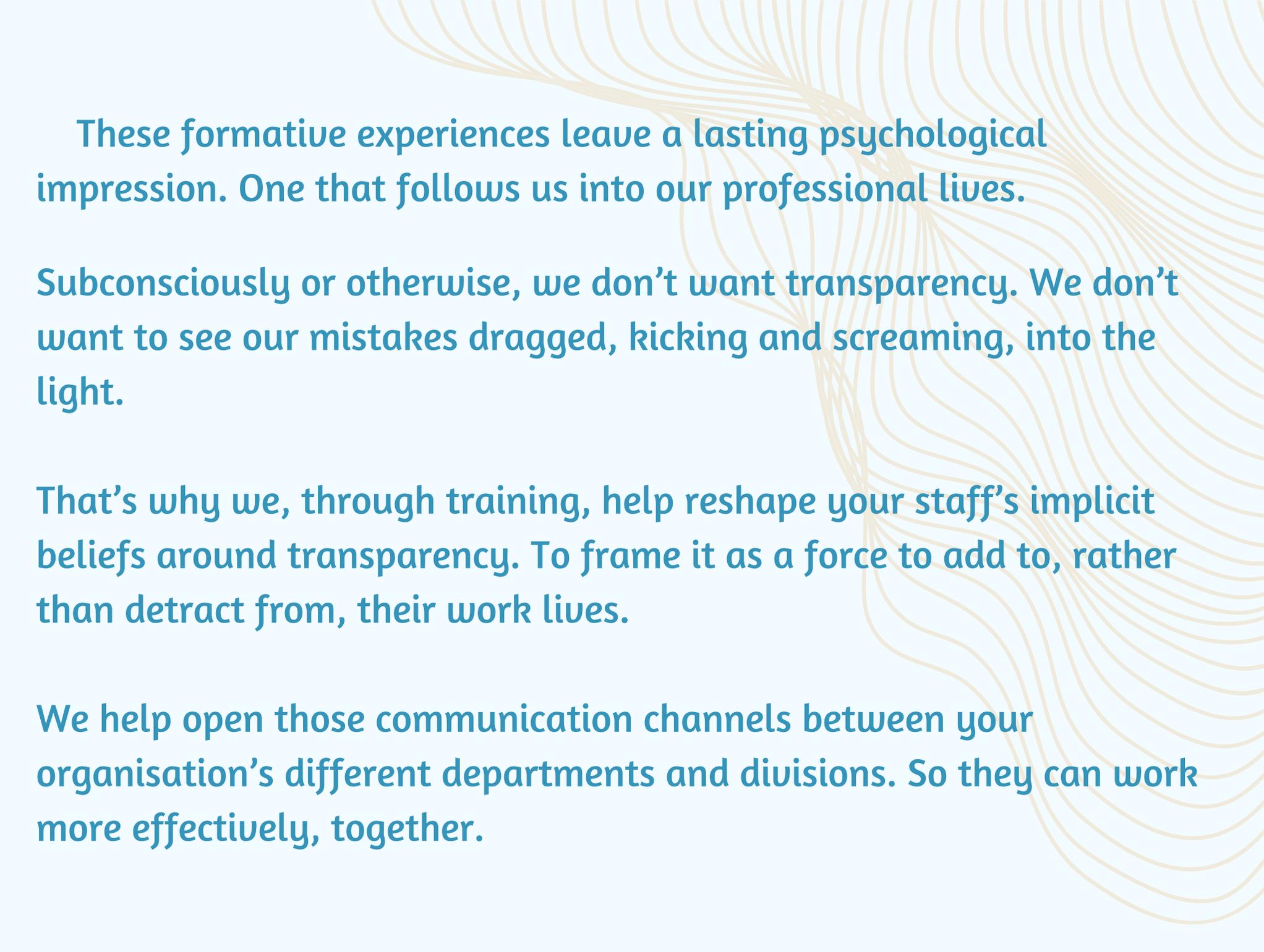
We help open those communication channels between your organisation's different departments and divisions. So they can work more effectively, together.



T for :
**Transformation, Training – and
Transparency**

Transformation. However this might look for your organisation, there are two crucial elements that must come first. For one, transparency. But it's a challenge.

From an early age, we're conditioned to reject transparency. Think back to your school days, for example: when you scored badly on a test, there were consequences. Your teacher (and your parents) blamed you for your poor performance. Which – if you follow the thread – resulted from the sharing of that data.



These formative experiences leave a lasting psychological impression. One that follows us into our professional lives.

Subconsciously or otherwise, we don't want transparency. We don't want to see our mistakes dragged, kicking and screaming, into the light.

That's why we, through training, help reshape your staff's implicit beliefs around transparency. To frame it as a force to add to, rather than detract from, their work lives.

We help open those communication channels between your organisation's different departments and divisions. So they can work more effectively, together.



A for :
Analytics and Adoption
Putting it all into practice

Analytical thinking is for data analysts alone. True or false?

False, of course. (Although there are plenty of boardrooms that would disagree!)

Analytical thinking is for everyone. For team members at all levels of your organisation.

And we're not just talking about data analysis, but critical thinking. About encouraging your staff to develop the skills and mindset to question themselves. To challenge the platforms and processes around them; **to always ask why.**



Why do we do things this way – and how could we do them differently?

Analytical thinking is synonymous with staying curious: with lean culture. It's about encouraging critical thinking and dispelling the myth that team members are incompetent when they ask questions.

But analytics, on their own, aren't enough. You need to put them into practice: and keep them that way.

So when we introduce changes to your organisation, we also help you adopt them. After designing your organisation's tailored tools, we support you to test the climate, knowledge levels and general uptake and understanding.

We work with you to ensure analytical thinking isn't simply a buzzword. But a palpable, progressive culture driving your business – and people – forward.

Want to transform how your team thinks?

To empower them with data, and adopt a lean culture of curiosity, critical thinking and continuous improvement at your organisation?

So get in touch to explore how DELTA Informed Decisions can help ?

