



Transforming Client Value Relationships Through Co-Creation

Tim Perlick

Rutgers University for Graybar Electric

**This session is eligible for
1 Continuing Education and 1 Contact Hour.**

For these hours to appear on your certificate, you must:

- Have your badge scanned at the door
- Attend 90% of this presentation
- Fill out the online evaluation for this session:
www.necanet.org/2017Seattle

What the Heck is Co-Creation?



3



MODERN DATA SCIENTIST

Data Scientist, the sexiest job of 21st century requires a mixture of multidisciplinary skills ranging from an intersection of mathematics, statistics, computer science, communication and business. Finding a data scientist is hard. Finding people who understand who a data scientist is, is equally hard. So here is a little cheat sheet on who the modern data scientist really is.

MATH & STATISTICS

- Machine learning
- Statistical modeling
- Experiment design
- Bayesian inference
- Supervised learning: decision trees, random forests, logistic regression
- Unsupervised learning: clustering, dimensionality reduction
- Optimization: gradient descent and variants

PROGRAMMING & DATABASE

- Computer science fundamentals
- Scripting languages e.g. Python
- Statistical computing packages, e.g. R
- Databases: SQL and NoSQL
- Relational algebra
- Parallel databases and parallel query processing
- MapReduce concepts
- Hadoop and Hadoop/Map
- Custom reducers
- Experience with tools like AWS



4



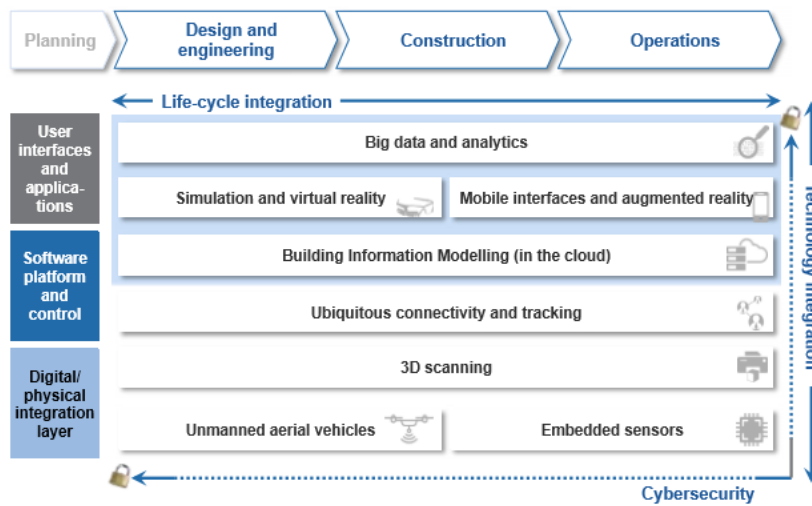
How Do You Know?



5



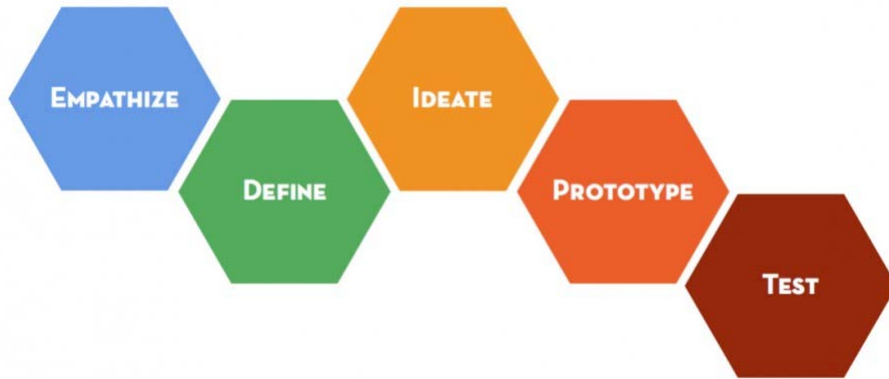
E&C Digital Value Chain



6



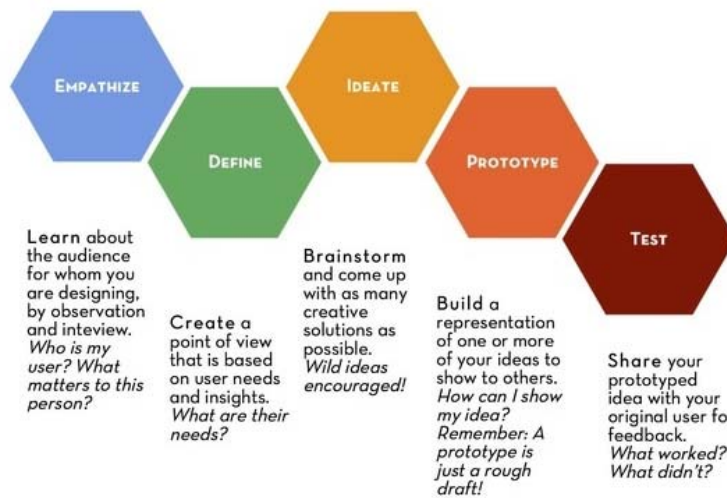
Design Thinking



7



Key Questions



8



Empathize: Journey Map

The Journey of:

Responsible Party	<input style="width: 80%; height: 20px;" type="text"/>	<input style="width: 80%; height: 20px;" type="text"/>	<input style="width: 80%; height: 20px;" type="text"/>	<input style="width: 80%; height: 20px;" type="text"/>	<input style="width: 80%; height: 20px;" type="text"/>	<input style="width: 80%; height: 20px;" type="text"/>
Description of Step	<input style="width: 80%; height: 20px;" type="text"/>	<input style="width: 80%; height: 20px;" type="text"/>	<input style="width: 80%; height: 20px;" type="text"/>	<input style="width: 80%; height: 20px;" type="text"/>	<input style="width: 80%; height: 20px;" type="text"/>	<input style="width: 80%; height: 20px;" type="text"/>
	1	2	3	4	5	6
Emotional High	<div style="border: 1px solid black; height: 100px;"></div>					
Neutral						
Emotional Low						
Questions & Barriers	<div style="border: 1px solid black; height: 40px;"></div>					

9

Define: Customer Profile

Name
Use a realistic name. Don't use names of colleagues

Descriptor
What type of persona is it? Describe the most prominent differentiator

Quote
Capture the essence to one or two points that could come out of the persona's own mouth – so to speak.

Who Is It?
Sketch the personal profile, age, location, job title, what kind of person is it? Think about one or more personas from segmentation.

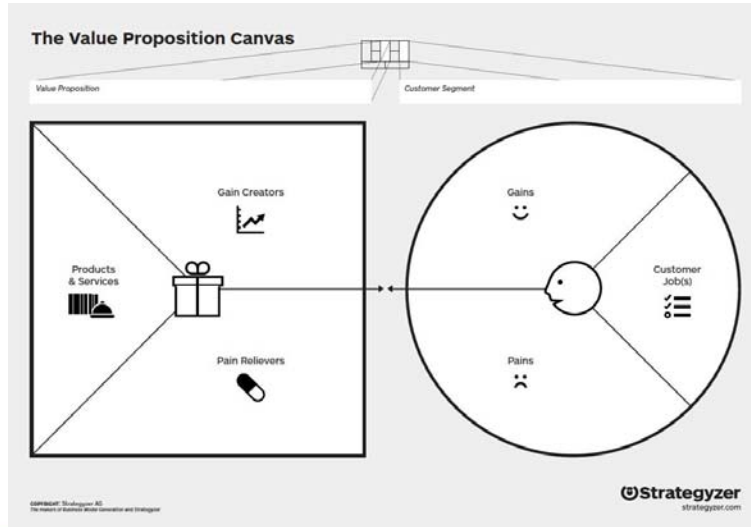
What Goals?
What is the supreme motivator? What are latent needs and desires?

What Attitude?
What is the point of view? What is the expectation, perception of the service, company or brand. What motivates the persona to use service

Which Behavior?
What does she do? Tell stories about her behavior while using a service. What works well, what are the frustrations?
Which trends, mindsets or other indicators are applicable for this persona?
How important are functional, emotional, expressive benefits?
Fast or slow decision maker? Decisions made based on fact or emotion?

10

Alternative: Canvas Model



11



Ideate: Mind Mapping With Post Its



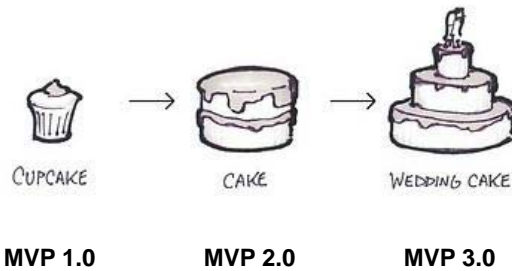
12



Prototype: MVP

Minimum Viable Product

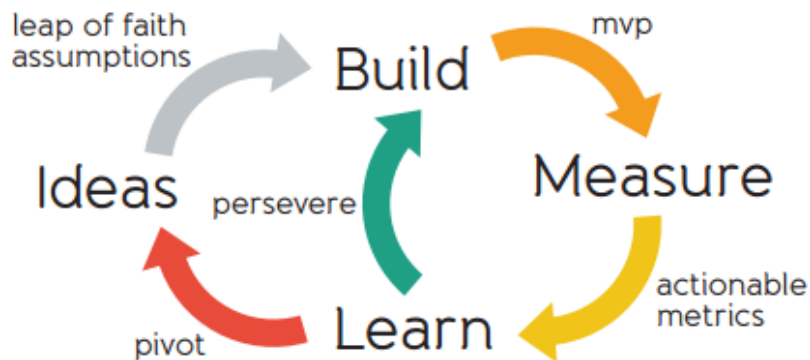
The version of a new offering which allows a team to collect the maximum amount of validated learning about customers with the least effort.



13



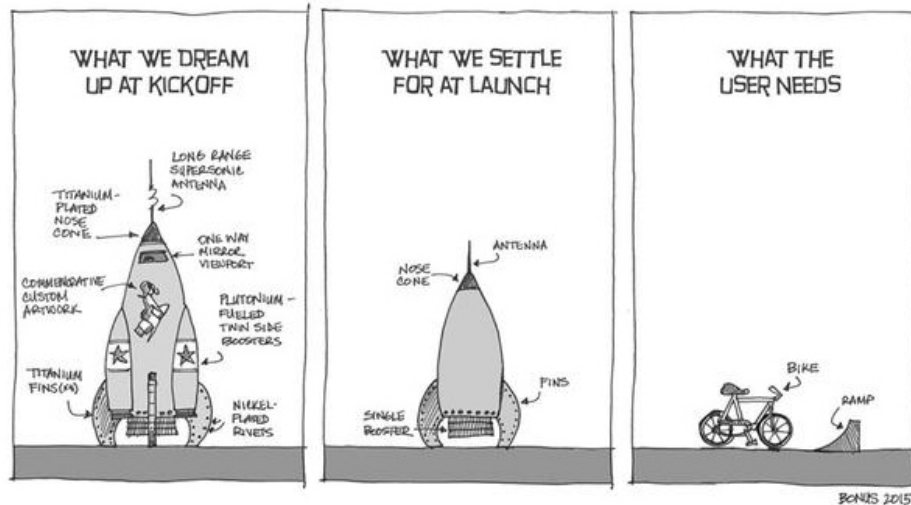
Test: Validated Learning Loop



14



1 Thing to Remember



15



Questions?

Don't forget...

- 9:00 am – 1:00 pm – NECA Show
- 1:15 pm – 2:30 pm – Closing General Session with Ben Saunders
- 7:15 pm – Closing Celebration – Huey Lewis and the News

16

