

Using this template

This template is based on our [article](#) on speaking at dbt meetups. To use it, make a copy and start editing!

1. What is the business problem?

Relating to a business problem helps audience members understand why you undertook a project. For example:

- *The finance team didn't trust our numbers*
- *We were never sure what led to an increase in customer conversion*
- *We got a new data source, which had adverse effects on our Redshift cluster due*
- *The data team couldn't find a balance between ad hoc requests and roadmap work*
- *Our tracking across mobile and web was completely inconsistent*

- [Your notes here]

2. How did this manifest?

Include evidence that this is a genuine problem — this helps create buy-in from the audience. Slack screenshots, quotes, charts, etc. are all good here!

- [Your notes here]

3. What tactics were used to solve the problem?

Three feels like a good number here. Make sure to emphasize people and process solutions as well as technology solutions.

- [Tactic 1]
- [Tactic 2]
- [Tactic 3]

4. What was the impact on the business problem?

Since you set out a problem to be solved, it's worth revisiting it. It's okay if you found that your project didn't go as planned — there's a valuable lesson in there. Again, including evidence of improvement feels valuable.

- [Your notes here]

5. What other things were learned, and/or what next steps are you taking?

Summarize high level lessons that others can take-away, and potentially talk about what you'd do differently, or what you plan on doing next.

- [Your notes here]