ABSTRACT(S) IN THIS SESSION

Surfing the GIS Waves to Success
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Abstract text: Like other technologies, GIS continues to evolve and change in a steady stream of waves at different rates, but never stopping. As GIS practitioners, we cannot fight these waves. We must learn how to take advantage of the new developments. This presentation will review proven leadership and management strategies GIS practitioners can use to surf the GIS waves to success.

These strategies include branding, Career Paths, Governance, and Best Practices.

Learning Objective I: The term GIS can be limiting, as most non-GIS users hear GIS, and think mapmaker. GIS practitioners should consider rebranding their departments and job titles to help change this image from mapmaker to innovative solution provider. Real world examples of how others have done this will be provided. Governance is a critical part of positioning a GIS for success. Real world examples of governance and a new theoretical governance blueprint will be provided. Also included will be real examples of career paths beyond GIS.

Learning Objective II: 10 Best Practice strategies will be reviewed including:

- Focus on the Big Picture
- It’s all about the business!
- Focus on Analytics and drive towards realizing Value
- Implement a Change Management Program
- Innovate
- Keep it simple
- Measure, document and publicize your impact
- Cultivate executive sponsorship
- Deploy Actionable Open Data
- Use of GIS provides benefits, so expand its use

Case Studies: Multiple real world examples will be reviewed.

Skills: Key GIS leadership and management strategies focusing on Rebranding, GIS Career Paths, Governance and 10 Best Practices.