

# Decisionbox Upskilling Solutions

Focusing on the things that really matter



Digital



Analytics



Decision Science



AI

## Decisionbox transforms business performance through invaluable skills development



**Decisionbox** is a unique advisory and upskilling provider designed to assist executives and boards with the profitable deployment of advanced data and analytics.

Tony Mooney, our Managing Director, spent over two decades as a senior executive deploying data, analytics and decision science, making a significant difference to improving the P&L of large consumer corporations.

In Tony's experience, many organisations fail to get an adequate return from data and analytics investments because they do not focus on things that really matter.

As a result, he has drawn on his extensive experience to craft our distinctive upskilling programmes, designed to **improve the capabilities of both consumer businesses and vendor organisations that sell analytics solutions.**

## What's different about Decisionbox skills training?

Our programmes have been developed to meet priority future-facing areas of employment and skills gaps in:

- Digital
- Analytics
- Customer intelligence
- Decision science
- Artificial intelligence

However, **our key point of difference** is that we concentrate on developing the **skills required to exploit consumer data and analytical methodologies** for business transformation and performance improvement, rather than just the technical proficiencies. In our view, these are the key competencies that make the difference and are so often lacking.



**Our unique proposition is based on the transfer of the kind of real-world domain expertise, insider tips and practical advice that can only come from successfully performing at senior, accountable positions within large organisations.**

# We offer Upskilling Solutions for both vendor and end-user organisations

## Sales Enablement Solutions

These programmes are designed to give **vendors** the inside track on successful selling to Executives in the areas of Data, Analytics & Decisioning.

Our extensive personal experience in C-level roles and as executive buyers of data and analytics solutions gives us insights and understanding that you simply will not find in conventional sales courses.

With our expert domain knowledge, we are also able to educate your teams on how to message digital, data and analytics topics to senior buyers.



### Advanced CI Sales Presentation: selling analytics to C-level

Selling effectively to C-level is always challenging. It is doubly so when the subjects in question are data, analytics, digital and decision science.

Our programme helps sales and marketing teams to create better strategies, plans, messaging and sales approaches for senior client executives.

Our proven approach enables more compelling executive-level presentations and interactions for greater sales success.



### Enterprise Decisioning Masterclass

This up-skilling seminar helps enable sales, product & marketing staff to present and sell analytics solutions more effectively at senior level through the ability to clearly present the critical success factors of transformation.

It uses real life case studies with a clear and compelling model of Enterprise Decisioning that provides delegates with a powerful means to describe the subject, position solutions and increase sales.

## Practitioner Solutions

These programmes are designed to **enable end-user organisations** to efficiently consume and deploy our extensive expertise and experience.

We deliver knowledge transfer and upskilling that help you deliver successful business transformations or performance improvements.

This avoids the pitfalls and reduces the cost of expensive third parties that might know the jargon but not the hard reality of delivering this kind of change in larger organisations.



### The Secrets of Effective Insight Generation & Presentation

Our most popular course enables you to significantly increase the value & contribution of insight & analytical teams to your organisation



### Advanced Retention Analytics for step-change churn reduction

Over 20 years of success of deploying analytics to improve retention in large customer bases is distilled into an invaluable guide to churn reduction



### Enterprise Decisioning Transformation

Discover the opportunities, pitfalls to avoid, top tips for success and how to start (or change) the capability journey from people that have done it



### Operating Model & Organisation Design for Decision Science

Learn the secrets of transforming an enterprise from traditional 'push' marketing and service to digital real-time, integrated consumer interactions

### Ask about our other Programmes:

- Decision Science Centre of Excellence Design
- Creating the Business Case & Value Scorecard for analytics
- Knowledge Management Secrets- the Democratisation of Insight

*Detailed Programme Specifications Are Available*





## What our clients say about us

I've worked with Tony for a number of years both in the service sector and in Sky. His personal ability to create effective and impactful insights with clear actions for executives was consistent, his ability to teach others how to do it has changed the trajectory of a number of people's careers.

If you want to start to create more impactful insight and be able to confidently communicate to the C-suite you should take this course."

**Nicholas McCarthy, SVP, EMEA Data Solutions, Merkle Inc**

"Before I attended Decisionbox's course on selling to the C-suite, I was confusing message simplicity and clarity. Tony's session has been inspiring and I took three things away that I strive to apply day-to-day

I would recommend all employees with customer-facing roles to attend these sessions as they put you in the shoes of a CEO for a day and we are all CEOs of our own lives and careers. It changed my decision-making process and my time management habits for the best"

**Sébastien Vigé, Head of CI, France**

".. the course was invaluable – I am promoting it to all our UK sales teams."

**Tiffany Carpenter, Head of UK CI Solutions Sales**

"I attended Tony's Effective Insight training as an experienced professional with almost a decade of experience as an analytics practitioner. The course was a huge leap forward for me in developing my skills in commissioning, delivering and communicating insight projects and I still use many of the techniques I learned from Tony on a near-daily basis"

**Daragh Kelly, VP, Data & Analytics at Burberry**

"I just wanted to emphasize again how much I enjoyed the Decisionbox training by Tony Mooney. I think it was the most valuable training I had in my entire career – hearing the view from a former top executive and having a 1:1 coaching was great and I am using many of the tips now in my daily business"

**Manuel Tönz, CX Consultant, Austria**

"A very compelling suite of insight training sessions that to this day are still part of the core training for all insight professionals at Sky. Unlike many analytics and insight training courses which can be dry and prescriptive, Tony's approach really honed in on the skills required to create actionable insight that helps organisations make better decisions. I found these courses to be of great value in my professional education, and have continued to use them to coach my own teams ever since

**Russell Woodward, Head of Insight, Rank Group**

"Finally, a course that delivers real insight!

The key achievement of the Decisionbox course is in bridging the chasm between the massive cost of collecting, shaping and analysing data and the necessary return on that investment.

It achieves its goal by educating analysts and data scientists alike on how to orient their skills toward solving real world problems in a way that is laser focussed on commercial return and by nudging the C-suite toward being able to articulate their challenges in a way that is amenable to insight.

I use learnings from the Effective Insight course in my own insight development and have cascaded it successfully across multi-disciplinary teams to great effect. The course helps provide clarity when objective setting in delivery; increases pace by reducing nugatory work and the need for rework and raises ambition by demonstrating to the business the gains that can be achieved.

Secondary benefits of the course include improvements to staff morale and talent development - with more of the smarts making it to the board table and as an enabler of your own insight brand - as the impact of the course are felt throughout the business.

I would highly recommend the course to executives looking to maximise their return on investment in data and to practitioners looking to elevate their role in making that happen."

**Gavin Meggs, Executive Director, Data Analytics and BI, Virgin Media**

# Our credentials – the experience & expertise that we build into our solutions



**Tony Mooney**

- Client-side B2C Corporate Executive
- Vendor-side B2B Managing Director
- Consultancy & Upskilling Managing Director



**centrica**

LLOYDS  
BANKING  
GROUP



**experian**

**sky IQ**  
CUSTOMER INTELLIGENCE SERVICES

## Profile

- Senior executive accountable for **transformation and improved business performance from data & analytics** in large enterprises
- Created Sky's 600-person **advanced integrated insight & decision science** division
- Managing Director of B2B Analytical services businesses
- Multi-sector & Multi-geography client base
- Advisory, Training & Education in analytics transformation & management
- Telecoms, Media, Financial Services, Retail, FMCG, Utilities

## Relevant Experience

- **Extensive experience** of successfully generating & presenting insight to C-level in a **variety of sectors and regions**
- Expert skills development of insight teams to **deliver successful analytical services propositions to large corporate clients** globally
- **Personally trained** Sky's senior insight executives and directors
- Delivered **knowledge management programmes and seminars in Europe, Scandinavia, Africa, USA, Canada and Far East.**
- Delivered countless presentations on **data, insight & decision science transformation to C-level executives** across the world



**Julia Mooney**

- Marketing Director
- Consultancy & Upskilling Executive Director

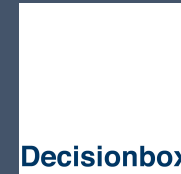


## Profile

- Over **25 years experience** as a **senior executive** in strategy and marketing
- Extensive **senior executive experience in market leading companies** successfully delivering aggressive business growth targets.
- **Managed a wide variety of challenging stakeholders**, including Boards, C-suite, senior UK government figures and the UK's top entertainment talent.
- **Broadcast media, FMCG and food supply chain** management.

## Relevant Experience

- Organised and led masterclass events to **upskill the BBC's Marketing & Communications division** to establish best practice and drive resource efficiency.
- **Executive stakeholder and buyer** of insight and agency services
- Significant experience in **presenting compelling business cases and persuasive sales messages to executive buyers**, executive teams and Boards, involving multi-million pound investment decisions.
- Presented widely at **industry conferences and stakeholder events.**
- Led **business development presentations to senior purchasing executives** of all major UK multiple retailers.



**Our distinctive approach has been forged over three decades, working as executives responsible for transformation and exploitation of data and analytics in large consumer corporations in the UK, Europe, US, Asia and Africa.**

**Real, practical experience with demonstrable case studies**

Decades of experience directing data & analytical transformations for major global organisations with accountability for business results. **We know how to make it work.**

**Independence**

We have no vested interests in selling technology, out-sourcing or change projects.

- Expert courses, workshops and customised training programmes
- Continuous professional development
- Coaching and talent development
- Consultancy on specifying new approaches and troubleshooting
- Independent expertise for employer and industry forums
- Conference speaking and engagement

For further information, course specs or tailored requirements, please contact us:

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