GIS Managers' Workshop

Keith Cooke– Esri

The most
dangerous phrase
in the language is "we've
always done it this way."

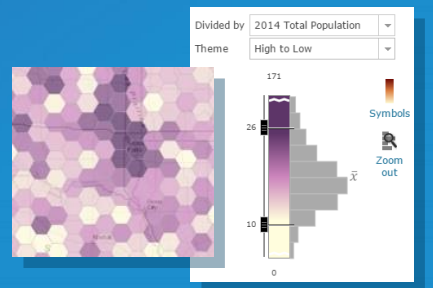
THE BIG PICTURE
NEXT EXIT

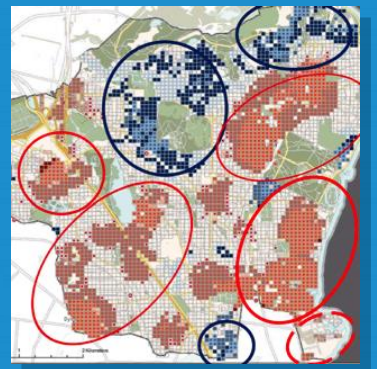
As the leader of geospatial technology in your organization, you must be able to:

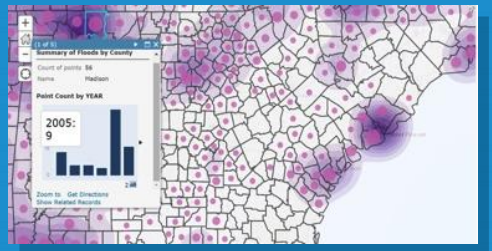
- **Understand and Implement Spatial Analysis Concepts**
- **Empower Your Organization Through Your Colleagues**
- **Educate Your Colleagues, Your Staff, and Yourself**
- **Effectively Engage Leadership**

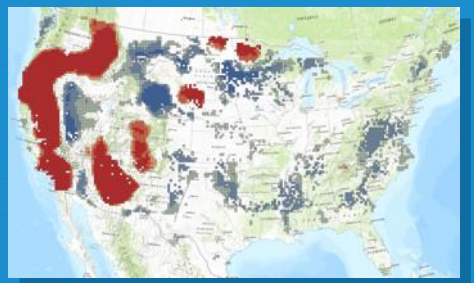
GIS was Created to Perform Spatial Analysis

- Understanding Where
- Measuring Size, Shape & Distribution
- Determining How Places are Related
- Finding the Best Locations & Paths
- Detecting & Quantifying Patterns
- Making Predictions



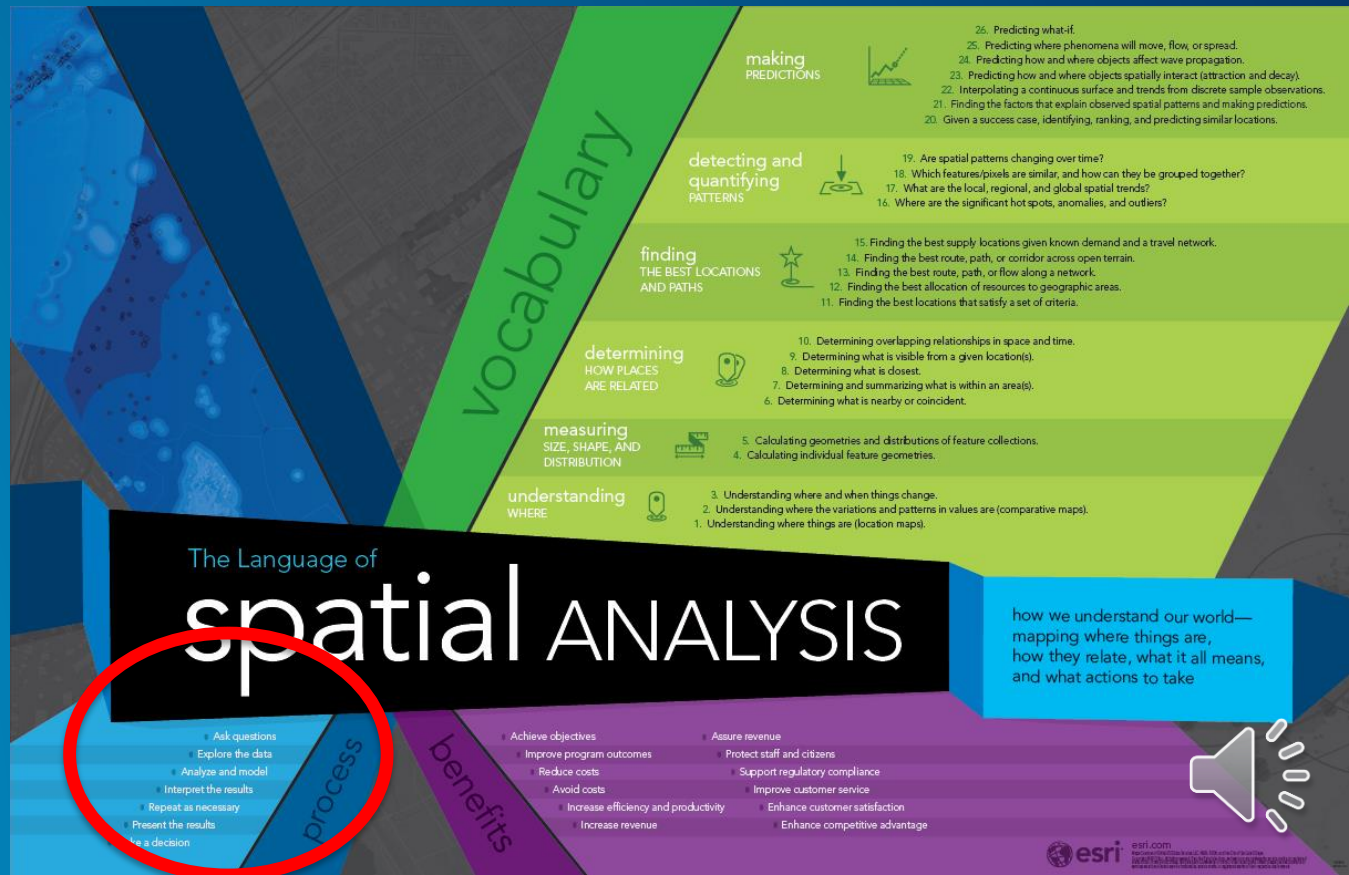






Process of Spatial Analysis:

1. Ask Questions
2. Explore the Data
3. Analyze and Model
4. Interpret the Results
5. Repeat as Necessary
6. Present the Results
7. Make a Decision



Benefits of Spatial Analysis:

- Achieve Objectives
- Improve Program Outcomes
- Reduce Costs
- Avoid Costs
- Increase Efficiency & Productivity
- Increase Revenue
- Assure Revenue
- Protect Staff & Citizens
- Support Regulatory Compliance
- Improve Customer Service
- Enhance Customer Satisfaction
- Enhance Competitive Advantage

Resources for Spatial Analysis:

- **GeoNet: Ask Spatial Statistics - https://geonet.esri.com/community/gis/analysis/spatial-statistics**
- **MOOC: Going Places with Spatial Analysis - http://www.esri.com/mooc/going-places**
- **Videos:**
  - **Simple Ways to Do More with Your Data Using Spatial Statistics - http://video.esri.com/watch/4702/simple-ways-to-do-more-with-your-data-using-spatial-statistics**
  - **Applying Spatial Statistics - http://video.esri.com/watch/4716/applying-spatial-statistics-the-analysis-process-in-action**
- **Help Document - http://desktop.arcgis.com/en/arcmap/latest/analyze/commonly-used-tools/an-introduction-to-the-fundamental-tools.htm**

Spatial Analysis Takeaways

- Ask why. Find the need behind the need.
- Remember that ultimately, that map is a means to an end.
- Make your goal to find a solution, not make a map.
- Read. Watch videos. Attend sessions. Stay up to speed.
- Sometimes dots and lines on a map are fine. Don’t overreach.

Empower Your Organization

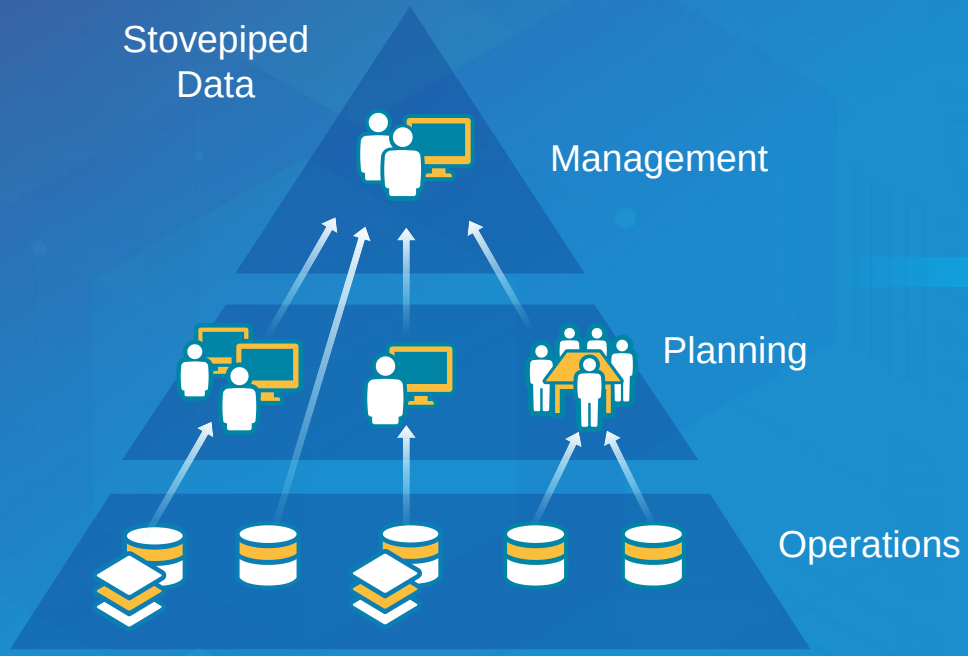
Are you the geospatial gatekeeper?

ArcGIS Transforms Organizations

Creating Shared Information & Facilitating Collaboration

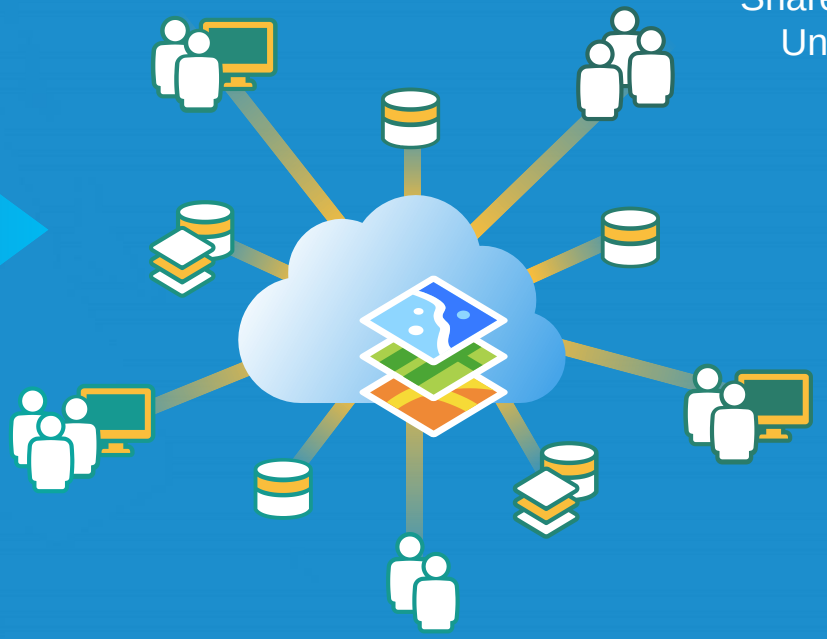
Hierarchical

Stovepiped Data



Networked

Shared Geographic Understanding



Opening Access & Engaging Everyone

ArcGIS Online ▸ Hosted ArcGIS

Apps

3.2 MILLION Users	+30%
94 BILLION Map Views	+35%
6.2 MILLION Items	+40%
15.3 MILLION Open Data Downloads	+411%

New and Improved

- Smart Mapping and 3D
- Analysis Tools
- Vector Tiles
- Credit Allocation
- Enhanced OGC Support
- Better Administration
- Social Logins

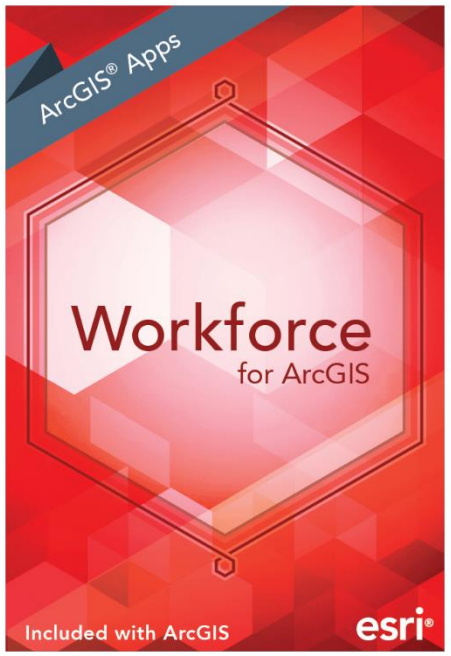
Coming

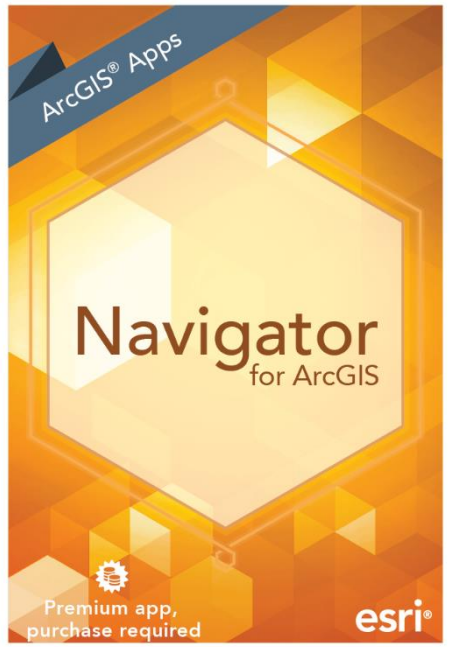
- Improved Search
- Improved Data Management
- Org-to-Org Collaboration
- Raster Analysis
- More Content

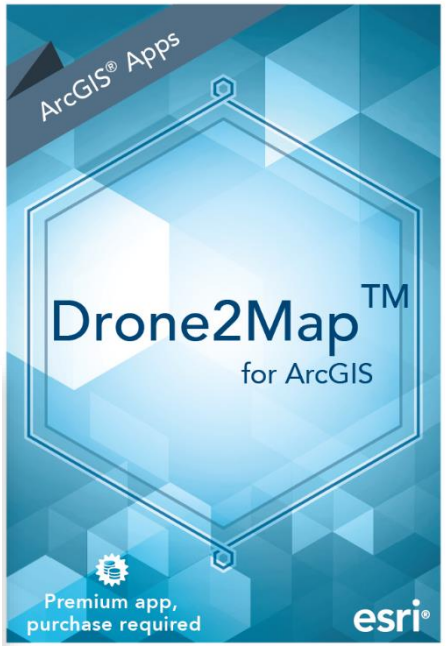
Online Mapping, Apps and Content

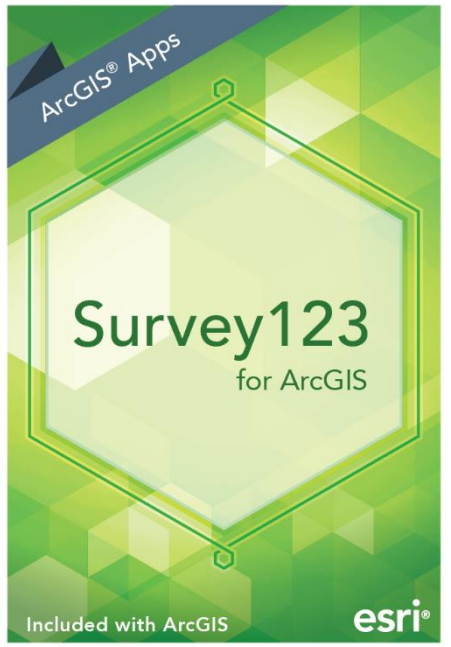
. . . Making Continuous Improvements

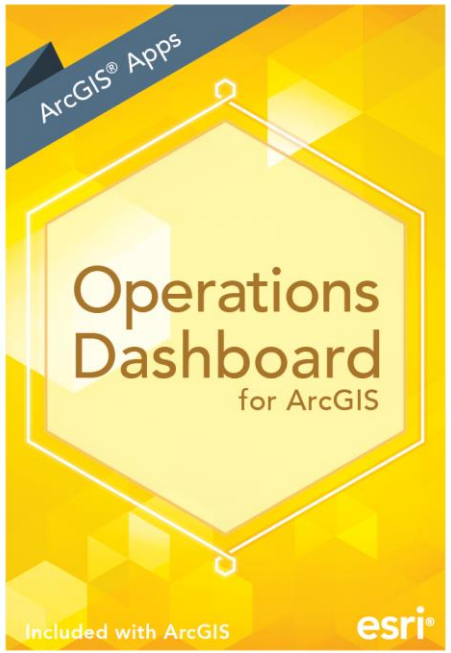
Understand the Need for a Mobile Workforce







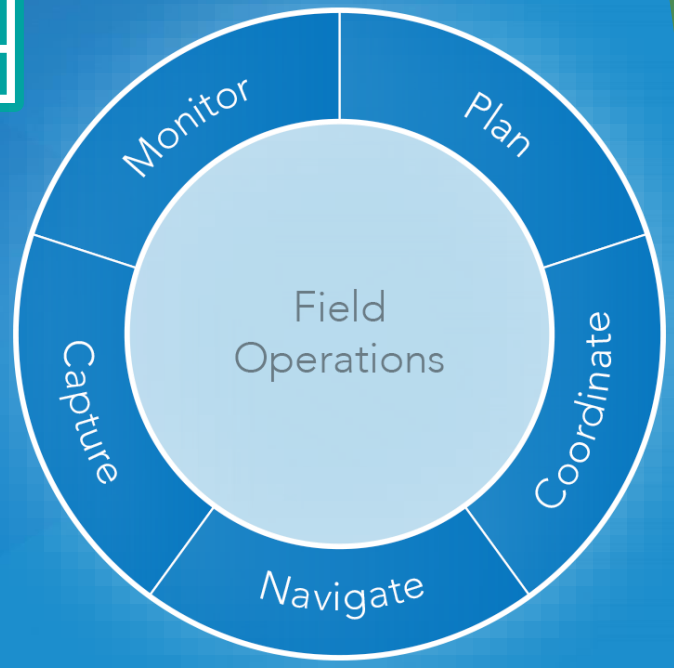




Understand the Need for a Mobile Workforce

Operations Dashboard

ArcGIS Pro



Drone2Map for ArcGIS

Survey123 for ArcGIS

Collector for ArcGIS

Workforce for ArcGIS

Navigator for ArcGIS

5 Steps to Empowering Your Organization

1. Location Strategy

Define

- Vision
- Strategy
- Success

Set priorities

Focus on business drivers, not technology

2. Assess & Plan

Translate Location Strategy into Action Plan

Assess

Human expertise and availability

Existing GIS footprint

IT capability & capacity

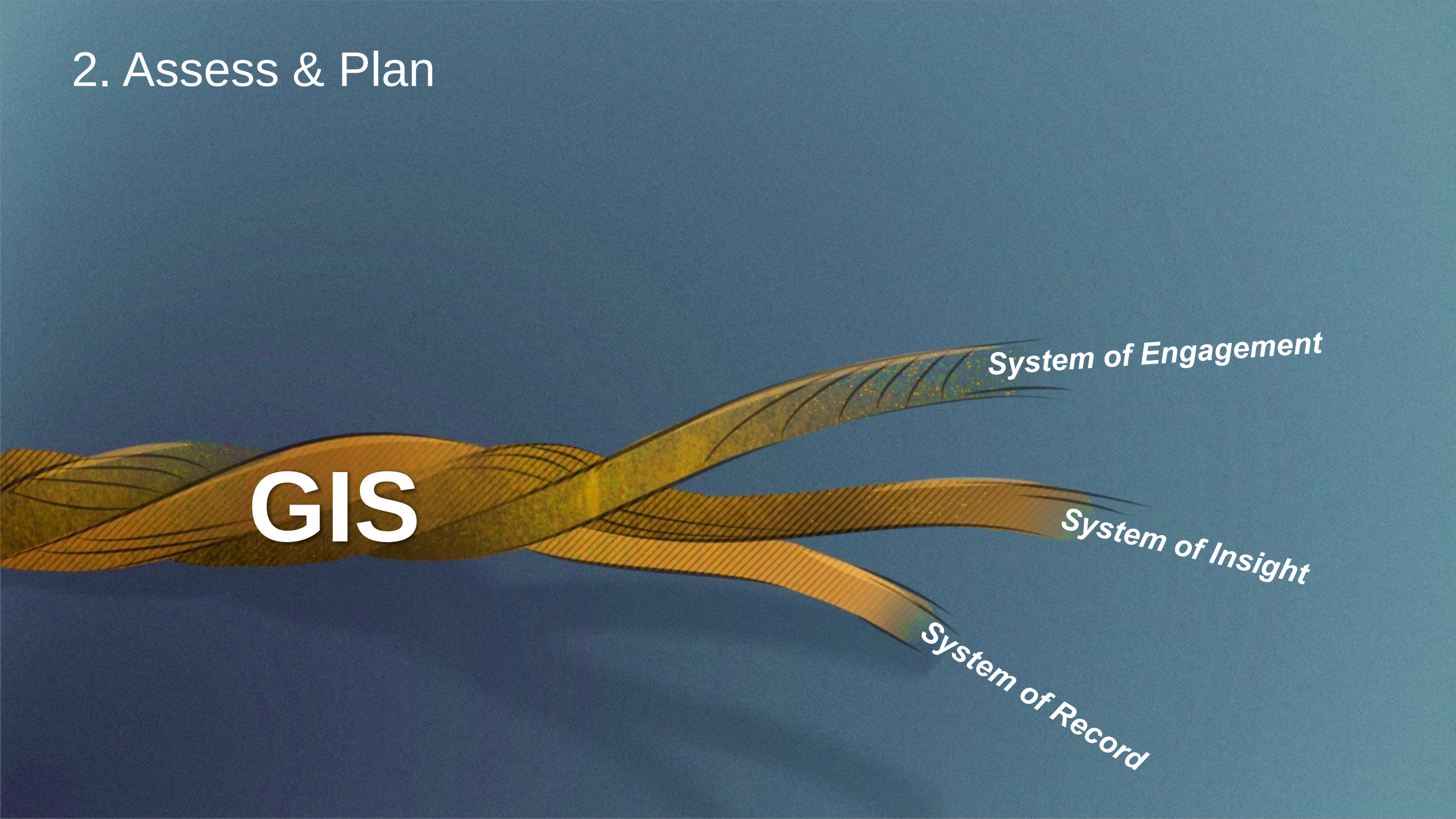
Plan

Initial Operating Capability

Anticipated next steps

Deployment approach

2. Assess & Plan



3. Initial Operating Capability

Real Users | Real Problems

Targeted Information Products

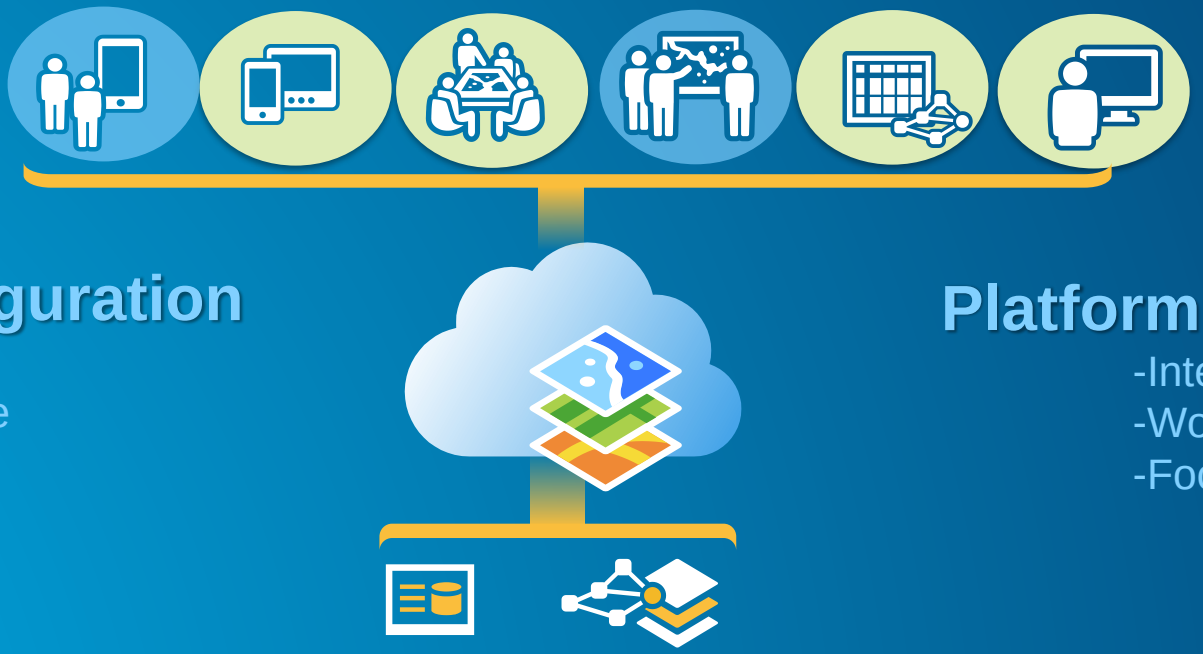
Configuration

-Apps
-Portal/Online
-Services

4. Operate & Expand

Real Users | Real Problems

Targeted Information Products



More Configuration

-Apps
-Portal/Online
-Services

Platform Extension

-Integration
-Workflows
-Focused Apps

5. Measure & Revisit Strategy

Business

- Have you achieved objectives?
- What's your next focus?

Technical

- User feedback
- System performance
- Latest platform capability revisited

Organizational

- Maturity
  - Location awareness
  - Tech leadership
- Workforce development

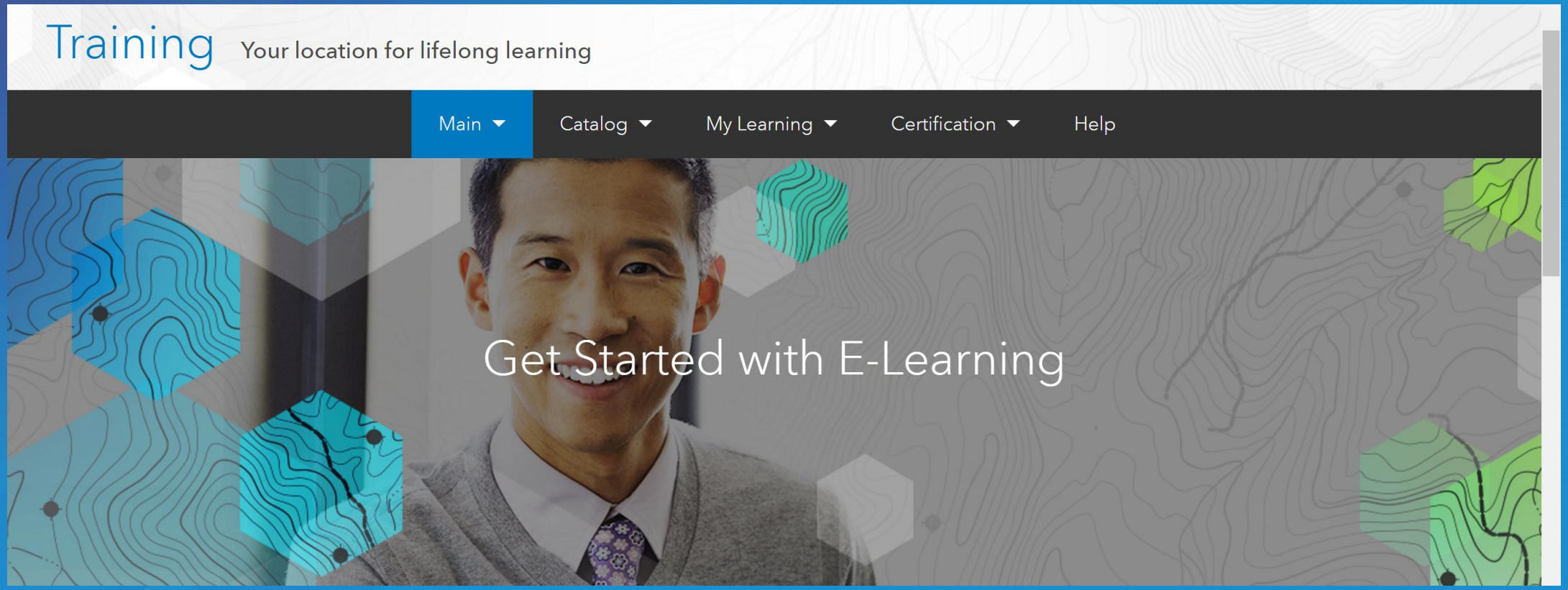
Empower Your Organization Takeaways

- Empowering your colleagues to make maps will not put you out of a job.
- Find the quick wins if you need buy-in.
- COTS over Custom still applies.
- Addressing mobile workflows can bring a high-profile win.
- Feedback. Feedback. Feedback.
- Make it clear your goal is to be an integral part of their success.

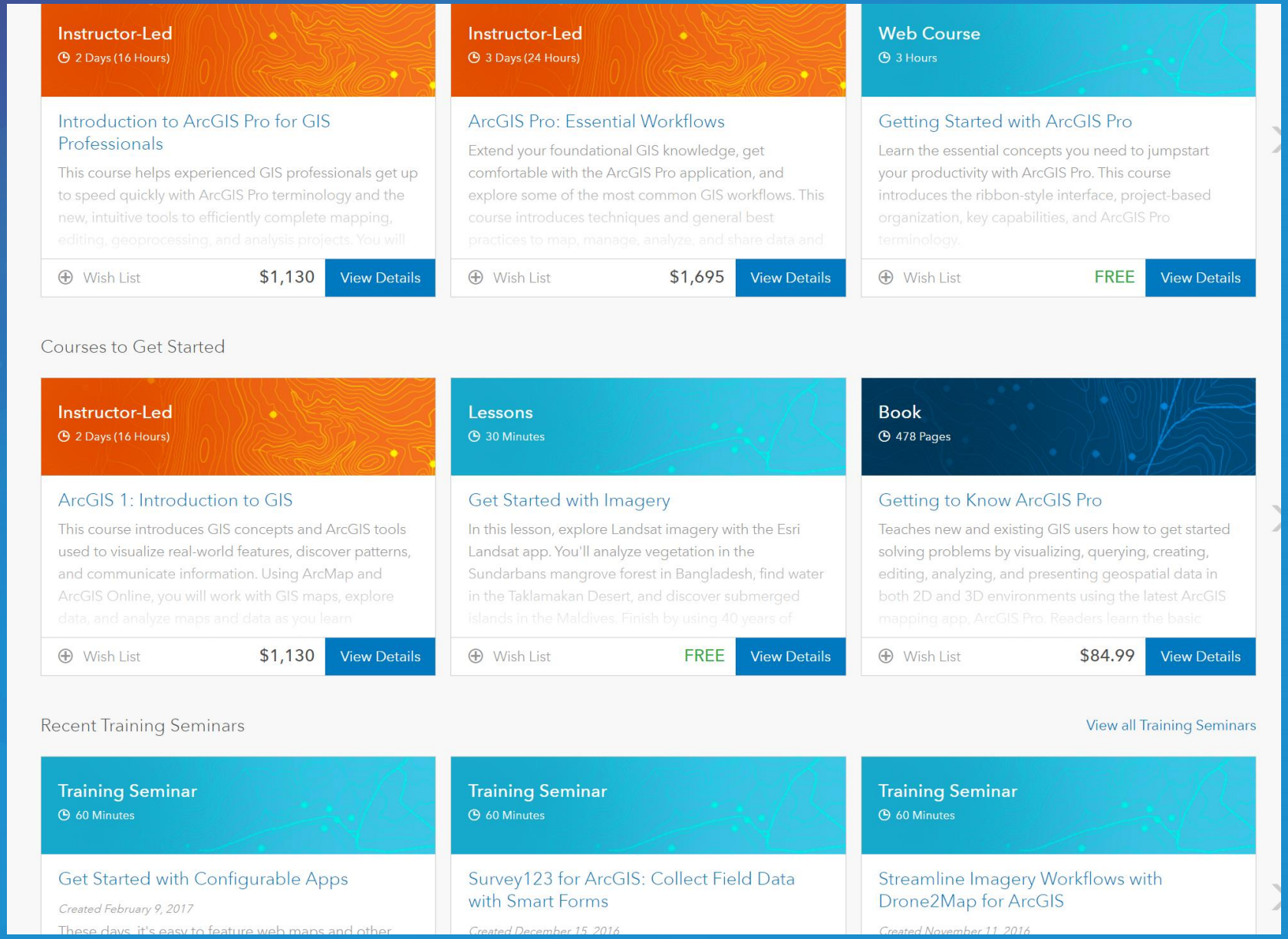
Educate Your Organization

Educate Your Organization

Unlimited Free Access to E-Learning



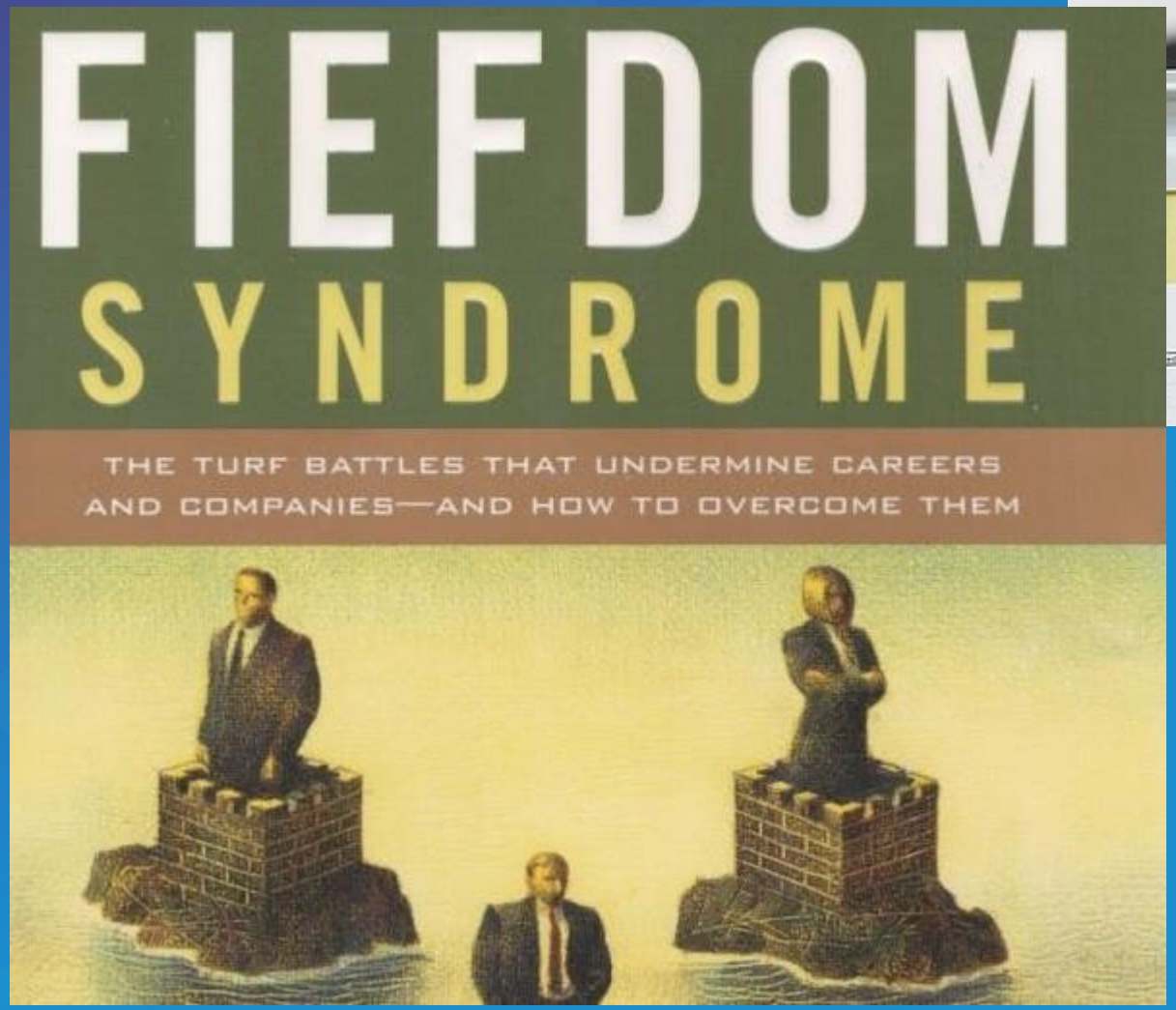
Multiple Education Options



Education Takeaways

- Don’t try to overextend GIS expertise in your organization.
- Dedicate time for training. Make it a priority.
- Travel is not a must anymore.
- Training isn’t just important. It’s a necessity.
- Education is continuous.
- Expand beyond just GIS education.
  - ICMA blog
  - GovLoop
  - CIO.com
  - Governing.com – Innovation Perpectives

Engaging with Leadership


FIEFDOM
SYNDROME
THE TURF BATTLES THAT UNDERMINE CAREERS
AND COMPANIES—AND HOW TO OVERCOME THEM

Engaging with Executives | The role & demands of GIS have evolved

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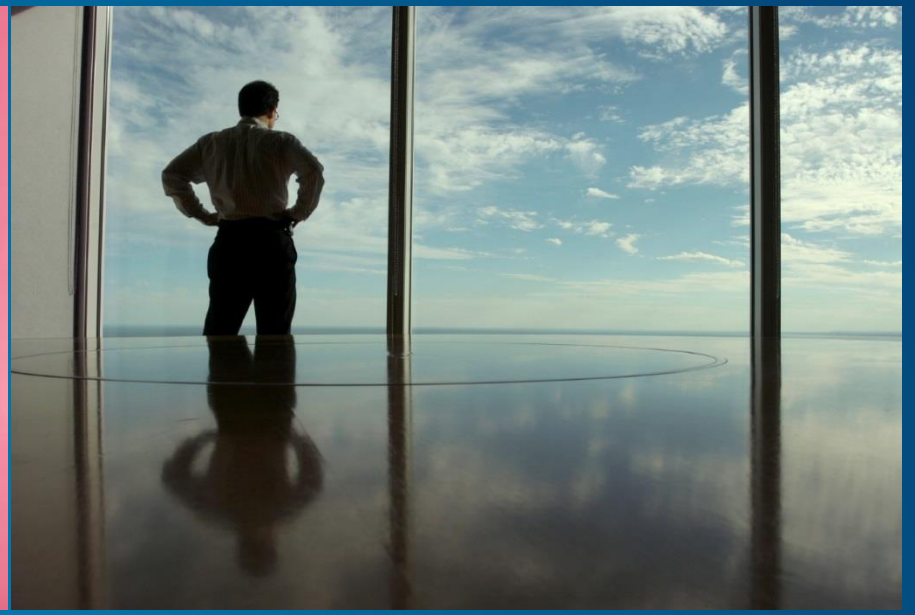
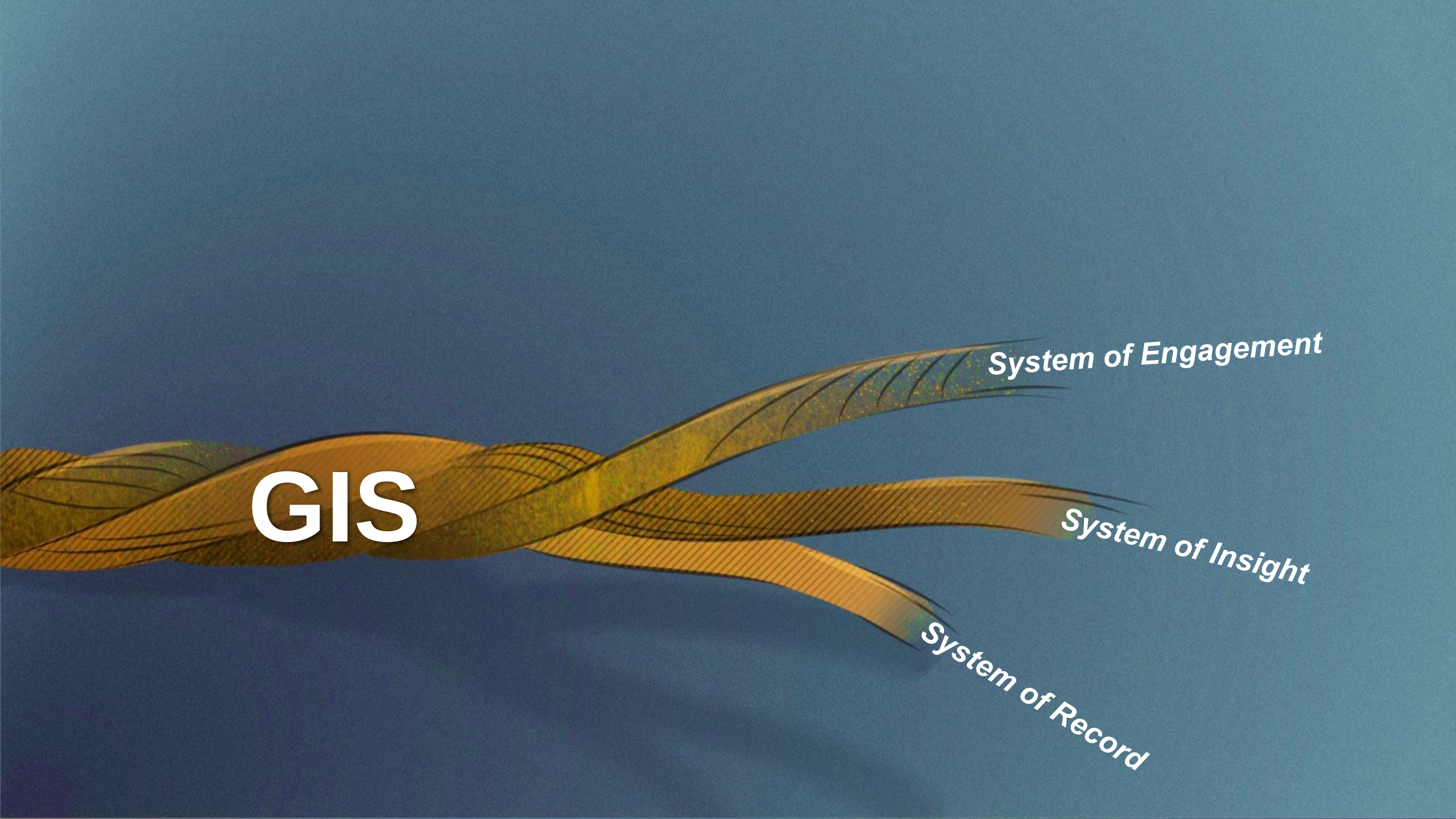


Engaging with Executives | Understanding Pain. Understanding Vision

Engaging with Leadership Takeaways

- Engaging with leadership is a must for a mission-critical business system.
- Make your discussions as “Arc” and “GIS”-free as possible.
- Keep the plane at 10,000 feet.
- It’s your job to align with the goals of leadership…not the other way around.
- The goal is to be a trusted advisor.


GIS
System of Engagement
System of Insight
System of Record

Keith Cooke
Local Government Account Executive
Esri
kcooke@esri.com
205-215-2832
@RKeithCooke

Thank You! | My contact info