

**Armstrong Wolfe**

**The Power of Collective Ambition**

# **The COO Debating Society**

**The Motion: The Human Touch,  
not Technology, defines Data Quality**

**5th December 2024**

Hosted by NTT DATA, 1 King William St, London EC4N 7AR



**ARMSTRONG WOLFE™**



## **Simon Driscoll**

Vice President, Head of Data & Intelligence

**NTT DATA UK**

# **Invites you to the London 2024 COO Debate**

17.00 - 21.30 **Thursday 5th December 2024**

## **The Motion: The Human Touch, not Technology, defines Data Quality**

### **Evening Programme**

- 17.00 - 18.15 Reception
- 18.15 - 18.30 Welcome and Team Introductions
- 18.30 - 20.30 Debate
- 20.30 - 21.30 Drinks

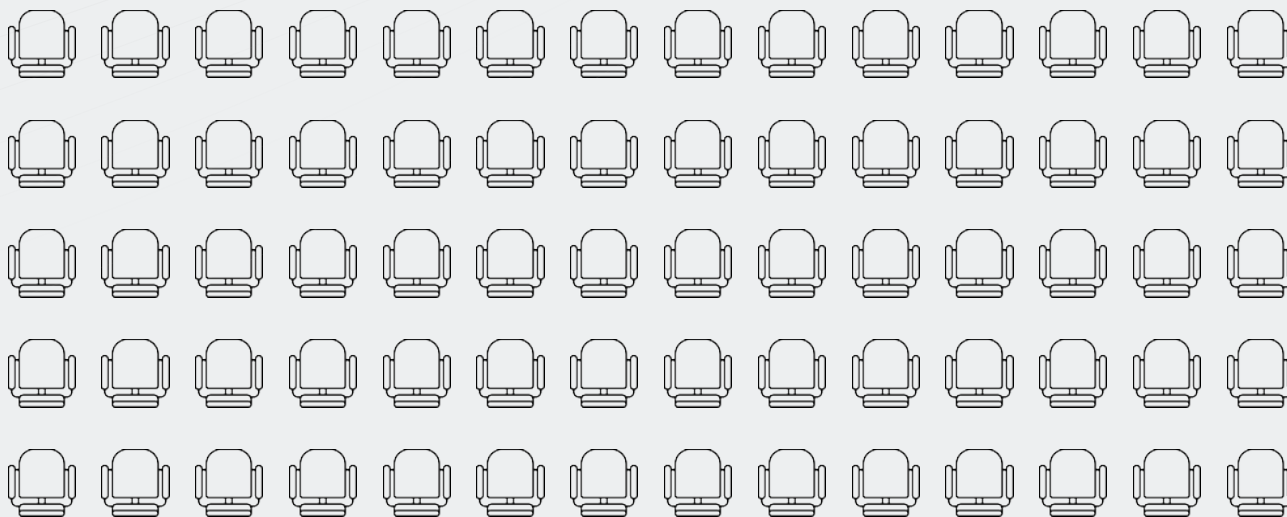
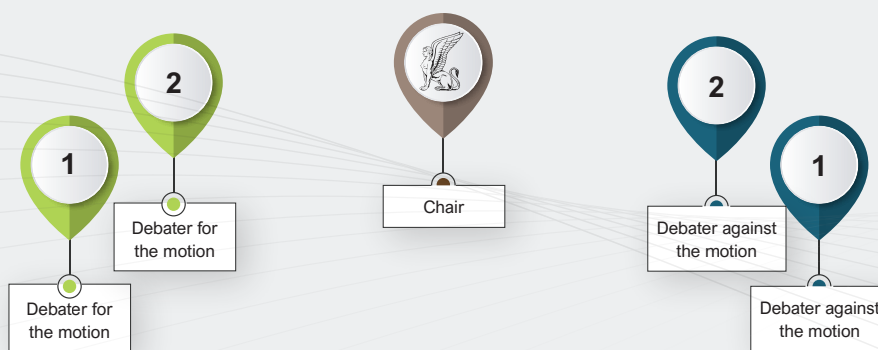
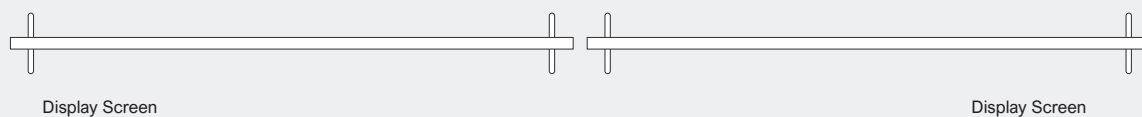
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# Let the debate **begin**

4 Debaters, 1 Chair and 50+ COOs and business managers in the audience.



Floor plan for illustration purposes only

# The COO Debating Society

Since 2015 Armstrong Wolfe has been running round table debates supporting the Chief Operating Officers of Markets, Banking and Asset Management.

Additionally in 2016 Women in the COO Community (**WCOOC**) was established and in 2020 the International COO Community (**iCOOC**). 2023 saw a re-purposing of WCOOC, repositioning it to play an on going and important role as part of **Ad Centrum**, the COO Centre of DEI Debate a world where everyone belongs.

Introduced at Armstrong Wolfe's inaugural COO Summit in February 2023, the COO Debating Society held its first debate, Purpose verses Controls as the choosen means to manage conduct.

Through debate the society seeks to draw attention to subjects at the heart of the COO's mandate. The judges and audience are briefed they can only vote on the strength of the argument presented, not any predetermined views on the subject. The debates will often place aspects which are complementary against each other, where both are clearly needed for success but you can only vote for one.

The debate affords each team the opportunity to take the audience on a non linear journey to a result that is not preteremined, as both are often needed but the strength of the argument defines the result. The debate is used to break down and present the strengths of each in its own right, and prompt thought on important aspects of the COO's day to day activities.

The COO Debating Society is open to the directorate of corporate members of iCOOC and Ad Centrum, the Society's alumni (previous judges, debaters and hosts), and invited guests.



# Rules of Debate

- » There are 4 judges and a Chair.
- » There are 2 teams, each consisting of two debaters, a primary and a secondary.
- » Each debater will have 5 minutes to speak. The primary debater for the motion gives the first speech, with the primary against the motion responding, followed by the second for and second against the motion
- » The team for the motion has the right to make any reasonable definition of each of the terms of the proposition. If the team against challenges the reasonableness of a definition by the other team, the judge must accept the definition of the team that shows better grounds for its interpretation of the term.
- » The team for the motion must advocate everything required by the topic itself. No revision of position of a team is permitted during the debate.
- » Whosoever asserts must prove. To establish an assertion, the team must support it with enough evidence and logic to convince an intelligent but previously uninformed person that it is more reasonable to believe the assertion than to disbelieve it. Facts must be accurate. Visual materials are permissible, and once introduced, they become available for the opponents' use if desired.
- » There are 3 questioning periods: Judges, audience, and team to team.
- » The questioner may ask any fair, clear question that has a direct bearing on the debate.
- » The questioner may use the opportunity to reaffirm a case, to tear down a part of a case, or to ascertain facts, such as a team's position on a certain issue.
- » The questioner must confine themselves to questions and not make statements, comments, or ask rhetorical questions.
- » The judges and the audience must base their decisions entirely on the material and argument presented, without regard for other material which they may happen to possess or opinions they may have pre-debate.

## Etiquette

### What not to do whilst debating:

- » Falsifying, making up or altering evidence.
- » Publicly disagreeing with the judges' decision.
- » Interrupting other debaters as this can suggest that your argument isn't very strong.
- » Disagreeing with facts or obvious truths.
- » Acting aggressively or offensively towards debaters, judges, audience etc.



## Be respectful with the other team

### Principles

# Debate structure

## Introductions By The Chair

15 Minutes

- » The Chairperson will introduce the debate and the judges before introducing the debate teams (debaters will be asked to provide a 30 second biography of their career).

## Opening Presentations

20 minutes

- » The teams will draw lots to set the order of debate.
- » Primary debaters will have 5 minutes to present their thoughts.
- » Secondary debaters will have 4 minutes to present supporting thoughts.

On-line the audience will be asked to judge the opening commentary:

On a scale of 1 to 10, 1 being **Go Home** to 10 being **Nailed It**, rate the performance

## Judges Questions

20 minutes

- » The Chairperson will ask each judge to pose a question to each team,
- » Each team will be asked to respond to the judges' questions in a 10-minute segment.
- » The purpose of the judges' questions is to push debaters to go deeper in their arguments, to substantiate their statements and to demonstrate a more complex and sophisticated grasp of the debate and the key issues at stake.

On-line the audience will be asked to assess the handling of their questions.

On a scale of 1 to 10, 1 being **Completely Sunk** to 10 being **With Aplomb**, rate the performance



# Whosoever asserts must prove

Rules of engagement.

# Debate structure

## Audience Questions & Team Exchanges

20 minutes

- » The Chairperson invites questions from the audience.
- » Participants from the floor will be asked to give their name, employer, and present position.
- » Each team will respond to the questions; debaters cannot abstain from answering any question.
- » During this period, teams will be allowed under the Chairperson's management to directly challenge each other and pose questions to their opponents.

On-line the audience will be asked to assess the handling of the audience's questions

On a scale of 1 to 10, 1 being **No Impact** to 10 being **Highly Compelling**, rate the performance

## Team to Team

5 minutes

- » The secondary speakers will ask the opposing secondary speaker one question. The speaker for the motion will ask first.

## Team Closing Remarks

10 minutes

- » The primary debater for each team is then allowed up to 3 minutes to sum up their argument and/or make a brief closing address.

## Feedback And Comments From The Judges

10 minutes

- » The judges will offer constructive feedback to each team, commenting on the strengths and weaknesses of their arguments.

## Audience Slido Vote

Based upon the strength of the debate presented, which wins your vote?

5 minutes

## Results & Award

**Never underestimate  
the opposing team**

Principles



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# Principles and tips of Debate

## Principles

- » Focus on going after your opponent's case, not your actual opponent.
- » Have fun and take advantage of having an audience.
- » Make (appropriate) jokes, be fun to watch, use effective body language.
- » Try to win them (and the judges) over through both argumentative and non-argumentative means.

## Golden Rules

- » Speak up. Don't read out your palm cards.
- » Listen well to what the other speakers say.
- » Improve your performance and never give up.
- » Keep to the rules of debating. If you violate the rules of debating, you'll lose.
- » Keep it simple. Don't use far-fetched examples or complicated words.
- » Whatever you say - keep the audience in mind.
- » Show confidence - you're on the right side of the Debate.
- » Take notes while the other side are speaking.
- » Do what you're supposed to do - fulfil your role (for the motion: build up a proper case and defend it; against the motion: attack the other team and prove them wrong).
- » Do what you're supposed to do - fulfil your role! (proposing team: build up a proper case and defend it; opposing team: attack the other team and prove them wrong)
- » Be prepared: Try anticipating what the other team will say. As a third speaker, don't use new arguments! A reply to speech does not contain any rebuttal.
- » In all stages of your preparations and during the debate: work together as a team.
- » Never underestimate the opposing team or an opponent.
- » As the team for the motion side: Get the definition right - make it debatable. Keep to the definition. If opposing accept the definition if it's not completely insane! If you disagree with the definition, everybody on your team must challenge the definition,
- » Do research - get the facts right.
- » Give evidence for what you say. Personal examples are not enough.
- » Rank your arguments according to their importance, beginning with the most important point.
- » Focus on the actual topic. If the other side wanders off the topic, bring them back to what it's actually about.
- » Rehearse your speech to adjust your time management.
- » Structure your speech - do signposting. Say, what you want to say, then say it, repeat what you've just said.
- » Be respectful towards the other team.

# Listen well to what the other speakers say

## Principles





# Contact

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