



ANNA PLEKHANOVA

Strategy • Transformation • Continuous Improvement • Performance Management

Lean Six Sigma Master Black Belt

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Leadership Talk • Speaker Kit

Data-Rich: The Answer Was Never in the Data

In-house leadership event • executive offsite • conference keynote

ABOUT THE TALK

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.

For the leaders working through competing priorities, unexpected crises, disrupted plans, under-resourcing, and teams stretched thin.

For real people in real circumstances: pragmatic, and relevant to the business as it runs today.

There is no architecture in this talk. No platforms, no models, no tooling, and no vendors — nothing is being sold from the stage. There is nothing on screen that requires a specialist to translate.

What there is, is the distance between a number and a decision — and what happens inside it.

WHAT IT COVERS

- The data behind our decisions — what it stands on, how far it can be trusted, and what that means for the calls we make every day. Told through real business situations any leader will recognise.
 - The data we already hold and rarely use — and what it takes to draw insight and ideas from it, rather than only review it.
 - The whole picture. Every function knows its own part well; who holds what they add up to.
 - What leading with data asks of us, and how technological change raises the stakes.
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AND THEN AI

AI runs underneath this whole talk and arrives in full at the end.

Not as a subject in its own right. What matters is what it does to everything above it — the data we hold, the way we decide, the way we run performance. All of it handed over exactly as it stands today.

It reads all of it at once, faster than any of us, and it does not pause where a person would.

And it asks something of leadership that today's ways of working and governing were never designed to answer.

It ends on one question. Everything before it is there to make that question impossible to avoid.

HOW IT IS TOLD

I have been the decision-maker. In the room, under pressure, with partial information and a call that could not wait until the picture was complete.

I have led transformation programmes, deployed continuous improvement, and made change happen at every level and across every function.

I have also implemented the systems. As an ERP solution architect, my work was never about the coding — it was about making data speak and turning it into value for the business.

Now I advise senior leaders on strategy, transformation and performance management.

This talk integrates all four views. It is not observed from outside, and it is not delivered from the data side of the room.

— Anna Plekhanova

WHAT PARTICIPANTS TAKE AWAY

- 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.
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WHO IT IS FOR

Written for executive teams, functional directors and transformation leads.

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

FORMATS

90 or 60 minutes, with a 30-minute conference version. Conference keynote, in-house leadership event or executive offsite.

Every format includes time for questions. In the 60- and 90-minute versions, discussion is built into the session rather than added at the end.

A session can be paired with a follow-on workshop, framed around the specific questions the client's own teams are working through.

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. She has held Director-level roles and a Board seat, with P&L responsibility for \$2.2 billion in annual revenue and teams of up to 180 people. She is a Lean Six Sigma Master Black Belt, with more than 300 delivered improvement projects behind her across operations, maintenance, engineering, supply chain, IT and finance.

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.

She presents with an ease that puts a room at ease. Questions and challenge are welcomed rather than managed. She reads the dynamic and follows it, and with senior leaders she talks peer to peer.

— **Finance Manager, Energy Sector**

Further feedback at annaplekhanova.com/testimonials

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

For availability, formats and fees, please get in touch: anna.v.plekhanova@gmail.com · annaplekhanova.com