

Analytics in the Corporation

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Abstract

A small business corporation's dynamics are fueled by a resilient entrepreneurial drive towards organizational and market development and a thorough understanding of business analytics. However, leaders are not necessarily trained in analytics, and it would benefit the organization if managers could identify and judge analytical results. In any corporation, a strategy should be a team effort, and robust analytics will allow Christian leaders to develop teams that can best leverage what data is available and use it to make conscious decisions. For the Christian leader, numbers and statistical analysis are not our only tools. God gives leaders perspective on what the vision of the corporation should be. Drawing on an analysis of secular and biblical literature, current industry practices, and technology, this paper aims to provide practical implications for Christian leaders that seek to use business analytics effectively in managing and leading their organization.

Keywords: Christian leadership, business analytics, leadership, corporate data analysis

Analytics in the Corporation

A small business corporation's dynamics are fueled by a resilient entrepreneurial drive towards organizational and market development and a thorough understanding of business analytics. Leaders are not necessarily trained in analytics, and it would benefit the organization if managers could identify and judge analytical results. It is imperative for Christian leaders to understand best practices and skillfully lead a team of practitioners (Bartlett, 2013). Hackman (2017) suggests that business owners form a guiding coalition to motivate people to act in the right direction. From a biblical perspective, Luke 14:28 shows that business analytics and a strong team of advisors allow leaders to lead with confidence and faith. It is essential to include all facets of the data available for corporations to make the most of what is provided in their decision-making.

Christian Leadership in the Corporation

For the Christian leader, numbers and statistical analysis are not the only tools. God gives leaders perspective on what the vision of the corporation should be. King Solomon understood the power of partnership and collaboration. He formed strategic alliances with kings and queens. Luke records Jesus advising his apostles in Acts 1:8. This verse can guide leaders to bring focus to a corporation and provide opportunities to empower the team. Thomas (2018) suggests that the indispensable mark of Christian leadership is the combined effort of action and plan purposing to intentionally influence others. This is the model that Jesus initiated in Mark 3:13 as well as what data analytics can provide for a Christian leader in communication with his team.

When a Christian leader can communicate a clear biblical strategy based on the data presented to his team of trusted advisors, it is incredible how many will feel empowered to get personally involved. Likewise, when a corporation's people are empowered, they will begin to live

and believe in the culture of the organization. Through this modeling, mentors can advise the stakeholders in the corporation in making decisions to expose the organization to opportunities that may not have been previously considered or had access to (Baway 2014; as cited in Thomas, 2018). Through business analytics, communication, and team development, Christian leaders should invest appropriate time in data analysis tools to be aware of succession and replication as a measurement of success. The goal of Jesus's training is that future generations would be impacted by the gospel's message. If a Christian leader recognizes this, he can pass this message along to members of the corporation and create future leaders along the way.

Practical Implications

The topic of business analytics and automation was the topic of the IKON conference this past week in Arizona. It was a privilege for this author to participate in the conference and learn from industry experts about technology and how analytics and data can be used in a corporation. An overarching theme of the conference was to develop a team of advisors to assist the corporation in reaching its goals. Bartlett (2013) describes a systematic approach of leadership, specialization, delegation, and incentives for embracing analytics-based decision-making. These pivot points facilitate immediate adjustments in the corporate culture and encourage the most productive behavior. Using the method outlined in Bartlett and the opportunities that technology can provide will allow corporate leaders, such as this author, to directly see results in the organization.

The application of data is not just for the internal workings of the corporation. Data technologies are making significant differences in a wide range of applications. One of the critical concepts of the IKON conference was to teach a small business how to build and leverage its most valuable asset, its database, and, more narrowly, its customer list. Ahmed and

Pathan (2019) posit that understanding the necessities and the requirements of a corporation's customers is one of the most critical factors for many business entities to improve their business. At the IKON conference, they taught business owners how to use a software system called KEAP. Ahmed and Pathan (2019) and Heirati and Siahtiri (2019) suggest that applications such as this will allow leaders to understand their customers, behaviors, and inclinations by analyzing these behaviors from previously collected data. For example, using the KEAP software will allow a new customer lead to be tagged and through automation, put them through a customer journey that collects a plethora of data points along the way. The corporation can then use this data collected to provide unique or tailored experiences based on the customer's profile that is provided along this journey. This is a game-changer for the small business owner.

Conclusion

In any corporation, a strategy should be a team effort, and robust analytics will allow Christian leaders to develop teams that can best leverage what data is available and use it to make conscious decisions. In Proverbs 15:2, Solomon says, "Plans fail for lack of counsel, but with many advisers, they succeed" (*New International Version*, 1978, Proverbs 15:2). Proverbs 20:18 says make plans by seeking advice; if you wage war, obtain guidance" (*New International Version*, 1978, Proverbs 20:18). But it is also important to note that a leader is always searching. Merida (2015) posits that we are not just Christians; we are constantly seeking the truth. A Christian leader should never forget Him, leaders must not put Christ on a shelf. Instead, a Christian leader considers His claims and His word as the corporation faces decisions. Scripture, along with a robust data management tool, will allow Christian leaders to apply their application to the mission of the company and a pathway to form a strategic plan.

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