

What Women Clients Want

STAT8801
Statistical Consulting

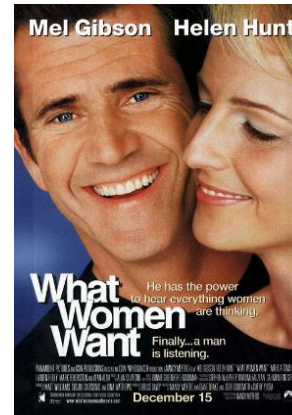
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January 20, 2012

The Plan

- What makes a satisfied client?
- Aligning consultant and client goals.

Hollywood



In the film *What Women Want*, Mel Gibson's character becomes able to hear the thoughts of women.

He uses this to advance his advertising career.

We cannot read clients' minds, but we must know their needs and preferences.

This makes us better consultants.

This lecture mostly follows Chapter 2 of Derr (2000).

Teams

Another interesting feature is teamwork. More and more, in government, industry, and elsewhere, work is done on teams, not individually.

Phil Ross (1995):

The most important thing I would like to see is people emerging from graduate school understanding that they are going to play on a team, and knowing how to communicate in that team setting. That is very difficult for people, especially those majoring in mathematics and statistics.

Plays Well With Others

We each have

- different personalities,
- different ways of learning,
- different knowledge bases.

True for both consultant and client.

For relationship to work, must meet in middle and build bridges¹.

¹Sounds like a marriage counselor!

Happy Clients

What makes a happy client? [handout]

- Accommodating.
- Professional.
- Accessible.
- Easy to understand.
- Writes clearly.
- Enthusiastic.
- Communicates well.
- Addresses client's problem.
- Concerned.
- Good attitude.

Making Happy Clients

- Learn about the problem, and its context.
- Learn what the client understands about the problem.
- Fit the solution to the client AND to the problem, not just the problem.
- Empower the client to solve his/her own problems.

Unhappy Clients

What makes an unhappy client? [handout]

- Incomplete explanation.
- Unfinished business.
- Delay.
- Late.
- Irresponsible.
- Non-responsive.
- Poor communication.
- Incorrect.
- Slow.
- Client attitude
- Client expectations
- Unrealistic goals

Quality for Customer Satisfaction

- Availability: can the client contact the consultant.
- Responsiveness: does the consultant react promptly to client.
- Timeliness: is the job accomplished within the customer's stated time frame (or negotiated time frame).
- Completeness: is the job done.
- Pleasantness: did the consultant have professional behavior and manners.

Where's technical accuracy?

The Ideal Statistical Consultant

1980 ASA committee: qualities of an ideal industrial statistician:

- Well trained in theory and practice of statistics
- Effective problem solver
- Good oral and written communication skills
- Can work within the constraints of the real world
- Knows how to use computers to solve problems
- Is familiar with the statistical literature
- Understands the realities of statistical practice

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- Has a pleasing personality and is able to work with others
- Gets highly involved in the solution of company problems
- Is able to extend and develop statistical methodology
- Can adapt quickly to new problems and challenges
- Produces high-quality work in a timely fashion
- And, of course, is ethical

What's coming up?

Dealing with clients:

- Making the client comfortable: non-verbal communication, setup of the space
- Asking good questions: getting the client to talk to you about the statistical and scientific aspects of
- Setting Expectations
- Handling conflict

Communication:

- Talks
- Writing
- Tables
- Graphics