

FUTURE POINT OF VIEW

# CITIZEN DATA SCIENTIST PROGRAM

The Development of Citizen Data Scientists is a critical component in unleashing data to provide industry-leading insights within your organization.

Data is a powerful resource but will be wasted if the organization does not have people across departments who can harvest the value.

**FPOV**  
FUTURE POINT OF VIEW

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## WHAT IS A CITIZEN DATA SCIENTIST, AND WHY ARE THEY IMPORTANT?

A Citizen Data Scientist is someone who has developed core competencies in the following:

- Understanding the harvesting and storing of potentially valuable data
- Using modern tools to analyze data and create new information and knowledge for the organization
- Communicating and visualizing the data in clear and powerful ways
- Strategizing ways to derive value from data and preparing it for cutting-edge technologies (e.g., AI, Data-Driven Products, etc.)
- Building tools for the business side to extract repeated value from streams of data
- The ability to help design data extraction and usage models on new products or services
- The ability to work with customers to help them get access to data we can generate that they would find valuable



Training existing team members will be less expensive and spread out knowledge in beneficial ways when compared to adding a few trained Data Scientists who take a long time to learn the business before adding value.



# CITIZEN DATA SCIENTIST DEVELOPMENT MODEL

It takes time and effort to develop competencies and skills. This is not the traditional training route a Data Scientist would have gone through in school.

The goal with our approach is to open up areas of competency to the Citizen Data Scientists gradually in order for them to learn how to add value to the organization in new areas over time. When you hire a traditionally trained Data Scientist, the expectation is that they learned a majority of what they needed in school and are ready to add value on day one.

The following is a suggested path that we would customize to build a Citizen Data Scientist Program (CDSP).

## LEVEL 1 FOUNDATIONAL KNOWLEDGE

This level is an overview of the responsibilities, the tools, capabilities of the organization, and the techniques.

It covers the basics of the current state of the organizations data, the Data Activation Model and skills like data visualization, mashups, rules and triggers and predictive analytics.

## LEVEL 2

### ADVANCED INTERNAL PRACTICUM

Citizen Data Scientists get more hands-on in this level. The goal is to understand current reporting and data resources in each department, and to begin building and refreshing departmental reporting with an eye for new analysis and visualization.

Our company

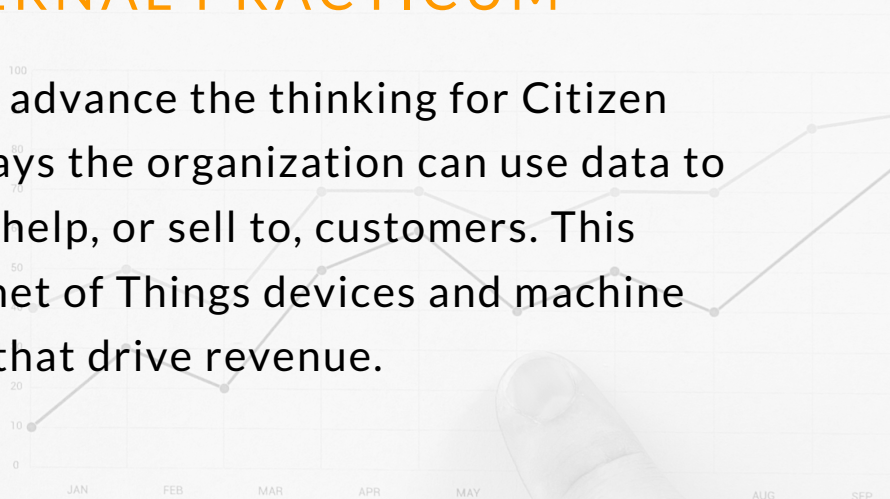


## LEVEL 3

### ADVANCED EXTERNAL PRACTICUM

Sessions in this level will advance the thinking for Citizen Data Scientists on the ways the organization can use data to realize external value to help, or sell to, customers. This includes areas like Internet of Things devices and machine intelligence as a service that drive revenue.

Business Items



## LEVEL 4

### CAPSTONE PROJECTS

This is an individualized program for each Citizen Data Science candidate. The objective is to establish a world-class practice of Data Science within the organization that, 1) does not exist today, and 2) brings measurable value to the organization. The Citizen Data Scientist will receive guidance from an organizational sponsor and consultant advisor.



## NEXT STEPS

### HOW TO GET STARTED

We've worked with a number of large organizations to help enhance data skills for their teams.

For the same cost of hiring one or more Data Scientists (and in many cases quite a bit less), we've help companies invest their resources in training many team members to add additional Data Science skills.

To start, we'll develop a proposal that outline our approach to a full Citizen Data Scientist program, and provide specific pricing and details around completing the Level One curriculum.

We will work with you to meet your precise needs in support of your data science initiatives or your strategic needs.

**Contact your FPOV consultant  
or sales representative,  
or email [info@fpov.com](mailto:info@fpov.com)  
to get started**

405.359.3910

## **WHY WE DO WHAT WE DO**

### **WE ARE INSPIRED BY TECHNOLOGY, LEARNING, AND POSITIVE GROWTH.**

First and foremost, we love educating leaders. It's what gets us out of bed in the morning; it's our shot of coffee on the way to work. Seeing the organizations that we help thrive, even under challenging circumstances, is exhilarating.

### **We believe in technology.**

We understand its power to transform. We are also aware that this transformation can either be a positive one or a negative one. We aren't technology cheerleaders; we are technology teachers. We want technology to be a force for good in both the organizations that we work with and in the broader world. That's why we do what we do.

**WE ARE PASSIONATE  
ABOUT TEACHING  
TECHNOLOGY SO THAT IT  
CAN PROVIDE A POSITIVE  
INFLUENCE ON  
ORGANIZATIONS.**

access educational resources @ [fpov.com/edu](https://fpov.com/edu)



## OUR COMMITMENT TO YOU

We are committed to providing value to you and to being a positive force in your organization's advancing journey forward. We understand our duty, and we do not take our mission lightly. We have rules that we have imposed on ourselves as a reminder of the importance of our mission and our responsibility to our clients:

//We will do no harm: We will not cause disruption, distraction, or drama while building solid relationships within all layers of your organization, and we will never become a part of internal politics. We will also honor confidentiality when working with the entire team.

//We will always charge a fair amount for services rendered: We always consider client return on investment when finding agreement on rates. We also will keep expenses to a minimum by traveling conservatively.

//We teach you to fish rather than fish for you: We are committed to completely teaching you how to be successful with technology because we want your organization to grow long after our engagement is over.

//We will always be frank with advice: Maturing with technology is never easy. That is why we are dedicated to recommending you the most honest advice, even if that advice is difficult to deliver. Sensitive topics will always be handled with complete discretion and care.

//We will always provide top quality work: From our ideas to the way we present these ideas, our work will always be above industry standards.

//The work we do lives on: All forms, documents, and tools which we provide remain available for your team to continue to use within your organization. When this project is closed, the knowledge gained and resources we worked on together remain behind and can mature with your organization.

## ABOUT FUTURE POINT OF VIEW

Future Point of View is a technology-strategy firm with corporate offices in Oklahoma City, OK and resources spread across the United States. We have been helping organizations become world class at leveraging technology to create competitive advantage for more than eight years and have years beyond this in collective experience across our consultants.

We work with organizations in many industries, from medium-sized to multi-billion-dollar international entities. Our focus is simple: develop winning strategies, educate clients on market-leading best practices, support them in implementing these strategies to gain competitive advantages and sustainable results.

Our team has marketing-savvy technologists with a deep understanding in business operations, sales, and management. We work to help clients identify the weaknesses in their skills, processes, culture, or infrastructure, and then assist in closing those gaps.

Organizations must continually improve how they balance the use of technology with the human element of business processes. Mastery in this quest will lead to amplified profits and long-term prosperity. The economy will favor leaders who learn to be world class at executing on thought-leading strategies and will punish those who believe they can tread water.

This is the life-long mission of FPOV – to help clients achieve a high level of Technology Mastery. We all benefit when people use technology in more powerful ways.



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