



ANNA PLEKHANOVA

Strategy • Transformation • Continuous Improvement • Performance Management

Lean Six Sigma Master Black Belt

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Conference Speaker Pack

Data-Rich: The Answer Was Never in the Data

Leadership talk • keynote or plenary

THE SESSION

ABSTRACT — 40 WORDS

Most AI and data talks are technical. This one is for the people who make decisions every day — with data and without. What our data stands on, what we already hold and rarely use, and what AI asks of leadership.

ABSTRACT — 100 WORDS

Most talks about AI and data are technical by nature. This one is built for the people who make decisions every day — both with data and without.

It covers the data behind our decisions: what it stands on, and how far it can be trusted. The data we already hold and rarely use. The whole picture, where every function knows its part and ownership is divided. And what leading with data asks of us.

AI runs underneath all of it. It arrives in full at the end and takes our data exactly as it stands today.

It ends on one question.

SESSION OUTLINE

- The data behind our decisions — what it stands on, and how far it can be trusted.
- The data we already hold and rarely use.
- The whole picture — where every function knows its part and ownership is divided.
- What leading with data asks of us.
- AI, arriving in full at the end, taking our data exactly as it stands today.

LEARNING OUTCOMES

- Participants will be able to examine their own data challenges and opportunities from a business perspective rather than an IT one.
- Participants will recognise the difference between reviewing performance and drawing insight and ideas from it, using data their organisation already holds.
- Participants will understand what AI asks of leadership when it is handed today's data and today's ways of working.

AUDIENCE AND LEVEL

Written for executive teams, functional directors and transformation leads.

No technical prerequisite. Nothing on screen requires a specialist to translate.

FORMATS

30 minutes for a conference slot. Also delivered as a 60- or 90-minute session.

Conference keynote, in-house leadership event or executive offsite.

NOTHING IS SOLD FROM THE STAGE

There is no architecture in this talk. No platforms, no models, no tooling, and no vendors — nothing is being sold from the stage.

THE SPEAKER



Anna Plekhanova — Executive Management Consultant

Anna Plekhanova advises leadership teams in multinational energy and industrial organisations on strategy, transformation, continuous improvement and performance management. Her career spans Shell and major joint ventures across Qatar, Oman, the UK and Russia, including a Board seat and Director-level roles with P&L responsibility for \$2.2 billion. A Lean Six Sigma Master Black Belt with over 30 years' experience and 300+ delivered improvement projects, she has presented at the joint GPA-GCC and GPA-Europe international conference.

SPEAKING EXPERIENCE

Board-level and executive audiences, industry events, and classroom delivery to leadership and practitioner groups — across the Middle East, UK and Europe.

On the conference platform: the joint GPA-GCC and GPA-Europe technical conference, Muscat 2018, presenting continuous improvement deployment results to an audience of several hundred.



26th GPA-GCC Annual Technical Conference, joint with GPA-Europe • Muscat, March 2018

A short extract from a conference keynote is published at annaplekhanova.com/speaking.

PRACTICAL DETAIL

AUDIO-VISUAL REQUIREMENTS

Standard projection, 16:9. HDMI connection for the speaker's own laptop, presented with her own clicker. Lapel or handheld microphone. No internet connection required. Arrangements can be adapted to the host's technical setup.

RECORDING AND PHOTOGRAPHY

Recording and photography are welcome. A copy of the recording is requested for the speaker's own use.

LANGUAGES

Delivered in English.

TRAVEL

Based in the United Arab Emirates. Available internationally. Remote delivery possible.

ENQUIRIES

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