

KEVIN J. PAYNE, PH.D.

SOCIAL PSYCHOLOGIST | DATA SCIENTIST | FOUNDER | ADVISOR

I make human data make sense.

In today's fast-paced, crowded business environment, your organization must make sense of human data and put it into action for better [operational](#), [marketing](#), [customer relations](#), and [human resource](#) decisions.

Real [data](#), guided by solid social and behavioral [science](#), are the raw materials for those better [decisions](#). They are the difference between [success](#) and failure.

I use real data and real science help you [make](#), [implement](#) and [monitor](#) better decisions, programs, practices and policies.

I help you increase your organizational capital by [teaching](#) your staff how to [integrate](#) those data and scientific [insights](#) into their improved workflows.

WHO I SERVE

I work with [startup](#), [early](#) and [growth](#) stage [companies](#), and [small](#) to [medium](#) organizations, [nonprofits](#), [firms](#) and [agencies](#), especially in the [technology](#), [science](#), [health & wellness](#), and [applied](#) social & behavioral science sectors.

I am selectively available for [advising](#), [research](#), social and behavioral [consulting](#), [training](#) or [advanced analytics](#) by project or retainer.

WHAT I DO

I use data, science & experience to give you an actionable picture of your reality and possibilities.

ADVISING & CONSULTING



Advise organizations on the best ways to include data and social & behavioral science into existing workflows and decision-making so they won't become blindsided by poor planning and wishful thinking.

ORGANIZATIONAL EVALUATION

Critical analysis of your organization or a specific program, process or policy, backed by real data and validated science, along with practical instructions for implementation, improvement and monitoring



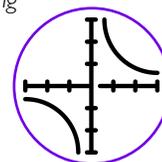
RESEARCH DESIGN



Bad data are worse than none. Make sure you're collecting the right data in the right ways to reliably answer your organization's questions. Includes surveys, interviews, focus groups, experiments, incidental & secondary data. Data augmentation from reliable outside sources.

DATA ANALYSIS

A full range of statistical & machine learning approaches; parametric, nonparametric & mixed methods; predictive, prescriptive & causal models. I select the right technique to insure you have trustworthy answers.



INTERPRETATION & REPORTING



Using social and behavioral science, as well as business & management experience, to answer all-important questions for technical, business, or consumer audiences. Formats include written reports, presentations, slide decks & dashboards.

WORKSHOPS & TRAINING

Teach & coach executives, professionals & employees about two things:
(1.) how to easily integrate data and scientific thinking into your better decision-making, and
(2.) how to operate successfully under distress.



WHAT I DELIVER

1. Actionable insights, based on valid data, scientific rigor, and decades of experience.
2. Science-backed, data driven, systematically monitored programs for targeted organizational improvements.
3. Validated instruments for systematically collecting data that truly answer pressing organizational questions.
4. Data storage, visualization and analytic frameworks, applications, & procedures.
5. Guidance for data analysts, scientists, decision makers, and early stage executives.
6. Print and digital materials supporting all phases of data collection, analysis, interpretation, and implementation.
7. Face-to-face and online workshops, seminars and classes on organizational analytics and their effective use.

HOW I DELIVER

Reports | Presentations | Interactive Consultation | Dashboards | Workshops | Applications | Analytic Models

WHAT I'M COMMITTED TO

1. A beneficial, socially aware presence.
2. Partnering with, and contributing to, companies, consultants, nonprofits, public agencies, and movements supporting better lives through better products and services.
3. Maintaining an active research & development program in human data science and the analysis of relevant organizational quality issues.
4. Speaking for scientifically-informed, data driven, and humane practices, policies, and procedures.

Data are the traces of real human lives.

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About Dr. Payne

Kevin J. Payne holds a doctorate in Sociology and Psychology from the University of Missouri. A research methodologist and data scientist by specialization, he has especially studied how people and organizations can best thrive under distress and disadvantage since the 90s. He has designed, conducted, managed, or consulted on more than a thousand basic and applied research and data science projects across most segments of business, industry and public policy. He has published or presented almost 50 works of original research in regional, national, and international venues. Tens of thousands have been educated, inspired, and entertained by his classes, workshops, seminars, and speeches. After 15 years as a professor, he left to become a serial entrepreneur and has previously founded or co-founded 4 bootstrapped, revenue-positive companies. He has led enterprises generating millions in annual revenues and posting year over year double-digit growth. And he advises early and growth stage companies and nonprofits. His current company, Chronic Cow™, is a labor of love.

Personally? He was born and raised in the KC Metro. Has lived with multiple sclerosis since at least 2002. Adores activities with heights and pointy objects. Can never have too many books. Thrives in front of an audience. Loves collecting new experiences in far flung places. Is devoted to his animals and kids. And is sometimes a pirate.

