Building a Community of Champions
(that Freddie Mercury would be proud to sing about)

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Tableau

#data19
EXEC ADVOCACY & PROJECT TEAMS

DEPLOYMENT

MONITORING

MAINTENANCE

EDUCATION

MEASUREMENT

ANALYTICS BEST PRACTICES

COMMUNICATIONS

ENGAGEMENT

SUPPORT

AGILITY

PROFICIENCY

COMMUNITY

BLUEPRINT

TRUSTED & GOVERNED
Agenda

What is a champion and what do they do?
Where do I find champions?
How do I incentivize champions?
How do I keep champions credible?
What is a champion and what do they do?
Champions are a key part of the adoption process because they reduce dependency on a centralized support team.
What types of champions are there?

- Executive
- IT
- Business User
What are the expectations?

Executive Champion:
- Vocal advocate of Tableau
- Promotes organizational change
- Overall strategic analytics vision

Business Champion:
- Community activities
- Community communications
- Helps in proficiency with using data to make decisions

IT Champion:
- Not a road blocker
- Easy access to platform (Tableau Desktop, Tableau Prep, Server)
- Have clear support channels
How do I find champions?
Leverage your Tableau Server data

Who are our top publishers?
- People who deal with Tableau daily
- Critical to their day to day
- Inherent familiarity with Tableau

Who has the most accessed content?
- Dashboards impacting most of the organization

Trends..
- Which projects are getting more traction?
- Which users are becoming more active...
Sometimes all you have to do is ask…

Ask the simple question

• Who wants to help?

Uncover internal knowledge

• Who has completed a certification?
• Completed trainings?
• Existing skill sets

Understand use cases

• Highly visible use cases
• Wide reaching
Ask Tableau

Who is viewing Tableau content the most!

• Visits to our websites
• Whose viewing a lot of Tableau trainings and videos
• Analyzing server data

Tableau Events

• Connect with local TUGs
• Past TC Attendees & Speakers
• Get connected with local TUG’s and
• Universities

Connections

• We can introduce you to contacts
Start with the people: hire right!

Tableau Public:
- Hold people accountable
- Prove their work

Identify skill set:
- Role Types
- Data Scientists

Don’t forget the soft skills:
- Data Storytelling
- People skills
- Don’t be afraid to put yourself out there.
How do I incentivize champions?
Broadcast their impact

Quantify the value of Tableau

Attribute the ROI to your champion’s efforts

Share these stories internally & externally

World Food Programme scales by 12x in 24 months with Tableau Blueprint

The United Nations World Food Programme (WFP) is a leading humanitarian organization that works with communities to improve nutrition, build resilience, and help deliver food assistance in emergencies. In the last year, WFP provided assistance to 92.4 million people in 83 countries.

WFP started using Tableau thanks to a partnership contribution from the Tableau Foundation, with early use supporting the Vulnerability Analysis and Mapping (VAM) unit—a network of 250 analysts around the world who collect, manage, and analyze data from a variety of sources, working closely with national governments, United Nations partners, and NGOs. With Tableau, analysts can identify food insecure populations to combat hunger. As more people get excited about the partnership and analyzing data, the Tableau community blossomed to over 3,000 users within WFP.
Scenario:

Mike previously used an unholy combination of Excel and Access to visualize changes to employee headcount. Each month, this took days to complete end-to-end. One night with a glass of wine in hand, he created a Flow in Tableau Prep to accomplish the same. Now, data prep is completed much faster, which enables the reporting to happen more often.
How to quantify?

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Quantified Impact:

Annual Salary: $85,000

Net Savings: $85,000 (Thanks robots... Mike lost his job)
How to quantify?

Scenario:

Mike previously used an unholy combination of Excel and Access to visualize changes to employee headcount. Each month, this took days to complete end-to-end. One night with a glass of wine in hand, he created a Flow in Tableau Prep to accomplish the same. Now, data prep is completed much faster, which enables the reporting to happen more often.

Quantified Impact:

Time savings: 16 hours/month = 192 hours
Annual Salary (per hour) 1800 hours/year = $47/hour
Net Savings: $9,024
Broadcast their impact

Quantify the value of Tableau

Attribute the ROI to your champion’s efforts

Share these stories internally & externally

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Use a system to reward “the what”

Champion’s Task

- Write a blog post for your internal knowledge hub
- Host a new user onboarding session
- Facilitate a session at an internal Tableau Day
- Host an internal “Tableau Clinic”
- Answer a question in the internal forum

Redeem for a Reward

- x 1 Tableau stickers
- x 5 Tableau t-shirt
- x 10 Corporate appreciation dollars ("Gold Award")
- x 25 Tableau certification
- x 50 Ticket to Tableau Conference 2020

Put a sticker on a circle every time you accomplish a Champion’s Task and get rewarded as you go along!
How do I keep champions credible?
Maintaining creditability as a champion

Executive

Create & reward a culture of analytics

Host and keynote an annual Tableau Day

Write a recurring newsletter, promoting data-driven wins

Complete Learning Paths

Business

Don’t force participation

IT
Maintaining creditability as a champion

Executive

- Create & reward a culture of analytics
- Host and keynote an annual Tableau Day
- Write a recurring newsletter, promoting data-driven wins
- Complete Learning Paths

Business

- Establish and adhere to metrics on “the what”
- Continue to develop skills by watching webinars, etc.
- Maintain a Tableau certification
- Complete Learning Paths

IT

Complete Learning Paths

Don’t force participation
# Maintaining creditability as a champion

## Executive
- Create & reward a culture of analytics
- Host and keynote an annual Tableau Day
- Write a recurring newsletter, promoting data-driven wins
- Complete Learning Paths

## Business
- Establish and adhere to metrics on “the what”
- Continue to develop skills by watching webinars, etc.
- Maintain a Tableau certification
- Complete Learning Paths

## IT
- Host quarterly user roundtable
- Adhere to upgrade plans, governance plans, etc.
- Maintain a Tableau certification
- Complete Learning Paths

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**Don’t force participation**
Putting it all together
As the deployment expands to new departments and teams, new champions will need to be developed to scale your analytics practice.
## Putting it all together

<table>
<thead>
<tr>
<th>Who</th>
<th>What</th>
<th>Where</th>
<th>Incentivize</th>
<th>Credibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>Executive</td>
<td>• Impacts overall Analytics strategy and vision</td>
<td>• Example your Tableau Server data</td>
<td>• Broadcast the impact, internally and externally</td>
<td>• Self-select, don’t force</td>
</tr>
<tr>
<td></td>
<td>• Vocal advocate of Tableau</td>
<td>• Search through LinkedIn and Twitter</td>
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<td>• Create and reward a culture of champions</td>
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<td></td>
<td></td>
<td>• Seek guidance from Tableau</td>
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<td>• Host and keynote an annual Tableau Day</td>
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<td></td>
<td>• Sometimes all you have to do is ask!</td>
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<td>• Write a recurring newsletter, promoting data-driven wins in the organization</td>
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<td></td>
<td></td>
<td>• Hire the right talent</td>
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<tr>
<td>Business</td>
<td>• Tableau Subject Matter Expert (SME)</td>
<td>• Broadcast the impact</td>
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<tr>
<td></td>
<td>• Community advocate</td>
<td>• Implement a point-based system that rewards “the what” with swag, incentive dollars, etc.</td>
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<td>• Self-select, don’t force</td>
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<tr>
<td></td>
<td>• Drives Tableau Communications</td>
<td>• Sponsor TC attendance, certifications, etc.</td>
<td></td>
<td>• Establish metrics against “the what” (e.g., 2 blog posts per year)</td>
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<td></td>
<td>• Continually develop skills by participating in Makeover Monday, watching webinars, etc.</td>
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<tr>
<td>IT</td>
<td>• Not a road blocker</td>
<td>• Broadcast the impact</td>
<td></td>
<td>• Maintain Tableau certification</td>
</tr>
<tr>
<td></td>
<td>• Allows for easy access of Tableau</td>
<td>• Implement a point-based system that rewards “the what” with swag, incentive dollars, etc.</td>
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<tr>
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<td>• Clearly defined support channels</td>
<td>• Sponsor TC attendance, certifications, etc.</td>
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