



SYNERGIA

National NFP Sector Conference 2021 ***Using data intelligently***

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Synergia: about us

- Established in 1999 Synergia is a research, consulting and evaluation company based in Auckland, Wellington and Sydney
- We work for a wide range of public and private sector organisations and NGOs
- Our work ranges from policy work for government agencies to practical design and implementation work for organisations and communities
- As our name implies, we have, since our inception held a strong belief that significant work can only happen when people work together.



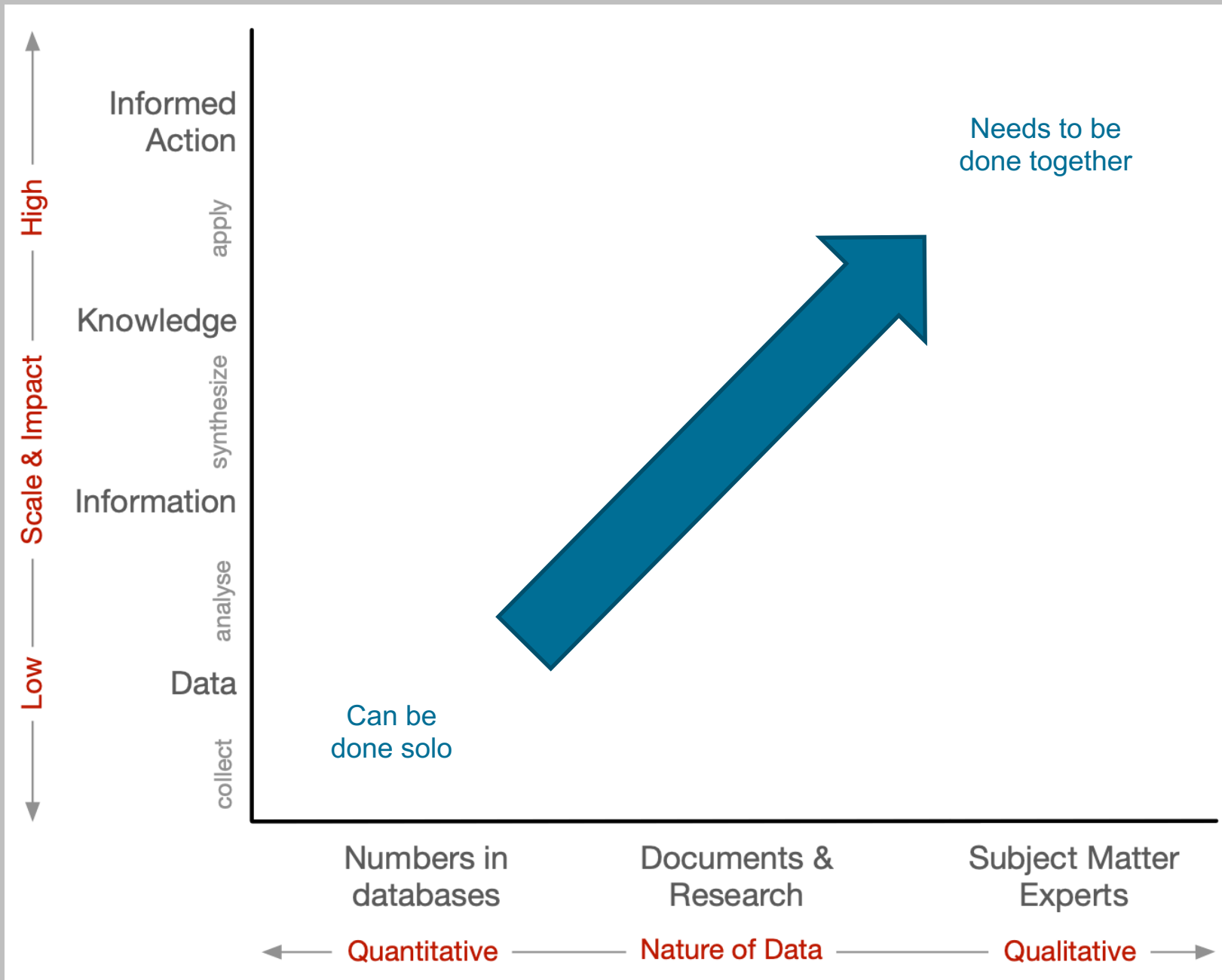
Overview

- What do we mean by data
- Using data to improve performance
- Asking 'what if'.....

More important than big data is the ability to use the data we already have more intelligently



What do we mean by Data?

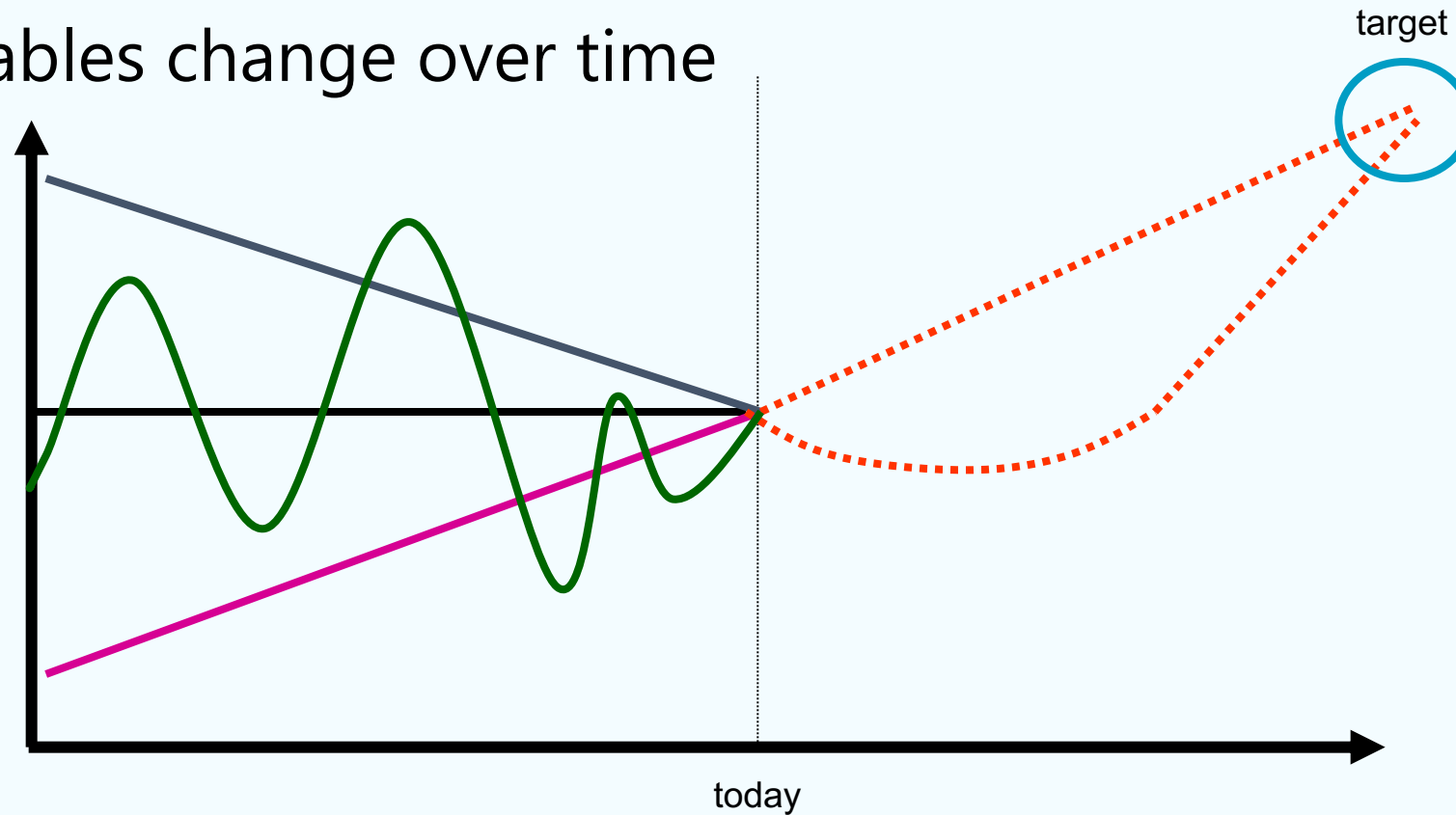




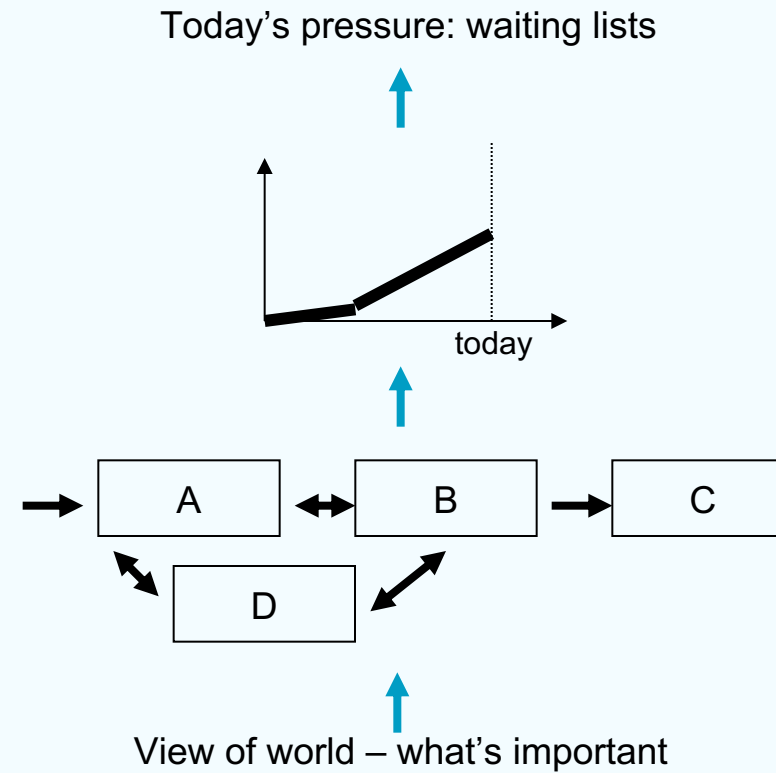
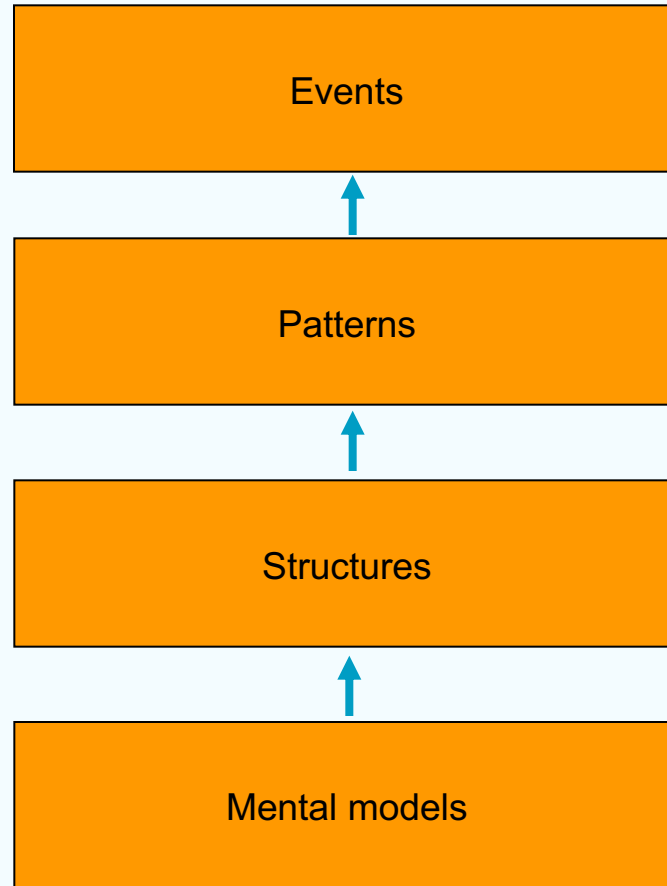
Using Data to Understand and Improve Performance

Systems have a past and a future

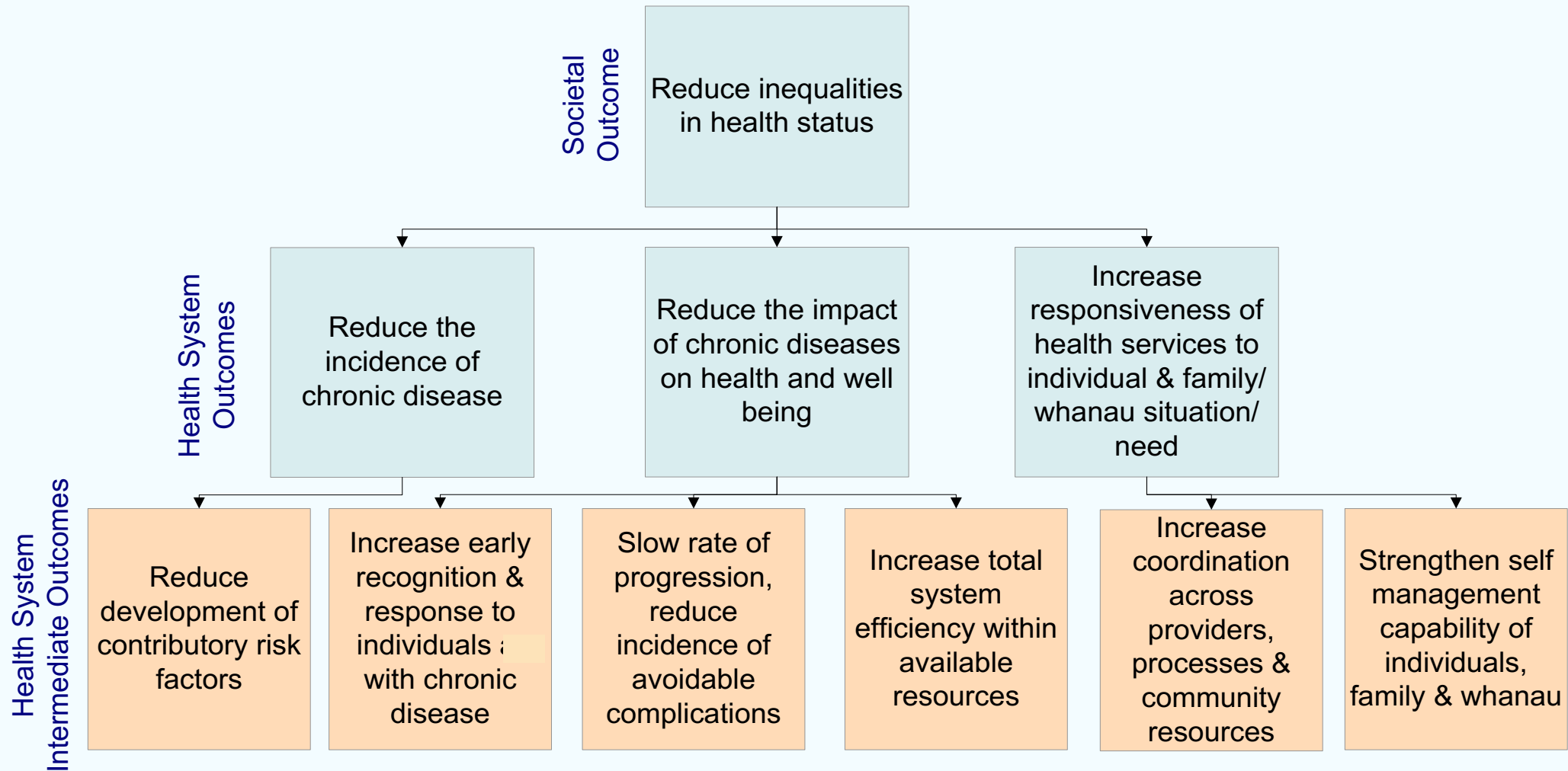
- They are dynamic
- Key variables change over time



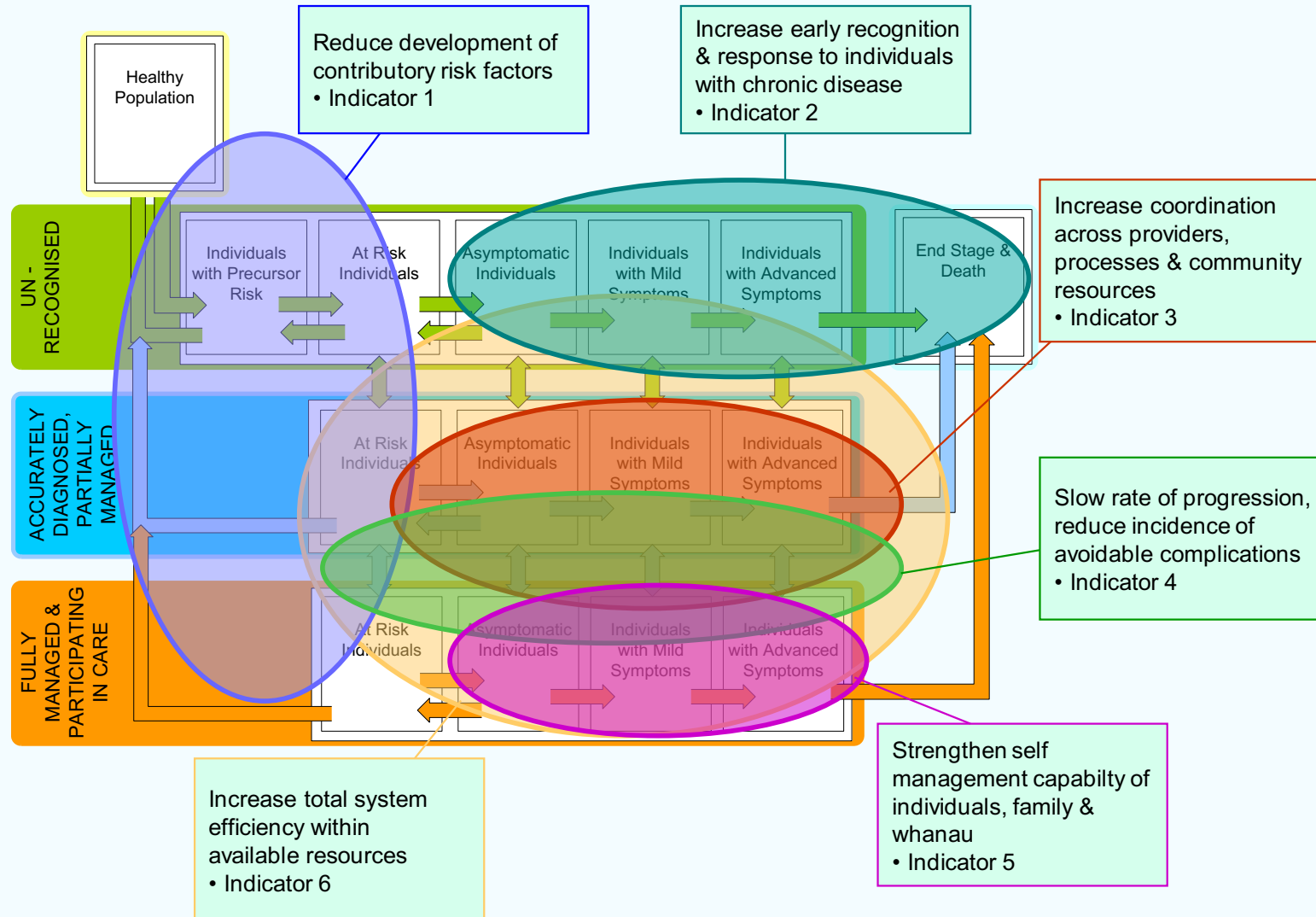
Because it helps us understand what really drives performance



Frameworks can help tell a causal story



Indicators the matter are linked to structure



REFERRALS

260

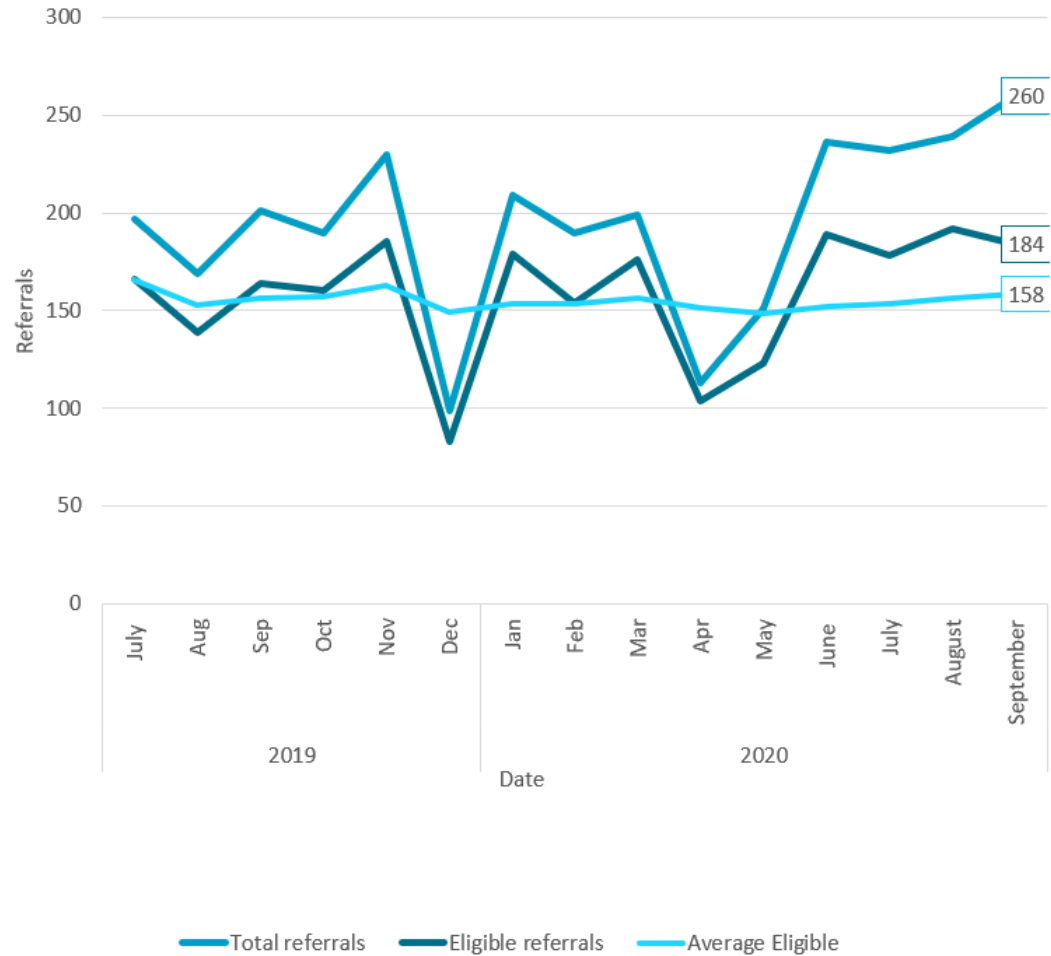
Referrals last month

21

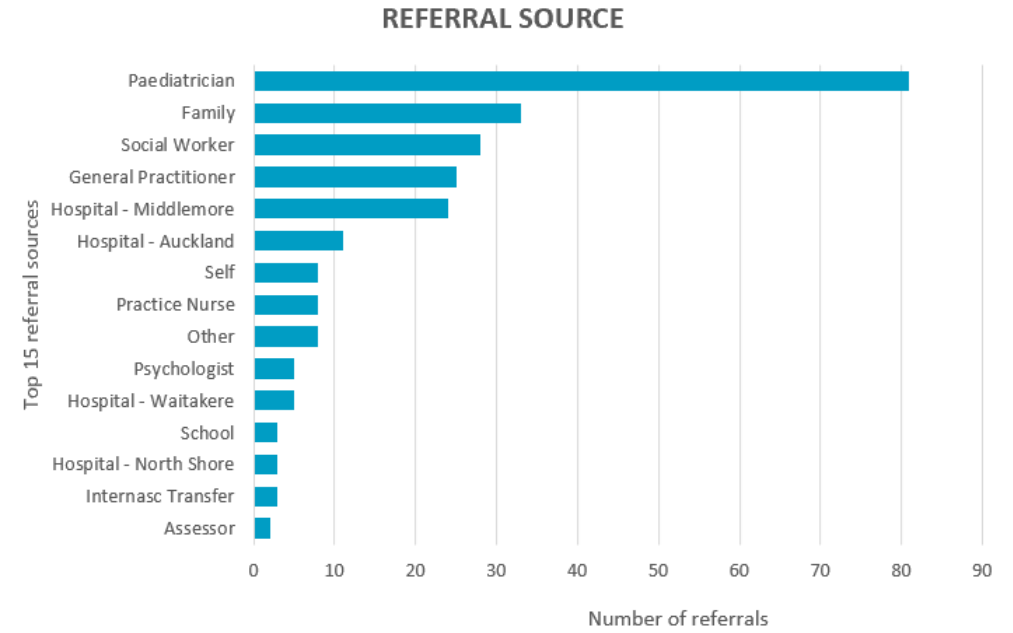
Increase from previous month

554

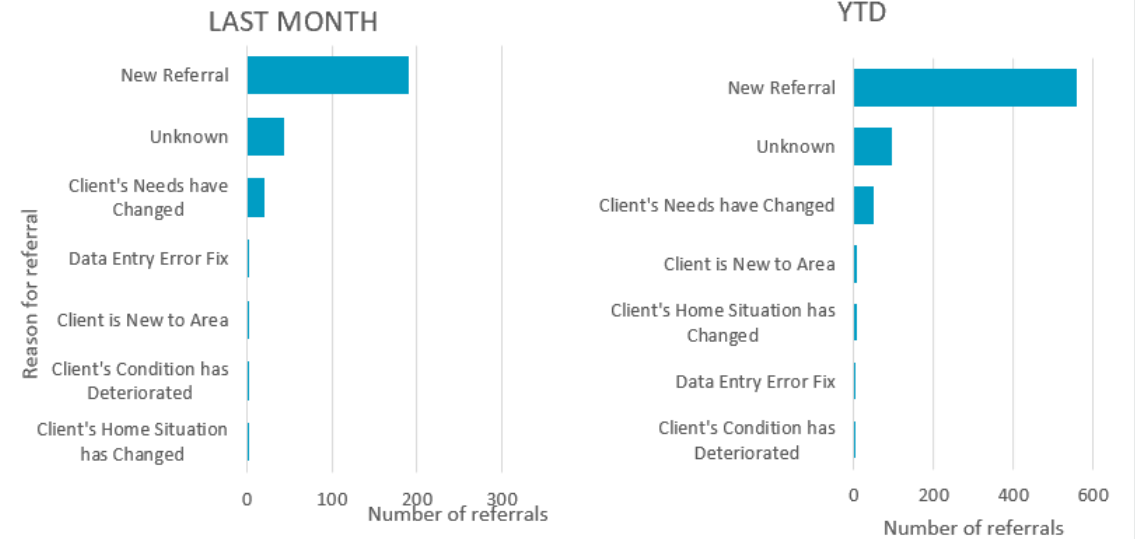
Eligible referrals FYTD



REFERRAL SOURCE



REASON FOR REFERRAL





Embedded in a continuous learning and improvement culture

- All this only useful if you use it
- Weave data and intelligence throughout your organisation – awareness of the causal story and the meaning behind the data will build buy-in and understanding
- Don't be afraid to stop measuring something that is shown to add no value or insight into performance
- Use tools such as PDSAs to continuously use data and reporting to review performance
- Use dashboards etc to inform decision making and support conversations about performance

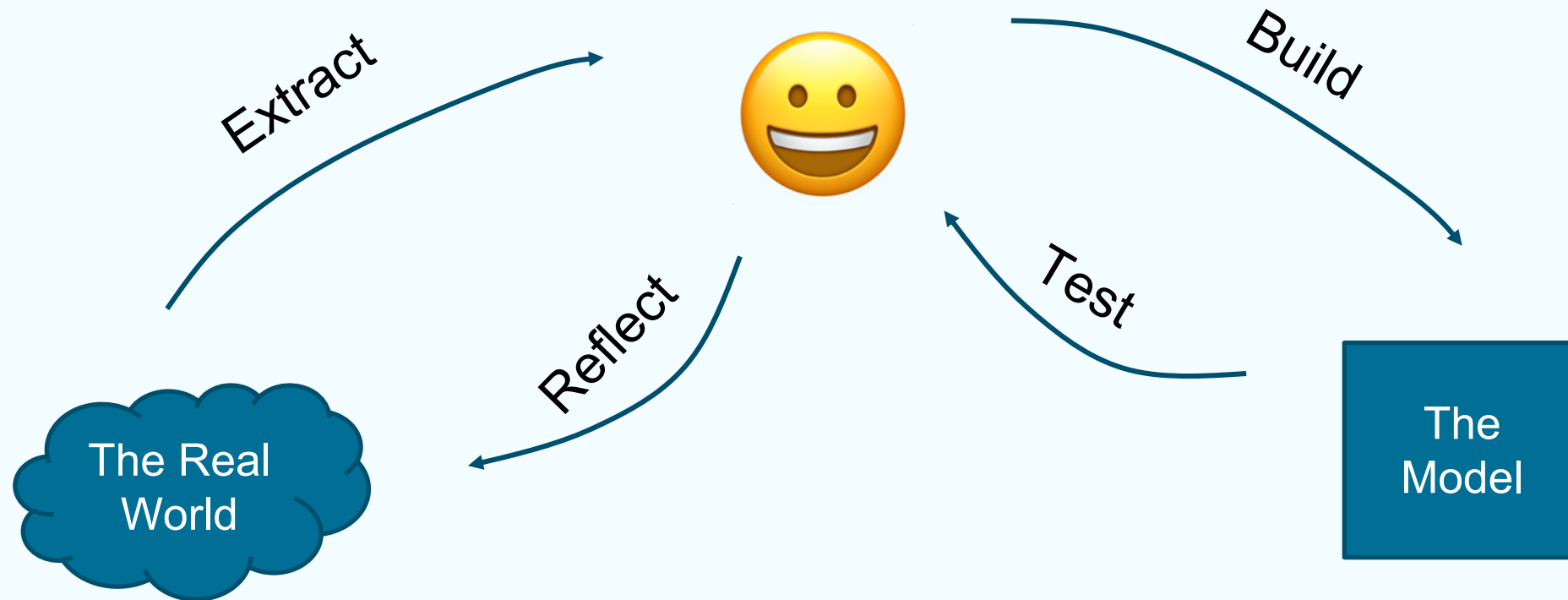


Asking 'what if.....'

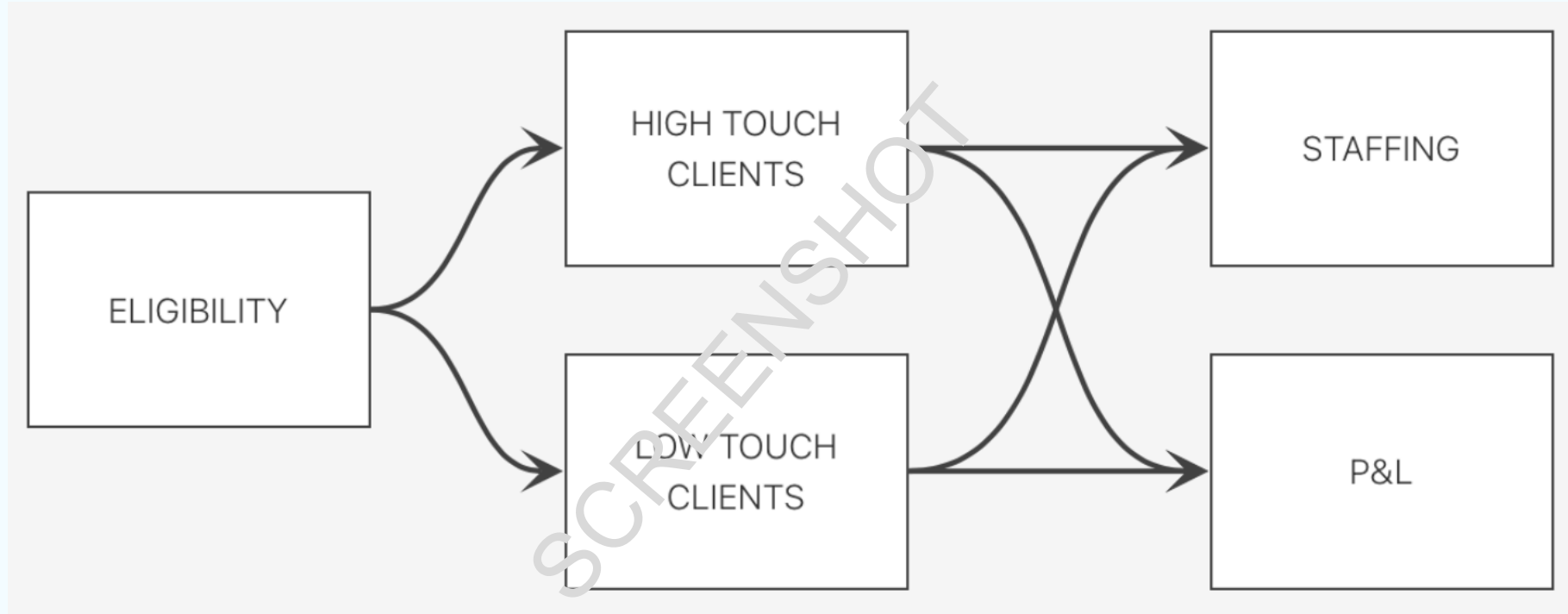
Exploring 'what if...?'

- We use simulation a lot to explore 'what if..' type questions
- Simulation is the 'quiet cousin' of big data, machine learning and AI
- Simulation, central for so many years in large industries, research and technical training is still largely unknown in management
- Yet, it is much cheaper than AI, machine learning and big computers
- BUT: you can't outsource it. You have to be involved. You have to be prepared to think carefully about how your business works

Using Models to Ask 'What if...'

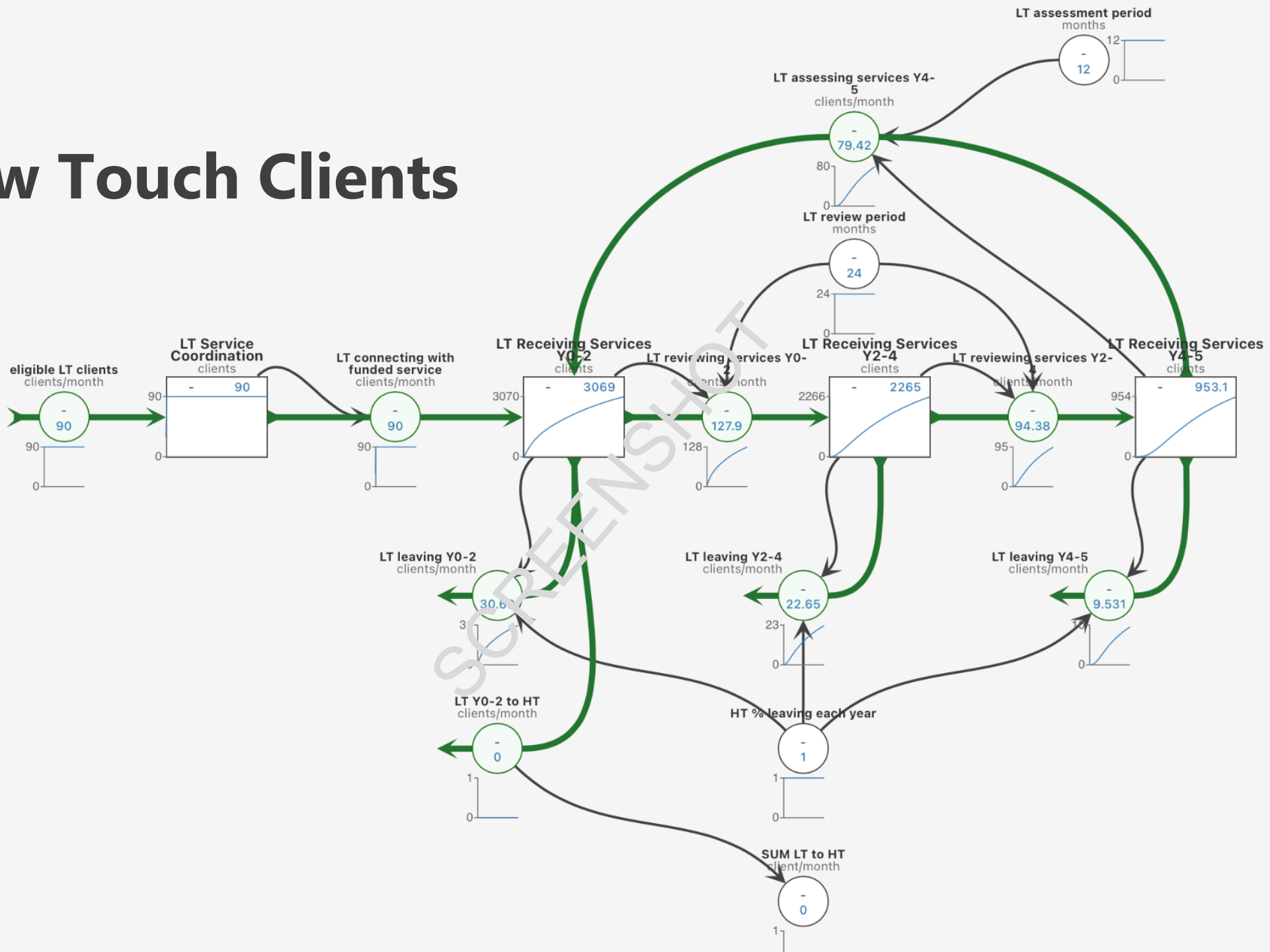


Model Overview

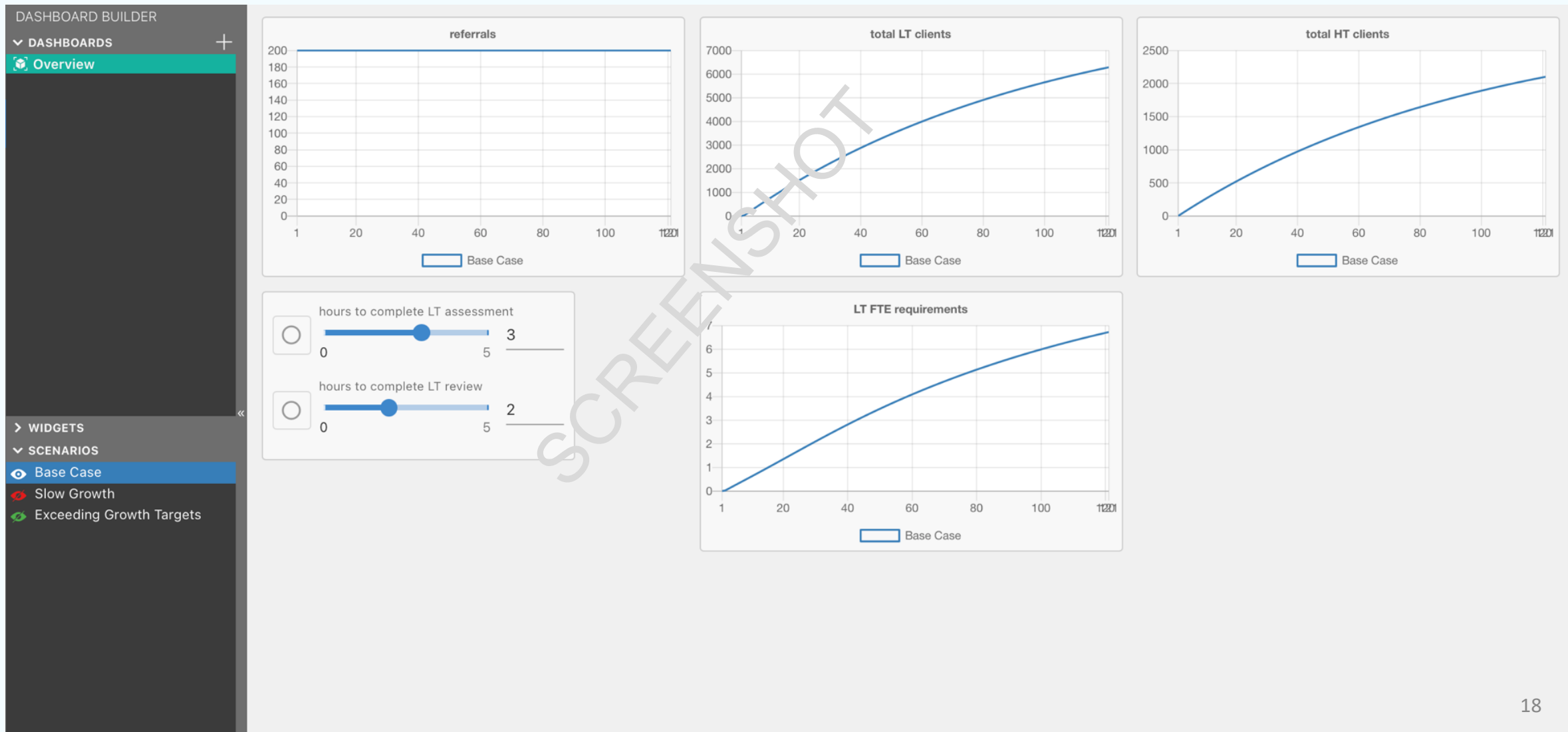


Model built using Silico: <https://silico.app>

Low Touch Clients



Simplified Dashboard



Slow Growth Scenario

DASHBOARD BUILDER

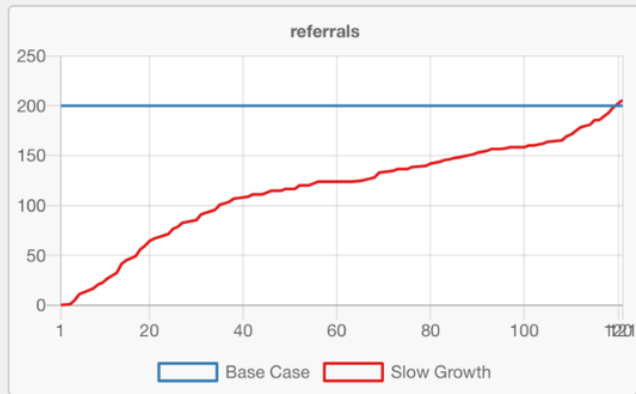
▼ DASHBOARDS

- Overview

▼ WIDGETS

▼ SCENARIOS

- Base Case
- Slow Growth**
- Exceeding Growth Targets

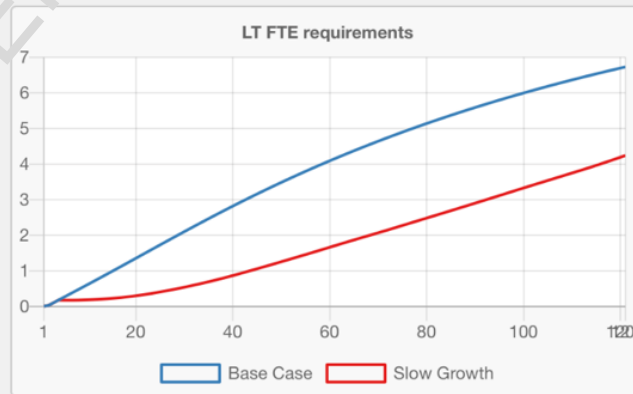


hours to complete LT assessment

0 5 3

hours to complete LT review

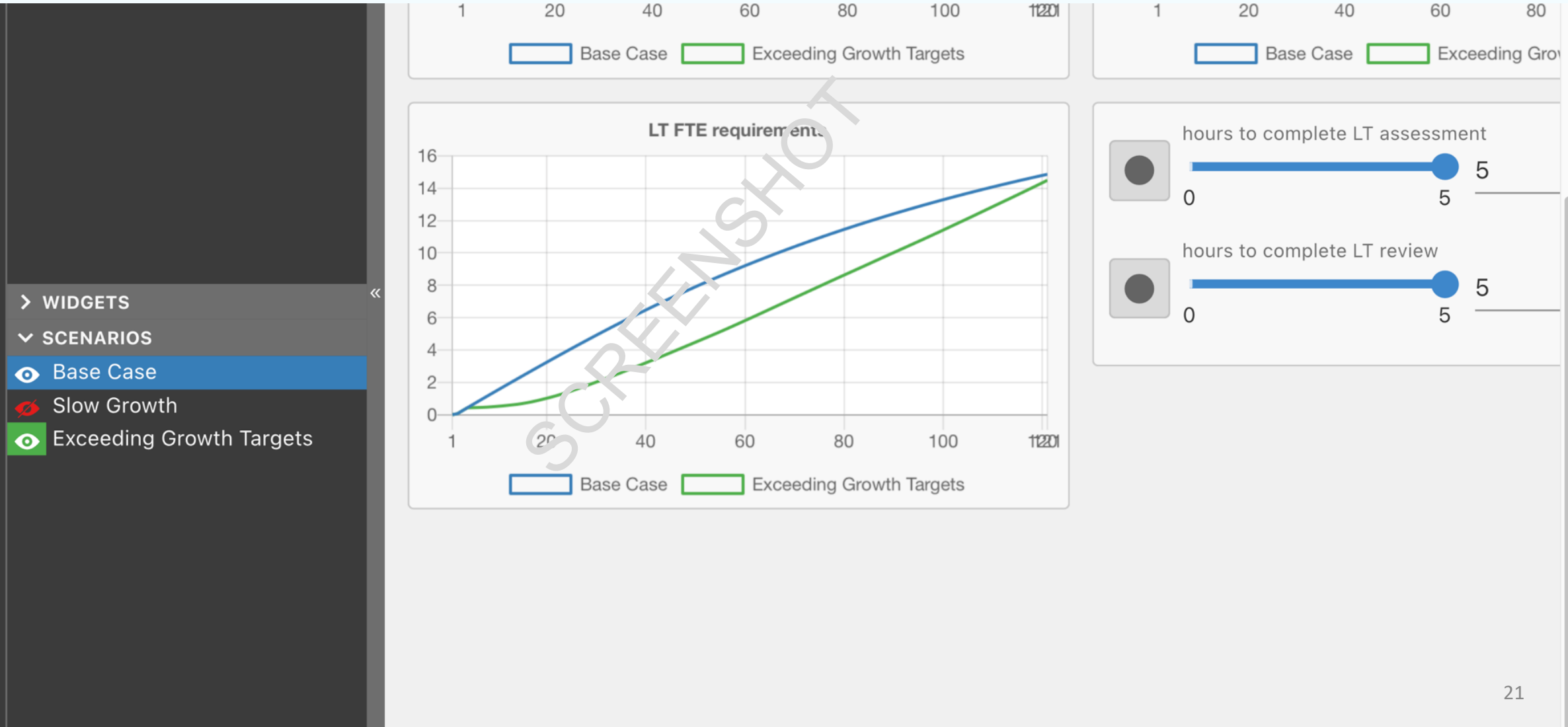
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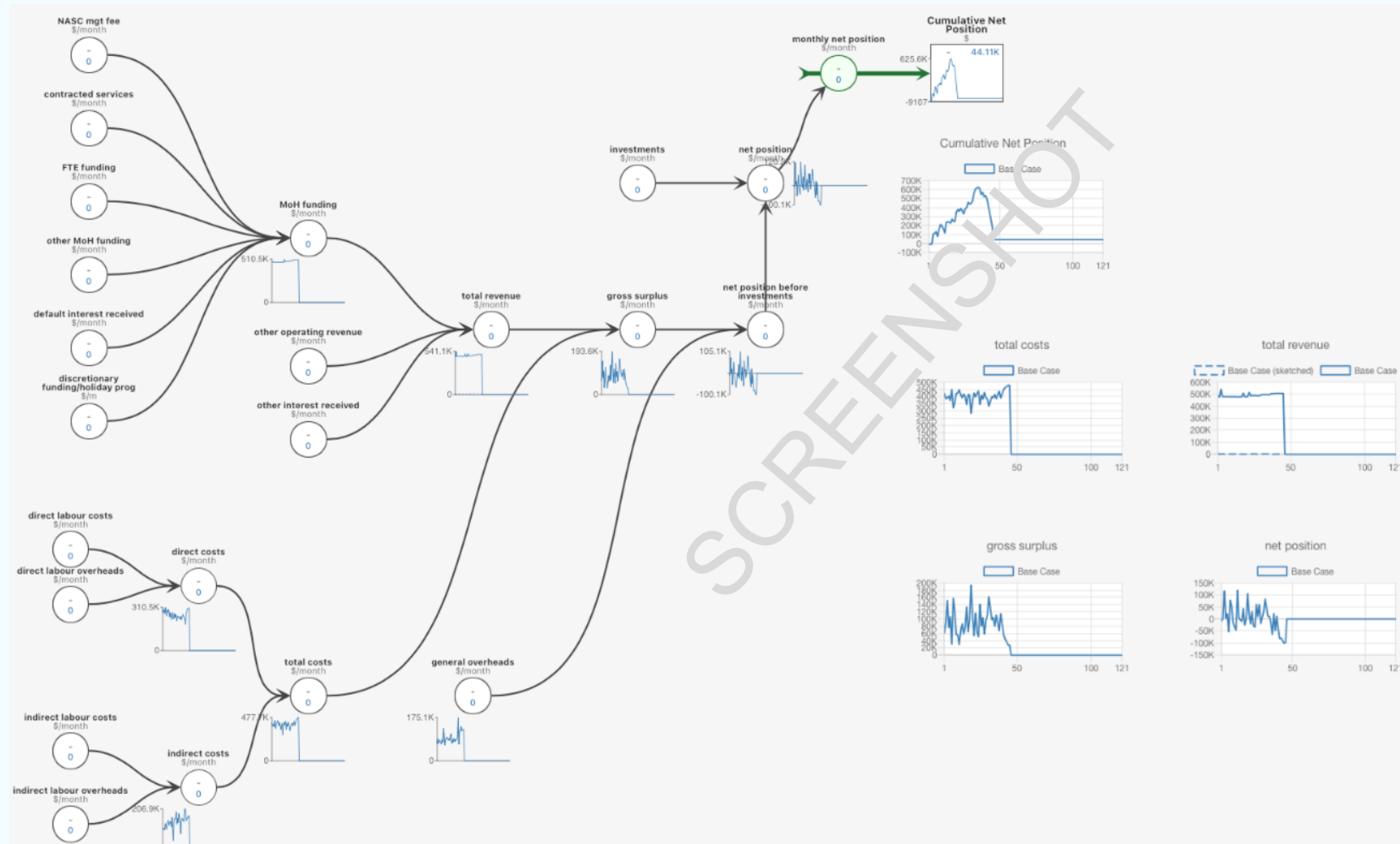
High Growth Scenario



Modifying Assumptions



Linking to Financial Performance



Our key takeaways

1. Data can come in many forms – appreciate and use all forms to support increased intelligence
2. To understand performance we need to understand the structure of the system or organisation and have a clear causal story that links the structure via indicators to performance
3. Where things are difficult to measure directly i.e. wellbeing, use a structured set of indicators to provide insight on direction of travel
4. Embed the use of data in a culture of continuous learning and improvement
5. Don't assume the future is simply an extension of the past and use tools to explore the future



Our offer to you

- Download our top tips to writing successful tenders
 - Email david.todd@synergia.co.nz and I will send you a link to download a copy
- Offer for a 50 min Zoom call to discuss data, performance and share more insights into how to use data to improve performance
 - Email david.todd@synergia.co.nz to organise a time

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Check out our website for lots of case studies and examples
www.synergia.co.nz