

Empowering IT

With Self-Service BI



CITO Research
Advancing the craft of technology leadership

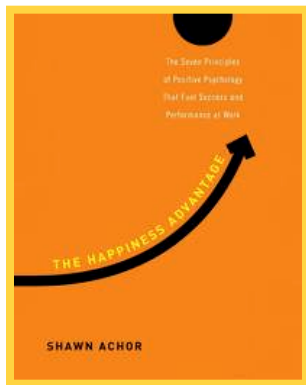
Track Vital Signs of Systems and Operations



The Foundation of Self-Service BI

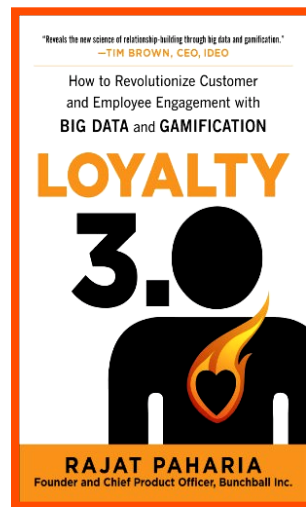
Information in this presentation inspired by these four books:

The Happiness Advantage



by Shawn Achor

Loyalty 3.0



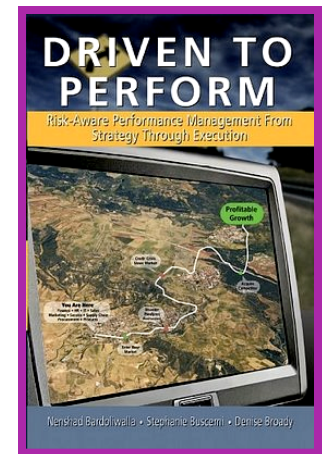
by Rajat Paharia

The Sources of Innovation



by Eric von Hippel

Driven to Perform

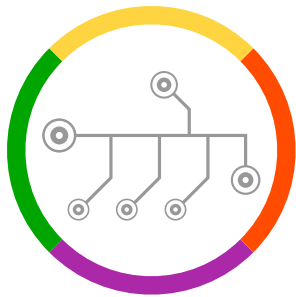


by Bardoliwalla,
Broady, & Buscemi

The Principles of Self-Service BI

Each of these books contain powerful, transformative ideas.

The principles of **happiness**, **loyalty**, **innovation**, and **strategy** derive from tested knowledge about how to improve performance.



By selecting principles from each book, we have developed a theory of how self-service BI empowers IT.



Happiness



Loyalty



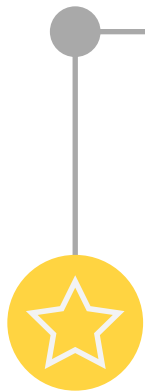
Innovation



Strategy

Self-Service BI Makes You Happier and More Productive

Self-Service BI



Happiness

Is based
on positive
psychology



Loyalty

Is driven by
motivation



Innovation

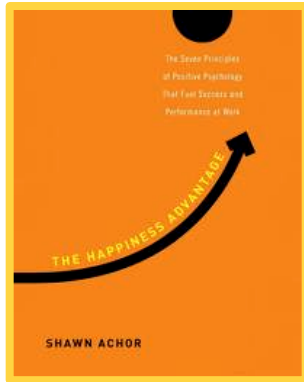
Enables users
to invent and
evolve



Strategy

Drives
performance

The Happiness Advantage



In *The Happiness Advantage*, Harvard Professor Shawn Achor shows how positive psychology leads to improved performance.

People who are happy, who have a vision, who focus on creative problem solving, and who can collaborate quickly and easily get better answers.

To be happy, IT needs tools that enable them to make a difference and help others see technology's value.



Happiness



Loyalty



Innovation



Strategy

Happy IT Staff Optimize Tech Performance

If you

Are **happier**, your performance improves

Envision goals, you can accomplish them

Focus on solutions, setbacks don't stop you

Collaborate, you solve problems faster

Self-service BI enables you to

Connect technology to business impact

Accurately predict tech needs

Spot underutilized systems and applications

Confidently decide where to invest and where to prune

With self-service BI, IT can rapidly adapt to changing business conditions.



Happiness



Loyalty



Innovation



Strategy

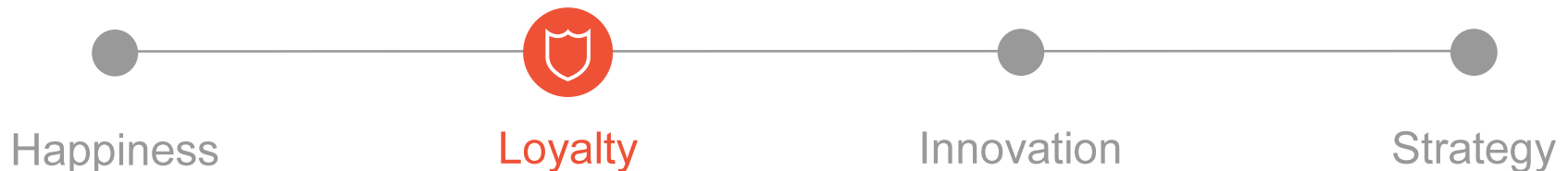
Loyalty 3.0



If happy employees strive for the right answer, fully engaged employees are more productive and effective. That's the point of *Loyalty 3.0* by Rajat Paharia.

By infusing autonomy, progress, mastery, and collaboration through self-service BI, IT teams enjoy work and see their progress.

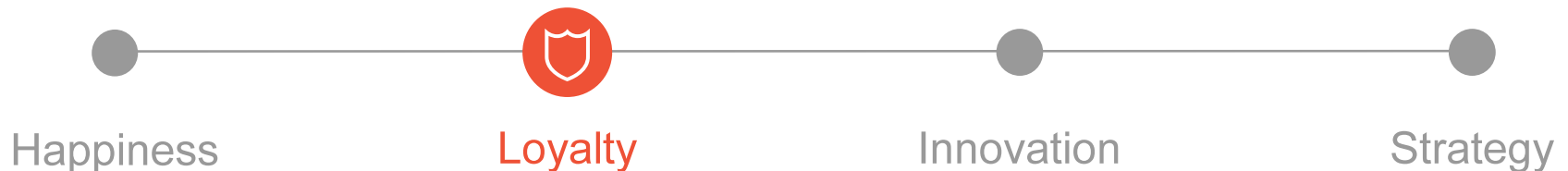
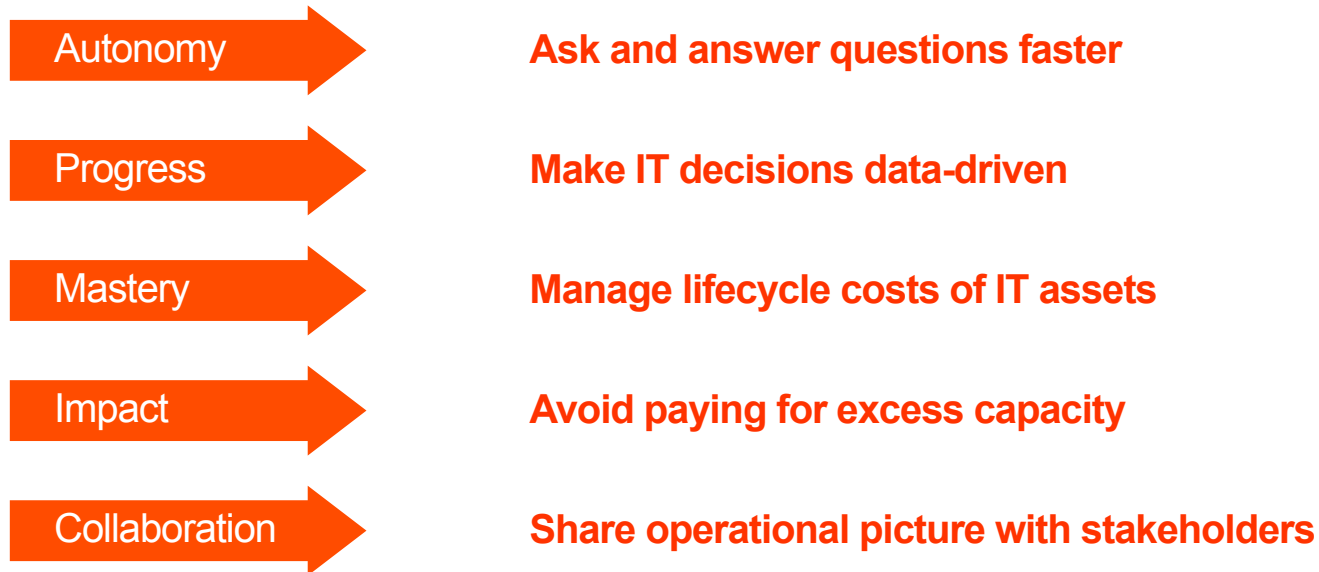
Loyalty encourages best practices.



Inspire IT with Loyalty

Use intrinsic human motivations to increase loyalty. Loyalty is driven by autonomy, progress, mastery, impact, and collaboration.

Self-service BI enables you to



User-Driven Innovation



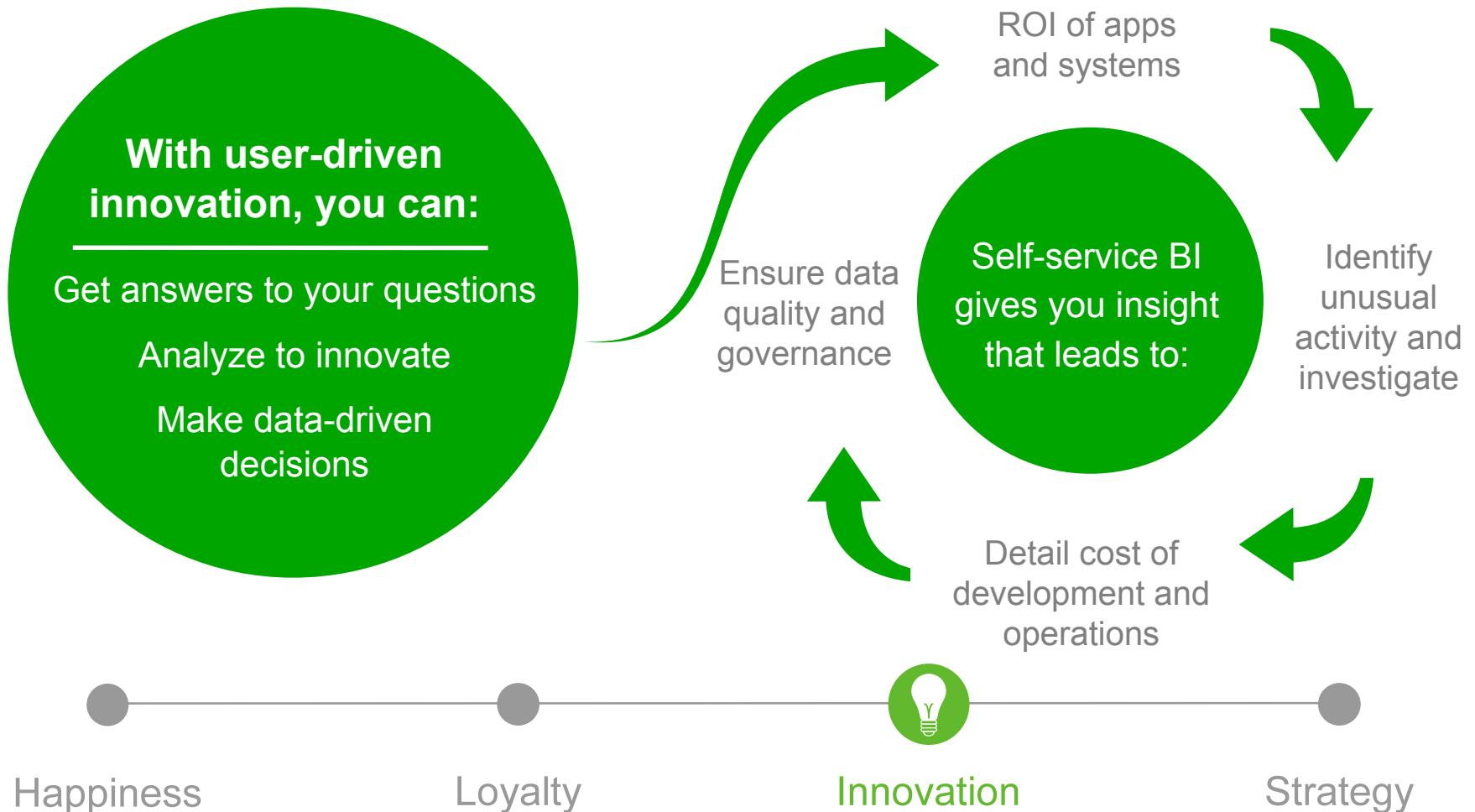
In his book, *The Sources of Innovation*, MIT professor Eric von Hippel found that when people build their own solutions, innovation flourishes. What people want doesn't have to be explained to someone else. Von Hippel calls this user-driven innovation.

Self-service BI empowers IT teams to solve their own problems and creates the optimal conditions for user-driven innovation.

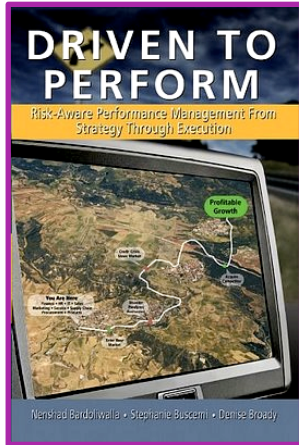


Agile and Creative IT

People with the right tools innovate. No one knows what you need better than you.



From Strategy to Execution



Driven to Perform points out that to make an organization effective, you not only need motivated players; you need them working together across all lines of business to support your strategy.

Performance management connects the dots from business strategy to execution. With self-service BI everyone can see how they contribute to the organization's strategy.



Strategic Business-Driven IT for Everyone

Self-service BI strategic initiatives include:



Prioritizing technology resources to support strategic business initiatives



Allocating costs to change behavior and reduce technical debt



Exposing waste so that shelfware and hardware can be retired rapidly



Accurately predict tech spending and capacity to support growth



And much more...



Happiness

Loyalty

Innovation

Strategy

Self-Service BI Empowers IT

Empowered to be happy

happiness drives success
(not the other way around)

Empowered to be loyal

better use of data illuminates
how tech supports business

Empowered to innovate

innovation is focused on high ROI
projects; pruning defrays costs

Empowered strategically

linking tech spending to business
value supports growth



The principles of positive psychology, inherent motivators, user-driven innovation, and strategic vision transform IT from a maze of complexity to key partner providing vital information and a stable infrastructure for growth.



Happiness



Loyalty

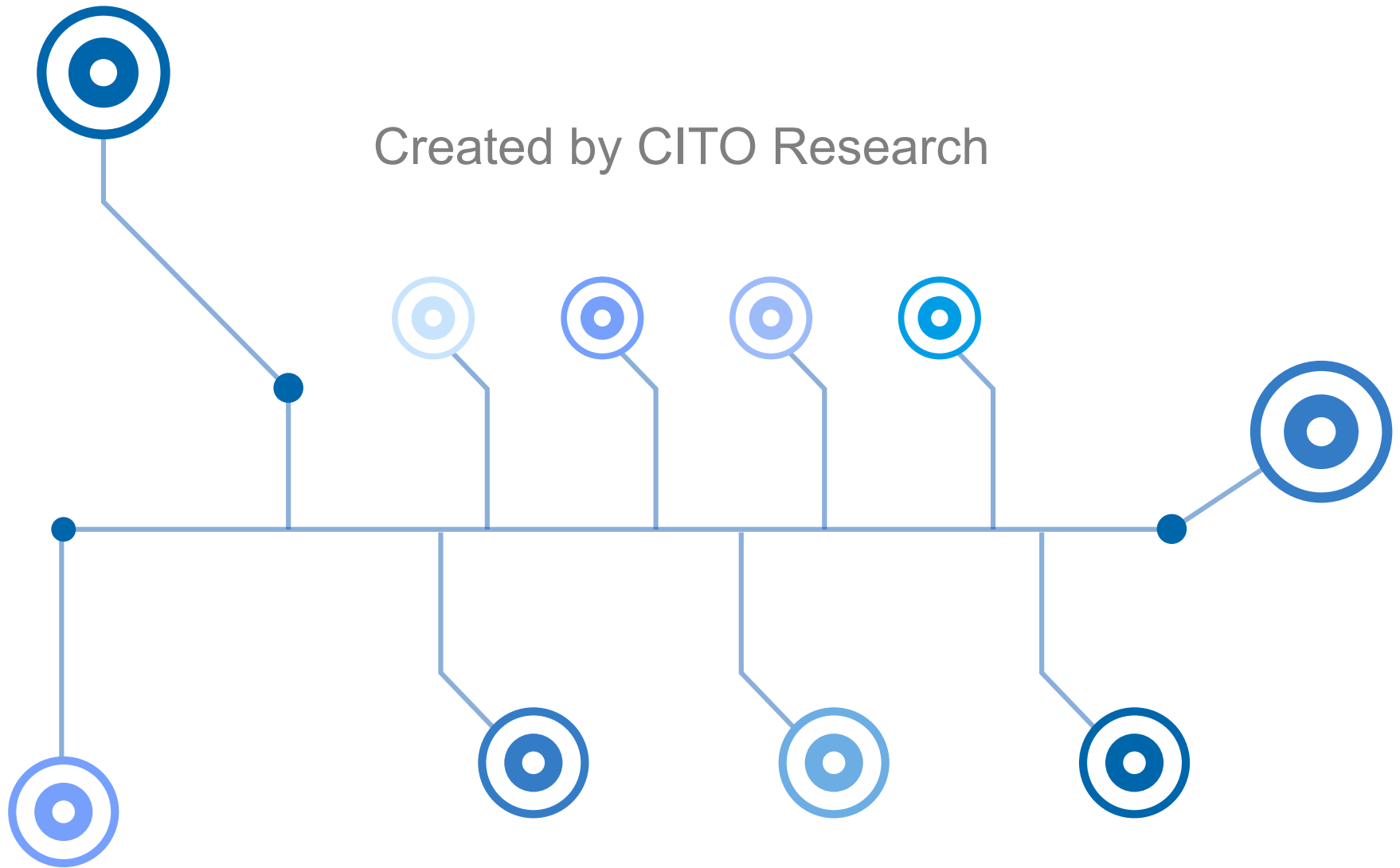


Innovation



Strategy

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