

Analytics Core Capabilities Guide

2026

How to Use the Guide

When Determining Your Strengths and Backhands

- Review the Core Capabilities within your functional area and determine whether they manifest as a "**strength**" or a "**backhand**" for you.
- Note how each of the Core Capabilities aligns with *Masco's Core Values* and the *Enterprise Leadership Profile*.
- Your understanding of your strengths and backhands, how you leveraged them and how they aligned with the Core Values and ELP will be very important when it comes time to write your *Performance Reviews* at mid-year and year-end.
- Determine whether you would like to enhance a strength or address a backhand this year.

When Choosing Continuous Learning & Growth Opportunities

- Use the strength or backhand you have chosen to inform your choice of learning and growth opportunities that will be the most beneficial for you.
- On the *Continuous Learning & Growth Opportunities* page for each capability, you will find several self-paced, online learning options that will help you "**Address Your Backhands**" and upskill in the areas you have chosen.
- Additionally, there are some suggestions for ways you can "**Enhance Your Strengths**" to stretch yourself, expand your network or increase your visibility.
- Consider peer feedback when deciding which opportunities to choose and discuss all possible options with your Manager.

When Setting Goals

- The *Continuous Learning & Growth Opportunities* you choose will count toward your *Continuous Learning Goal*.
- Keep the Core Capabilities in mind as you set capability-specific, developmental goals that will make you more successful in your role.
- Finally, work with your Manager to incorporate the Core Capabilities into your operational, performance goals as well, as these skills should also be cultivated through your daily work.

MSS-Wide Core Capabilities



Communication

Collaboration

Attention to Detail

Continuous Learning/Self-Improvement

Communication

Definition: Listening, speaking, and writing concisely with coherency and clarity. Seeking to understand others and be understood by them.

Strengths

- ❑ Organizes and expresses ideas clearly and concisely
- ❑ Listens actively, asking clarifying questions to verify understanding
- ❑ Writes and speaks carefully and clearly with the goal of being easily understood
- ❑ Ensures regular communication occurs based on the needs of the work, the individual, management, or the situation
- ❑ Identifies and uses effective communication channels and methods (e.g., presentations, email, Teams chat)

Backhands

- ❑ Struggles to organize and/or express ideas in a clear, concise manner
- ❑ Has foundational listening and questioning skills. Limited ability to seek understanding from others.
- ❑ Writing and speaking skills lack polish and are difficult to understand
- ❑ Inconsistently communicates with stakeholders based on the needs of work
- ❑ Needs guidance to choose effective communication channels and methods

Connections to Masco Core Values and Enterprise Leadership Framework

- Focus on the Customer, High-Performance Teams, Respect for the Individual
- Builds Great Teams & Orgs – Are self-aware and authentic – act with humility and seek feedback.
- Create Winning Strategies – Ask the right questions and let the ideas flow.
- Execute with Urgency – Ask penetrating questions and define the right problem – get insights to inform action.
- Get Outside Your Comfort Zone – Use the network – internal/external relationships and resources to get better outcomes
- Get Outside Your Comfort Zone – Accelerate our progress by sharing best practices and learnings.

Communication– Continuous Learning & Growth Opportunities

To Enhance Your Strengths:

- ❑ Check out the [Communication Folder](#) in the [Leader Resource Library](#) for articles, e-books, podcasts, brief tutorials, blogs, TedTalks, checklists, templates, questionnaires, and more to help you enhance your skills in this area.
- ❑ Complete [this form](#) to add your name and specialty to the *MSS Each One, Teach One* database, so that you might serve as a personal **Communication** resource to another MSS employee who may need to "level up" in this area.
- ❑ Document a specific **Communication** process or technique via video or SOP and upload to your Team's shared documents.
- ❑ Choose a book, article, website, course, etc. that has been particularly helpful in developing your **Communication** skills and ask for time in an upcoming team meeting to share information about it with your colleagues.

To Address Your Backhands:

- ❑ Watch the recording of the [2025 Interpersonal Communication Peer-to-Peer](#) event.
- ❑ Choose a tutor/mentor from among your colleagues by searching the [MSS Each One, Teach One Database](#). Reach out directly to your colleague to connect.

LinkedIn Learning Courses (20-120 mins)

- ❑ [Communication Learning Path](#)
 - [Improving Your Listening Skills](#)
 - [Writing Emails People Want to Read](#)
 - [Digital Body Language](#)
 - [Communicating with Emotional Intelligence](#)
 - [Speaking Confidently and Effectively](#)
 - [Effective Listening](#)
 - [Communicating with Confidence](#)
 - [Critical Thinking for More Effective Communication](#)
 - [Business Writing Principles](#)
 - [Creating and Giving Business Presentations](#)

Velsoft Articulate eLearning (90-120 mins)

- ❑ VEL – [Active Listening](#)
- ❑ VEL – [Advanced Writing Skills](#)
- ❑ VEL – [Business Writing That Works](#)
- ❑ VEL – [Communication Strategies](#)
- ❑ VEL – [10 Minute Presentations](#)
- ❑ VEL – [Delivering Dynamic Virtual Presentations](#)

Alison Certificate Courses (2-4 hrs)

- ❑ ALI – [Communication Essentials](#)
- ❑ ALI – [Developing Effective Business Presentation Skills](#)
- ❑ ALI – [Comprehensive Guide to Effective Business Communication](#)

Collaboration

Definition: Working cooperatively with others, inside and outside the team or organization, to accomplish objectives. Encouraging coordinated best practice sharing and appropriate information distribution.

Strengths

- ❑ Works towards beneficial team goals by contributing ideas and participating in team activities appropriately.
- ❑ Maintains positive and productive relationships.
- ❑ Actively and positively participates in the feedback loop – giving, receiving and responding.
- ❑ Facilitates agreement by resolving conflicts, confrontations, and disagreements positively and constructively.
- ❑ Coordinates efforts with applicable stakeholders to ensure awareness, share information, and provide updates until completion.

Backhands

- ❑ Limited contributions and shared ideas within team activities.
- ❑ Struggles to maintain positive and productive relationships
- ❑ Needs prompting to participate actively and positively in the feedback loop.
- ❑ Has difficulty resolving conflicts, confrontations and disagreements positively and constructively.
- ❑ Needs support and guidance to effectively coordinate with stakeholders, share information and provide project updates.

Connections to Masco Core Values and Enterprise Leadership Framework

- Drive for Results, High- Performance Teams, Continuously Improve
- Build Great Teams & Orgs – Stretch yourself and others – consistently raise expectations and support growth.
- Build Great Teams & Orgs – Be a constant coach – help other get better.
- Build Great Teams & Orgs – Inspire, motivate, and bring people along – do it at all levels of the organization.
- Get Outside Your Comfort Zone – Help different perspectives and ideas to emerge.
- Get Outside Your Comfort Zone – Create inclusion – active remove barrier to honest collaboration.

Collaboration– Continuous Learning & Growth Opportunities

To Enhance Your Strengths:

- ❑ Check out the [Collaboration & Teamwork Folder](#) in the [Leader Resource Library](#) for articles, e-books, podcasts, brief tutorials, blogs, TedTalks, checklists, templates, questionnaires, and more to help you enhance your skills in this area.
- ❑ Complete [this form](#) to add your name and specialty to the *MSS Each One, Teach One* database, so that you might serve as a personal **Collaboration** resource to another MSS employee who may need to "level up" in this area.
- ❑ Document a specific **Collaboration** process or technique via video or SOP and upload to your Team's shared documents.
- ❑ Choose a book, article, website, course, etc. that has been particularly helpful in developing your **Collaboration** skills and ask for time in an upcoming team meeting to share information about it with your colleagues.

To Address Your Backhands:

- ❑ Watch the recording of the [2025 Collaboration & Teamwork Peer-to-Peer](#) event.
- ❑ Choose a tutor/mentor from among your colleagues by searching the [MSS Each One, Teach One Database](#). Reach out directly to your colleague to connect.

LinkedIn Learning Courses (20-120 mins)

- ❑ [Collaboration & Teamwork Learning Path](#)
 - [Collaboration Principles and Process](#)
 - [Essentials of Team Collaboration](#)
 - [Working on a Cross-Functional Team](#)
 - [Teamwork Essentials: Standout as a Valuable Team Member](#)
 - [Teamwork Foundations](#)
 - [Effective Collaboration across Teams](#)
 - [Connecting and Collaborating in a Virtual or Hybrid Workplace](#)
 - [Creative Collaboration](#)

Velsoft Articulate eLearning (90-120 mins)

- ❑ VEL – [Collaboration](#)
- ❑ VEL – [Team Building: Developing High Performance Teams](#)
- ❑ VEL – [Building Better Teams](#)
- ❑ VEL – [Managing Difficult Conversations](#)
- ❑ VEL – [Respect in the Workplace](#)

Alison Certificate Courses (2-4 hrs)

- ❑ ALI – [Group Work and Networking](#)
- ❑ ALI – [Group Communication, Teamwork and Leadership](#)
- ❑ ALI – [Conflict Management and Resolution](#)

Attention to Detail

Definition: Accomplishing tasks while demonstrating concern for all the areas involved, no matter how small. Monitoring and checking work throughout a process to ensure accuracy and completion.

Strengths

- Follows process steps as outlined in standard operating procedures.
- Provides others with information in a timely manner and in a usable form.
- Expresses concern that things are done correctly, thoroughly, and precisely.
- Reviews materials to ensure they are accurate, clear, and concise.
- Performs follow-up ensuring quality of work product and/or actions are completed.

Backhands

- Struggles to follow process steps as outlined in SOPs.
- Limited ability to provide other with information in a timely manner and usable form.
- Seems unconcerned that things are done correctly, thoroughly, and precisely.
- Inconsistently reviews materials to ensure they are accurate, clear and concise.
- Inconsistently follows up to ensure quality of work product and/or actions are completed.

Connections to Masco Core Values and Enterprise Leadership Framework

- Drive for Results, Continuously Improve
- Create Winning Strategies – Intently know our customers and consumers.
- Create Winning Strategies – Make the complex simple – focus on the critical few.
- Execute with Urgency – Ask penetrating questions and define the right problem – get insight to inform action.
- Execute with Urgency – Learn and live the system – bring your energy and thinking to it.
- Execute with Urgency – Manage the details and the big picture – know when to dive deep and stay high.

Attention to Detail– Continuous Learning & Growth Opportunities

To Enhance Your Strengths:

- ❑ Check out the [Attention to Detail Folder](#) in the [Leader Resource Library](#) for articles, e-books, podcasts, brief tutorials, blogs, TedTalks, checklists, templates, questionnaires, and more to help you enhance your skills in this area.
- ❑ Complete [this form](#) to add your name and specialty to the *MSS Each One, Teach One* database, so that you might serve as a personal **Attention to Detail** resource to another MSS employee who may need to "level up" in this area.
- ❑ Document a specific **Attention to Detail** process or technique via video or SOP and upload to your Team's shared documents.
- ❑ Choose a book, article, website, course, etc. that has been particularly helpful in developing your **Attention to Detail** skills and ask for time in an upcoming team meeting to share information about it with your colleagues.

To Address Your Backhands:

- ❑ Watch the recording of the [2025 Attention-to-Detail Peer-to-Peer](#) event.
- ❑ Choose a tutor/mentor from among your colleagues by searching the [MSS Each One, Teach One Database](#). Reach out directly to your colleague to connect.

LinkedIn Learning Courses (20-120 mins)

- ❑ [Attention to Detail Learning Path](#)
 - [How to Manage Your Attention and Your Priorities](#)
 - [Prioritizing Your Tasks](#)
 - [Strategic Thinking](#)
 - [Editing and Proofreading Made Simple](#)
 - [Time Management Tips: Following Through](#)
 - [Becoming Indistractable](#)
 - [Staying Organized While Working Remotely or On-Site](#)
 - [Improve Communication Using Lean Thinking](#)
 - [Extreme Focus for Effective Performance](#)
 - [How to Be More Strategic in Six Steps](#)

Velsoft Articulate eLearning (90-120 mins)

- ❑ VEL – [Strategic Planning](#)
- ❑ VEL – [Time Management](#)
- ❑ VEL – [Getting Stuff Done](#)

Alison Certificate Courses (2-4 hrs)

- ❑ ALI – [Efficiency Management in the Workplace](#)
- ❑ ALI – [Process Mapping: Toolkit and Techniques](#)
- ❑ ALI – [Peak Productivity Hacks](#)

Continuous Learning/Self-Improvement

Definition: Assessing skills and capabilities, evaluate learning gaps and seeking ways to consistently improve performance. Maximizing potential with the continuous investigation of new perspectives, approaches, experiences, and behaviors.

Strengths

- Sets concrete goals for work activities and behavior to achieve desired outcomes and meet expectations.
- Shows interest and pursues appropriate learning activities, fulfilling self-development, addressing learning gaps, and facilitating career progression.
- Works to develop existing competencies to a higher level.
- Applies new technical and business information/knowledge to practical use on the job.
- Demonstrates self-reflection
- Solicits feedback from others regarding performance.

Backhands

- Struggles to set goals for work activities and behavior to achieve desired outcomes and meet expectations.
- Shows little interest in pursuing learning activities, fulfilling self-development, addressing learning gaps, and/or facilitating career progression.
- Does not work to develop existing competencies to a higher level.
- Has difficulty applying new technical and business information and/or knowledge to practical use on the job.
- Must be prompted to spend time in self-reflection.
- Does not solicit feedback from other regarding performance.

Connections to Masco Core Values and Enterprise Leadership Framework

- Drive for Results, Continuously Improve
- Build Great Teams & Orgs – Be self-aware and authentic – act with humility and seek feedback.
- Build Great Teams & Orgs – Stretch yourself and others – consistently raise expectations to support growth.
- Create Winning Strategies – Be constantly curious – push for new approaches and solutions
- Execute with Urgency – Constantly pursue gaps – be uncomfortable with the status quo.
- Get Outside Your Comfort Zone – Accelerate our progress by sharing best practices and learnings.

Continuous Learning/Self-Improvement – Learning & Growth Opportunities

To Enhance Your Strengths:

- ❑ Check out the [Continuous Learning & Self-Improvement Folder](#) in the [Leader Resource Library](#) for articles, e-books, podcasts, brief tutorials, blogs, TedTalks, checklists, templates, questionnaires and more to help you enhance your skills in this area.
- ❑ Complete [this form](#) to add your name and specialty to the *MSS Each One, Teach One* database, so that you might serve as a personal **Continuous Learning/Self-Improvement** resource to another MSS employee who may need to "level up" in this area.
- ❑ Document a specific **Continuous Learning/Self-Improvement** process or technique via video or SOP and upload to your Team's shared documents.
- ❑ Choose a book, article, website, course, etc. that has been particularly helpful in developing your **Continuous Learning/Self-Improvement** skills and ask for time in an upcoming team meeting to share information about it with your colleagues.

To Address Your Backhands:

- ❑ Watch the recording of the [2025 Continuous Learning Peer-to-Peer](#) event.
- ❑ Choose a tutor/mentor from among your colleagues by searching the [MSS Each One, Teach One Database](#). Reach out directly to your colleague to connect.

LinkedIn Learning Courses (20-120 mins)

- ❑ [Continuous Learning & Self-Improvement Learning Path](#)
 - [Lifelong Learning as a Tool for Building Your Career](#)
 - [Leading Yourself](#)
 - [Developing a Learning Mindset in the Age of AI](#)
 - [Build a Personal Learning Plan and Stick with It](#)
 - [How to Learn Faster](#)
 - [Discovering Your Strengths](#)
 - [Strategies to Improve Self-Awareness](#)
 - [Learning From Failure](#)
 - [Habits for Becoming Your Most Effective Self](#)
 - [Learning with Agility in the Age of AI](#)

Velsoft Articulate eLearning (90-120 mins)

- ❑ VEL – [Becoming a Better Learner](#)
- ❑ VEL – [Self-Leadership](#)
- ❑ VEL – [Developing Your Executive Presence](#)
- ❑ VEL – [Personal Brand: Maximizing Personal Impact](#)

Alison Certificate Courses (2-4 hrs)

- ❑ ALI – [Building Your Personal Learning Ecosystem](#)
- ❑ ALI – [Self Awareness: Empower Your Life and Career](#)
- ❑ ALI – [Growth Mindset for Success](#)

Analytics Core Capabilities

06.

Customer Focus

Problem Solving

Analytic Insights and Recommendations

Data Visualization

Presentation Skills/Storytelling

Technology Skills

Customer Focus

Definition: Commitment to customer wellbeing and satisfaction. Builds constructive working relationships characterized by a high level of product knowledge, cooperation and mutual respect.

Strengths

- Understands and executes on the expectations of our internal and external customers.
- Has significant knowledge of our customers and their products and applies this knowledge to improve work outputs.
- Is a trusted partner for Analytics to the business unit(s) they service.
- Is held in high regard by contacts within their assigned business unit(s).

Backhands

- Struggles to understand and/or execute on the expectations of internal and external customers.
- Lacks knowledge of our customers, their products or how to apply said knowledge to effectively improve work outputs.
- Needs to improve relationships with contacts at the business unit(s) they service.

Connections to Masco Core Values and Enterprise Leadership Framework

- Focus on the Customer
- Create Winning Strategies – Intently know our customers and consumers
- Execute With Urgency – Learn and live the system – bring your energy and thinking to it.
- Get Outside Your Comfort Zone – Use the network – internal/external relationships and resources to get better outcomes

Customer Focus – Continuous Learning & Growth Opportunities

To Enhance Your Strengths:

- ❑ Share your expertise with the MSS community at large. Complete [this form](#) to volunteer to participate in an *MSS Peer-to-Peer Event* related to **Customer Focus**. (Previous Peer-to-Peer Events have included: Presentation Skills Panel, Microsoft Teams Tips & Tricks, and Video Editing w/ ClipChamp.)
- ❑ Access the [Know Your Customer](#) folder in the [Leader Resource Library](#) for articles, e-books, podcasts, brief tutorials, blogs, TedTalks, checklists, templates, questionnaires, and more to help you enhance your skills in this area.
- ❑ Complete [this form](#) to add your name and specialty to the *MSS Each One, Teach One* database, so that you might serve as a personal **Customer Focus** resource to another MSS employee who may need to "level up" in this area.
- ❑ Document a specific **Customer Focus** process or technique via video or SOP and upload to your Team's shared documents.
- ❑ Choose a book, article, website, course, etc. that has been particularly helpful in developing your **Customer Focus** skills and share in an upcoming team meeting,

To Address Your Backhands:

Product Knowledge Courses

- ❑ [DFC Product Knowledge Courses](#) - in the LMS
- ❑ [Additional Product Knowledge](#) - other BUs
- ❑ [Delta Faucet Company University](#) - Create a login to access content
- ❑ [Pipeline – The Delta Resource Library](#)

LinkedIn Learning Courses (20-120 mins)

- ❑ LIL – [Developing a Service Mindset](#)
- ❑ LIL – [Customer Service: Managing Customer Expectations](#)
- ❑ LIL – [Creating Customer Value](#)
- ❑ LIL – [The 10 Pillars of Customer Experience](#)
- ❑ LIL – [Earn Customer Trust and Cultivate Lasting Relationships](#)
- ❑ LIL – [Customer Service Leadership](#)
- ❑ LIL - [Innovative Customer Service Techniques](#)
- ❑ LIL – [Building Rapport with Customers](#)
- ❑ LIL – [Listening to Customers](#)

Velsoft Articulate eLearning (90-120 mins)

- ❑ VEL – [Critical Elements of Customer Service](#)
- ❑ VEL – [Active Listening](#)
- ❑ VEL – [Managing Customer Service](#)
- ❑ VEL – [Managing Difficult Conversations](#)

Alison Certificate Courses (2-4 hrs)

- ❑ ALI – [Customer Service Skills](#)
- ❑ ALI – [Stakeholder Relationship Management](#)
- ❑ ALI – [Winning Customer Trust and Loyalty](#)

Problem Solving

Definition: Identifies and analyzes problems to determine root causes and impacts. Resolves difficult or complicated challenges. Seeks clarification when information is unclear.

Strengths

- ❑ Seeks to uncover the root cause of problems encountered.
- ❑ Asks penetrating questions to ensure the right problem is defined.
- ❑ Acts with urgency to resolve problems and acts appropriately to prevent the same problem from occurring again.

Backhands

- ❑ Limited understanding of root cause.
- ❑ Needs guidance to ask probing questions and look beyond the first answer.
- ❑ Has foundational skills to define the right problem and gather information to move toward a solution
- ❑ Needs support to develop and implement effective solutions for current and future problems.

Connections to Masco Core Values and Enterprise Leadership Framework

- Continuously Improve
- Execute With Urgency – Constantly pursue gaps – be uncomfortable with the status quo
- Create Winning Strategies – Be constantly curious – push for new approaches and solutions
- Create Winning Strategies – See around the corner – identify what's needed to meet future demands
- Create Winning Strategies – Cultivate breakthrough thinking – ask the right questions and let the ideas flow

Problem Solving – Continuous Learning & Growth Opportunities

To Enhance Your Strengths:

- ❑ Share your expertise with the MSS community at large. Complete [this form](#) to volunteer to participate in an *MSS Peer-to-Peer Event* related to **Critical Thinking/Problem Solving**. (Previous Peer-to-Peer Learning Events have included: Interpersonal Communication, Collaboration & Teamwork, Attention to Detail & Continuous Learning.
- ❑ Access the [Problem Solving](#) and [Critical Thinking](#) folders in the [Leader Resource Library](#) for articles, e-books, podcasts, brief tutorials, blogs, TedTalks, checklists, templates, questionnaires, and more to help you enhance your skills in this area.
- ❑ Complete [this form](#) to add your name and specialty to the *MSS Each One, Teach One* database, so that you might serve as a personal **Problem Solving** resource to another MSS employee who may need to "level up" in this area.
- ❑ Volunteer to participate in a Kaizen or other CI event.
- ❑ Document a specific **Problem Solving** process or technique via video or SOP and upload to your Team's shared documents.
- ❑ Choose a book, article, website, course, etc. that has been particularly helpful in developing your **Problem Solving** skills and share in an upcoming team meeting.

To Address Your Backhands:

MOS Resources

- ❑ MOS – [Problem Solving Process Intro Video](#)
- ❑ MOS – [PSP: Problem Solving Process Training w/Drew Estes](#)
- ❑ MOS – [PSP: Problem Solving Process In-Depth Training](#)
- ❑ MOS – [Root Cause Counter Measure \(RCCM\) Form Training](#)
- ❑ MOS – [PSP: Problem Solving Tools and Techniques](#)

LinkedIn Learning Courses (20-120 mins)

- ❑ LIL – [Root Cause Analysis – Getting to the Root of Business Problems](#)
- ❑ LIL – [Reframing: The Power of Changing Your Perspective](#)
- ❑ LIL – [Problem-Solving Techniques](#)
- ❑ LIL – [Crafting Questions to Make Better Decisions](#)
- ❑ LIL – [Critical Thinking and Problem Solving](#)
- ❑ LIL – [Root Cause Analysis: Systemic Problem Prevention](#)
- ❑ LIL – [Ten Habits of Great Problem Solvers](#)
- ❑ LIL – [Confronting Bias: Thriving Across Our Differences](#)
- ❑ LIL – [Systems Thinking](#)
- ❑ LIL – [Navigating Ambiguity](#)

Velsoft Articulate eLearning (90-120 mins)

- ❑ VEL – [Problem Solving and Decision Making](#)
- ❑ VEL – [Design Thinking](#)
- ❑ VEL – [Critical Thinking](#)
- ❑ VEL – [Unconscious Bias](#)

Alison Certificate Courses (2-4 hrs)

- ❑ ALI – [Turn Your Thinking Around: New Approaches to Problem Solving](#)
- ❑ ALI – [Thinking Critically](#)
- ❑ ALI – [Creative Problem Solving](#)

Analytic Insights & Recommendations

Definition: Gaining valuable and powerful information by analyzing data and making suggestions that can be used to solve problems, drive decisions and support business growth for our customers.

Strengths

- ❑ Seeks out opportunities to increase sales or reduce costs for our business unit partners
- ❑ Looks below the surface to uncover patterns in the data that are not apparent at first glance
- ❑ Provides analytic insights and recommendations to support business growth.
- ❑ Manages personal biases and uses data to support recommendations.

Backhands

- ❑ Struggles to find ways to increase sales or reduce costs for business unit partners.
- ❑ Needs guidance to uncover patterns in the data
- ❑ Provides minimal analytic insights and recommendations to support business growth
- ❑ Makes recommendations based on personal biases instead of data.

Connections to Masco Core Values and Enterprise Leadership Framework

- Drive for Results, Focus on the Customer, Continuously Improve
- Execute with Urgency – Constantly pursue gaps – be uncomfortable with the status quo.
- Execute with Urgency – Ask penetrating questions and define the right problem – get insights to inform action.
- Create Winning Strategies – See around the corner – identify what's needed to meet future demands.
- Get Outside Your Comfort Zone – Accelerate our progress by sharing best practices and learnings.
- Get Outside Your Comfort Zone – Help different perspectives and ideas emerge.

Analytic Insights & Recommendations – Continuous Learning & Growth Opportunities

To Enhance Your Strengths:

- ❑ Complete [this form](#) to add your name and specialty to the *MSS Each One, Teach One* database, so that you might serve as a personal Analytic Insights & Recommendations resource to another MSS employee who may need to "level up" in this area.
- ❑ Document a specific Analytic Insights & Recommendations process or technique via video or SOP and upload to your Team's shared documents.
- ❑ Choose a book, article, website, course, etc. that has been particularly helpful in developing your Analytics Insights & Recommendations skills and ask for time in an upcoming team meeting to share information about it with your colleagues.

To Address Your Backhands:

- ❑ Choose a tutor/mentor from among your colleagues by searching the [MSS Each One, Teach One Database](#). Reach out directly to your colleague to connect.

LinkedIn Learning Courses (20-120 mins)

- ❑ LIL – [Actionable Insights and Business Data in Practice](#)
- ❑ LIL – [Business Data: From Requirements to Insights](#)
- ❑ LIL – [Turning Data into Strategies](#)
- ❑ LIL – [Data-Driven Decision-Making for Business Professionals](#)
- ❑ LIL – [The Data Science of Retail, Sales and Commerce](#)
- ❑ LIL – [Customer Insights and Consumer Analytics for Orgs – Concepts](#)
- ❑ LIL – [Customer Insights and Consumer Analytics for Orgs - Tools](#)
- ❑ LIL – [Essential Elements of Predictive Analytics and Data Mining](#)
- ❑ LIL – [Predictive Customer Analytics](#)

Data Camp Courses (Financial Approval Required)

- ❑ DAT – [Data Communication Concepts](#)
- ❑ DAT - [Communicating Data Insights](#)

Data Visualization

Definition: Representing data using common graphics such as charts, plots, infographics and even animations to communicate complex data relationships and data-driven insights in a way that is easy to understand.

Strengths

- ❑ Creates and translates data into an appropriate visual context.
- ❑ Understands the needs of the audience and can use a graph/chart to aptly tell a story or identify a required action.
- ❑ Demonstrates an understanding of the data and how to leverage its use.

Backhands

- ❑ Struggles to translate the data in an appropriate visual context.
- ❑ Needs guidance to tell a story or identify a required action using a chart/graph.
- ❑ Has limited understanding of the data and how to effectively leverage it.

Connections to Masco Core Values and Enterprise Leadership Framework

- Drive for Results, Focus on the Customer, High Performance Teams
- Build Great Teams & Organizations – Stretch yourself and others – consistently raise expectations to support growth.
- Create Winning Strategies – Intently know our customers and consumers
- Create Winning Strategies – Make the complex simple – focus on the critical few
- Execute with Urgency – Manage the details and the big picture – know when to dive deep and stay high.
- Get Outside Your Comfort Zone – Accelerate our progress by sharing best practices and learnings.

Data Visualization– Continuous Learning & Growth Opportunities

To Enhance Your Strengths:

- ❑ Complete [this form](#) to add your name and specialty to the *MSS Each One, Teach One* database, so that you might serve as a personal **Data Visualization** resource to another MSS employee who may need to "level up" in this area.
- ❑ Document a specific **Data Visualization** process or technique via video or SOP and upload to your Team's shared documents.
- ❑ Choose a book, article, website, course, etc. that has been particularly helpful in developing your **Data Visualization** skills and ask for time in an upcoming team meeting to share information about it with your colleagues.

To Address Your Backhands:

- ❑ Choose a tutor/mentor from among your colleagues by searching the [MSS Each One, Teach One Database](#). Reach out directly to your colleague to connect.

LinkedIn Learning Courses (20-120 mins)

- ❑ LIL – [Data Visualization: Best Practices](#)
- ❑ LIL – [Data Visualization Tips and Tricks](#)
- ❑ LIL – [Data Visualization for Data Analysts](#)
- ❑ LIL – [Data Visualization for Data Analysis and Analytics](#)
- ❑ LIL – [Power BI Data Visualization and Dashboard Tips & Tricks](#)
- ❑ LIL – [Data Analytics: Dashboards vs. Data Stories](#)
- ❑ LIL – [PowerPoint Data Visualization: High Impact Charts & Graphs](#)
- ❑ LIL – [How to Create Executive Level Data Visualizations](#)

Data Camp Courses (Financial Approval Required)

- ❑ DAT – [Data Visualization in Excel](#)
- ❑ DAT – [Data Visualization in Power BI](#)

Alison Certificate Courses (2-4 hrs)

- ❑ ALI – [Interactive Dashboards and Data Visualization in Excel](#)
- ❑ ALI – [Data Science – Visualizing Data and Exploring Models](#)
- ❑ ALI – [Understand the Essentials of Excel Data Visualization](#)
- ❑ ALI – [Introduction to Analysis with Power BI Desktop](#)

Presentation Skills/Storytelling

Definition: Effectively creating a narrative that simplifies complicated information, provides supporting evidence, clarifies discrepancies and underscores the importance of the data being presented in a way that resonates with the customer.

Strengths

- Presents data and identifies insights in a compelling way that keeps the audience engaged.
- Prepares in advance and seeks input from peers/managers.
- Provides thoughtful verbal and visual feedback and insights which drive action.

Backhands

- Presentations do not hold the attention of the audience and fall short of making the important points.
- Seeks minimal feedback and is ill-prepared to present.
- Needs support to provide the kind of feedback and insights that engage and drive action.

Connections to Masco Core Values and Enterprise Leadership Framework

- Focus on the Customer, High-Performance Teams, Drive for Results
- Build Great Teams & Organizations – Inspire, motivate, and bring people along – do it at all levels of the organization.
- Create Winning Strategies – Intently know our customers and consumers.
- Create Winning Strategies – Make the complex simple – focus on the critical few.
- Execute with Urgency – Manage the details and the big picture – know when to dive deep and stay high.
- Get Outside Your Comfort Zone – Accelerate our progress by sharing best practices and learnings.

Presentation Skills/Storytelling – Continuous Learning & Growth Opportunities

To Enhance Your Strengths:

- ❑ Complete [this form](#) to add your name and specialty to the *MSS Each One, Teach One* database, so that you might serve as a personal **Presentation Skills/Storytelling** resource to another MSS employee who may need to "level up" in this area.
- ❑ Access the [Presentation Skills & Public Speaking](#) folder in the [Leader Resource Library](#) for articles, e-books, podcasts, brief tutorials, blogs, TedTalks, checklists, templates, questionnaires, and more to help you enhance your skills in this area.
- ❑ Join your local chapter of [Toastmasters International](#).
- ❑ Document a specific **Presentation Skills/Storytelling** process or technique via video or SOP and upload to your Team's shared documents.
- ❑ Choose a book, article, website, course, etc. that has been particularly helpful in developing your **Presentation Skills/Storytelling** skills and ask for time in an upcoming team meeting to share information about it with your colleagues.

To Address Your Backhands:

- ❑ Choose a tutor/mentor from among your colleagues by searching the [MSS Each One, Teach One Database](#). Reach out directly to your colleague to connect.

LinkedIn Learning Courses (20-120 mins)

- ❑ LIL – [Presenting Data Effectively to Inform and Inspire](#)
- ❑ LIL – [Telling Stories with Data](#)
- ❑ LIL – [Visual Storytelling in PowerPoint](#)
- ❑ LIL – [Storytelling for Data and Design](#)
- ❑ LIL – [Data Visualization: Storytelling](#)
- ❑ LIL – [Data Storytelling Mistakes to Avoid](#)
- ❑ LIL – [Creating and Giving Business Presentations](#)
- ❑ LIL – [Magnetic Public Speaking: How to Engage Your Audience](#)

Velsoft Articulate eLearning (90-120 mins)

- ❑ VEL – [10 Minute Presentations](#)
- ❑ VEL – [Delivering Dynamic Virtual Presentations](#)
- ❑ VEL – [Developing Your Executive Presence](#)

Data Camp Courses (Financial Approval Required)

- ❑ DAT – [Data Storytelling Concepts](#)
- ❑ DAT – [Data Communication Concepts](#)
- ❑ DAT – [Communicating Data Insights](#)

Alison Certificate Courses (2-4 hrs)

- ❑ ALI – [Storytelling for Business Success](#)
- ❑ ALI – [Create Powerful Presentations in PowerPoint](#)
- ❑ ALI – [Professional Presentation Techniques](#)

Technology Skills

Definition: Leverages existing technologies efficiently to solve problems, complete tasks, accomplish goals and improve processes. Displays adaptability to and curiosity about new and emerging technology.

Strengths

- ❑ Possesses specialized knowledge and expertise utilizing a specific tool to drive results and efficiencies within role.
- ❑ Seeks continuous training and application of skills to ensure mastery of tool.
- ❑ Uses the most suitable tool for the project and solicits feedback from others on the usage of the tool when trying to solve a problem.
- ❑ Uses Power BI in daily analytic activities.

Backhands

- ❑ Possesses cursory knowledge and skills in the specific tool needed to be successful within role.
- ❑ Must be prompted to learn and/or expand technological proficiency.
- ❑ Needs guidance to choose the most suitable tool for the project and struggles to use it effectively.
- ❑ Needs support to use Power BI efficiently.

Connections to Masco Core Values and Enterprise Leadership Framework

- Continuously Improve
- Get Outside Your Comfort Zone – Accelerate our progress by sharing best practices and learnings
- Get Outside Your Comfort Zone – Help different perspectives and ideas to emerge
- Create Winning Strategies – Be constantly curious – push for new approaches and solutions.

Technology Skills – Continuous Learning & Growth Opportunities

To Enhance Your Strengths:

- ❑ Share your expertise with the MSS community at large. Complete [this form](#) to volunteer to participate in an *MSS Peer-to-Peer Event* related to a specific program or platform. (Previous Peer-to-Peer Learning Events have included: Presentation Skills Panel, Microsoft Teams Tips & Tricks, and Video Editing w/ ClipChamp.)
- ❑ Complete [this form](#) to add your name and specialty to the *MSS Each One, Teach One* database, so that you might serve as a personal resource to another MSS employee who may need to "level up" their skills in a specific program or platform.
- ❑ Use your Personal Growth Fund to purchase a personal subscription to DataCamp or Udemy Business.
- ❑ Document a specific process or technique with a program or platform via video or SOP and upload to your Team's shared documents.
- ❑ Choose a book, article, website, course, etc. that has been particularly helpful in developing your technological skills and ask for time in an upcoming team meeting to share information about it with your colleagues.

To Address Your Backhands:

- ❑ Choose a tutor/mentor from among your colleagues by searching the [MSS Each One, Teach One Database](#). Reach out directly to your colleague to connect.

LinkedIn Learning Courses (20-120 mins)

- ❑ LIL – [Getting Started with Power BI](#)
- ❑ LIL – [Power BI Essential Training](#)
- ❑ LIL – [Complete Guide to Power BI for Data Analysts](#)
- ❑ LIL – [Power BI Data Methods](#)
- ❑ LIL – [Power BI Data Modeling with DAX](#)
- ❑ LIL – [Using Power BI with Excel](#)
- ❑ LIL – [Learning Excel: Data Analysis](#)
- ❑ LIL – [Excel: Managing and Analyzing Data](#)
- ❑ LIL – [Excel for Business Analysts](#)

Data Camp Courses (Financial Approval Required)

- ❑ DAT – [Data Analysis in Excel](#)
- ❑ DAT – [Introduction to Power Query in Excel](#)
- ❑ DAT – [Power Pivot in Excel](#)
- ❑ DAT – [DAX Functions in Power BI](#)
- ❑ DAT – [Trend Analysis in Power BI](#)
- ❑ DAT – [Reports in Power BI](#)

Alison Certificate Courses (2-4 hrs)

- ❑ ALI – [Fundamental Data Analysis using Power BI](#)
- ❑ ALI – [Mastering Data Analysis using Microsoft Excel](#)