

# Analyst Talk

## 6th Anniversary Special Episode

[00:00:00] **Promo:** Welcome to Analyst Talk with Jason Elder. It's like coffee with an analyst or whiskey with an analyst while organizing a spreadsheet, linking crime events, uncovering patterns, identifying a series, and getting the latest updates on associations, training, and technology. So have a good walk, drive safely, or enjoy your run while joining us as we define the law enforcement analysis profession one episode at a time.

[00:00:25] **Jason:** Thank you for joining me. I hope many aspects of your life are progressing. My name is Jason Elder, and today is our anniversary, our sixth-year anniversary of LEA Podcast, Analysts Talk with Jason Elder. Been six years. Can't believe it's been six years since COVID. But with me, of course, I can think of no other person I'd want to record this podcast than the co-founder of LEA Podcast, Miss Mindy Duong.

Mindy, how we doing?

[00:00:57] **Mindy:** Oh, Jason Same as always, excited every year, every time. I'm like, "We're here?" It- that's the second, the third, fourth, and h- here we are, six years in.

[00:01:07] **Jason:** Yeah I caught myself s- saying that COVID was five years ago recently, and was, like, taken back when I realized it was six years ago. .

And then I was thinking that we've been doing this podcast now for six years and I shouldn't feel that way. We're over 300 episodes with Analysts Talk, and it shouldn't surprise me at all, and yet somehow it is surprising to me.

[00:01:35] **Mindy:** Yeah, I would just wanna say kudos to you, kudos to our team of...

Because we did start during COVID, and I think during that time when a lot of people are or were at home, it's "Oh, what should we..." It was like the what is it? The p- podcast renaissance. I don't know what you would call it. A lot of people are like, "Oh, let me dip my toe in this," so I'm happy that it wasn't just a phase, that we grew out of- Yeah ... of "Oh, well now we're all back into the office. Time to drop this thing." I'm glad that we still kept it going and, like I said, here we are.

[00:02:07] **Jason:** I say this every year, too. I am really proud of the fact that we are able to publish every Monday and be on that schedule people can rely on us to publish every Monday, and to have new content, and to just, again, try to describe the law enforcement analysis profession one episode at a time has really been our goal the whole time.

And so it's always fun. I enjoy it. People do ask me when, have I thought about the end, and yes, I do think about the end, and, 'cause I don't... I rather, right now my thought is, I rather end a year early than end a year late. , But y- you don't know what that is at the time until you give some, probably some hindsight is 20/20 type of viewpoint.

But I still enjoy it. I still enjoy talking with people, getting different perspectives. We haven't even really made a dent in terms of the number of analysts out there to talk to. So I would still have that pool to try to get onto the show. I guess with that al- always being said hey, if you're listening to this and you're interested on being on the show, please contact us, [IALEApodcasts@gmail.com](mailto:IALEApodcasts@gmail.com).

Or if you have somebody in mind "Oh, that person would be great for the show," again, just send us an email making a recommendation and, or an introduction, and we'll reach out to them. So I know I don't know everybody in the IALEIA podcast-- the IALEIA world, and always looking for a variety of perspectives.

So I guess with all that being said, Mindy and again you also mentioned the volunteers and that put this whole thing together. Yes, I do have a team of volunteers, we are able to publish this podcast and get it out onto social media. So again, if you're listening to this maybe for the first time or , this is only a couple episodes that you're into, make sure you're following us on social media, because that's how you get the latest news, the latest episodes on the channel.

And we are on YouTube, Facebook, LinkedIn, X, and Instagram. I always struggle with that because I don't actually do my own social media. We have a person that does our social media. So I am old man elder when it comes to social media, I am a little unsure of all the platforms that we are on. But you should be able to find us out there in one of those.

I know for sure the ones that I named, you- we're on there for. There might be some more, and of course you can always listen in to the podcast by subscribing. Anywhere y- where you can find podcasts, we are on that platform. So, consider subscribing and considering talking to others about the podcast.

Word of mouth really is one of the best forms of marketing, so anything that you can do to help promote the channel we would appreciate. All right. So this episode is going to be fairly quick. We w- just wanted to get together. I think at first, Mindy, what I was thinking is we were just gonna do a commercial together.

It wasn't going to be an actual episode, and we were just gonna do a funny commercial that was maybe a minute or two long. And then I realized that this year, in 2026, June 1st, which is our actual anniversary, that is actually falls on a Monday. So it seemed a little odd to, since that was the first day, June 1st, Monday, June 1st, 2020 was our first day, was our launch date, and we launched five episodes at a time, that it just seemed right that we'd actually , record an episode, and not just a commercial.

[00:06:11] **Mindy:** Yeah, that makes sense. Of course the what is it? Temperature lead analysis. That's golden, right? That's ageless. So we can just play it whenever. It'll probably still be funny 10 years down the line.

[00:06:23] **Jason:** Yes. Temperature lead policing was our c- was our other commercial that we did. I guess now I have to play that during the break of this episode, temperature lead policing, because you're right.

It is ageless, and there'll always be people trying to police the temperature of a room.

[00:06:40] **Mindy:** Maybe not the long pauses, but I do enjoy our little side conversations. Call them bloopers if you want, but obviously the show is edited. It's not live and... But- Yeah ... there are certain points where I'm like, "Now, this is funny."

[00:06:55] **Jason:** Oh, yeah. For the listeners, you don't realize it, but we just had a break there in the action. My son just came in and talked to me and interrupted me, so that got edited out. And so it, we are, always been a recorded show, and so it has been one of those e- things that I tell my guests that, "Hey, it's, if you start going down a rabbit hole you don't wanna go down, just we call a timeout, we redo the question, and I take out the original in editing."

But there have been plenty of moments over the years where I mess-ups happen, I forget what I'm going to say, I forget the next question. The guest h- might have a brain fart. There's definitely been some funny moments during the years. One thing before the series ends, one clip that I'm gonna have to create is a clip of me butchering the guests' names during the intro because there are some that,

man, do I really butcher their name, especially if, like right before we hit record, I was practicing.

And then when the, then I get stage fright, and then I totally butcher it during the intro and have to fix it, re-record it later to get it right. So there's definitely been plenty of those. I could do a whole segment just on me screwing up people's names in the intro.

[00:08:17] **Mindy:** I think that'd be funny, but also endearing 'cause at least you're trying, I feel like some people don't even try. And that's coming from me, and my last name only has one syllable.

[00:08:27] **Jason:** Yeah.

[00:08:28] **Mindy:** And people get it wrong most the time most of my life, and I just stop trying to fix them. I'm like, "Whatever. I know you're referring to me." Yeah. But since I've gotten older, I'm like, "Guys, it's literally one syllable.

Can you please try?" And I know that you try, so I do appreciate it. And most people do try if you, like-

[00:08:44] **Jason:** Yeah. Well, I think with y- with you, I was like, any version of your last name is acceptable with the exception of one, Dung.

[00:08:53] **Mindy:** E- yeah.

[00:08:54] **Jason:** That's the that's the one where I'm like, "Oh, man." It's like I get it in the English language, yeah, that might look like Dung, but also dung is poop, so that's definitely not it, right?

[00:09:08] **Mindy:** Well, imagine me going through high school and people saying dong to me. Or, There is one that I do is when they do Dewgong, which is that Pokemon. Sure. I'm like, "Oh, that's cute." And for the longest time I had that for my profile picture "Dewgong, that's so cute."

Oh. Whatever.

[00:09:25] **Jason:** Yeah. That's funny, that you're a Pokemon. That is great. Oh,

[00:09:31] **Mindy:** my- I was like, "I guess this is me now."

[00:09:33] **Jason:** Yep, yep. Now we're gonna have to get a graphic of you as a Pokemon. That's, that, that's a-

[00:09:37] **Mindy:** Right ...

[00:09:38] **Jason:** yeah.

[00:09:38] **Mindy:** Speaking of my last name, I know this is not related to the podcast- ... but while we're on the top- I j- your last name.

Obviously you've had that your entire life. Like, how did that go for you?

[00:09:49] **Jason:** I never thought about it too much. I think respect your elders was always something that people would say, and then obviously I would perk up because I would hear the, just the name Elder.

I also grew up in a generation where people called you by your last name, and I don't know if the younger genera- Does your generation do that, or did they do that?

[00:10:14] **Mindy:** I think if you were on a sports team or I don't know, younger law enforcement, military, all that stuff yeah.

Yeah. But most of the time, and like I said, especially with my last name what do you say, that being said, when I started in law enforcement I've had a detective that endearingly just called me Dongle all the time.

[00:10:36] **Jason:** That

[00:10:36] **Mindy:** is

[00:10:37] **Jason:** office appropriate. That is really office appropriate.

[00:10:40] **Mindy:** Yeah. I'm like, I don't think that's insulting. I'm like, whatever, I think it's endearing. Whatever, every- you, the people that you give nicknames to and all that stuff are people that you like and enjoy, so I'm like, "Aw, thanks. I got my nickname."

[00:10:50] **Jason:** Yeah. I think also for- Could be worse.

I think also for me, having the first name Jason, today they probably, most people probably wouldn't understand this, 'cause there's not really that many Jasons around. But in terms of my generation, there was always three, four, five, six Jasons in my grade at least. There was a lot of Jasons. So to go by the last name Elder just made it easier for everybody.

[00:11:17] **Mindy:** Is Jason not a common name anymore? I thought it is.

[00:11:20] **Jason:** I don't think so. I don't I don't know that many Jasons that are under 30. But maybe I just don't know a lot of people that are under 30. But I looked at the- I was gonna hit up a fair- ... the kids' yearbooks and I don't see a lot of Jasons in their yearbook.

[00:11:36] **Mindy:** Okay.

[00:11:36] **Jason:** So.

[00:11:37] **Mindy:** I was like, th- that's a good statement to make on the record, Jason, that you don't know a lot of

[00:11:43] **Jason:** That's why I have you, right? You're Millennial Mindy. You are responsible for everybody. It's probably, we gotta beef it up now. It's probably 36 and below that you're responsible for.

[00:11:55] **Mindy:** Yeah. I was gonna say to be fair, I do turn 35 this year. When we first started I was under 30, but I mean- Yeah. Yeah, right ... I guess when you reach the professional world obviously there's gonna be, like, wide range of people. I have, good friends that are much older than me- Yeah

20-plus years, just 'cause we're in the industry together. But- ... yeah, for, general rule of thumb I don't Hang around people too young Well,

[00:12:20] **Jason:** yeah, well it will, it'll get to you when your point, when you're like, "Oh, I've known that person for 25 years." That's when it hits you.

I was like, "Oh yeah, I am, I'm getting..." Just 'cause I'm 49, I'm gonna be 50 next year. I'm like, "Oh yeah, I've known that person professionally for over 25 years." Yeah. So that's that's where it hits you. Oh man, it's not just a "Oh, I met him 10 years ago or met her 10 years ago." It's like, "Oh, I met her 26 years ago."

Yeah. That's a big number.

[00:12:51] **Mindy:** I'm still waiting for that moment to... logically I know that "Oh, I've known this person for five years. Oh, I've known this person for 10 years. Oh, I've known whatever." I know I'm not a baby analyst anymore- Yeah ... but I feel like I met a lot of people when I was a baby analyst, and I've kept in touch with them and all that stuff.

And just to go through the years of yeah, oh. Are... Is this the point of our podcast where we're like reminisce? Oh no, the podcast is getting old and we're getting old.

[00:13:16] **Jason:** Oh, yeah. Yeah. We're, yeah we're getting old. Oh, no. It i-

[00:13:19] **Mindy:** it, it makes me think- Especially since millennials aren't the kids anymore.

[00:13:22] **Jason:** That's true. That's true. A- and the, w- the, what do they call that? The millennial pause when they don't talk in the beginning of a recording 'cause they the recording didn't start right away when they were doing it. So I think there's a whole phenomenon th- when I think we talked about this, millennial pause and the Gen Z stare.

I th- I think we talked about that before. But- Yeah ... it makes me think of, though, Sam Gwinn, who was the very first episode, the guest of the very first episode that we did. It was, geez, now this is probably 10 or 15 years ago she mentioned this. She's w- we're gonna be the old ones here soon in this profession, right?

We're not the ones that are in their 20s and 30s anymore. We're gonna be the ones that are like, 'Oh, we're old.' We're g- we're gonna be the ones that have been going to conferences and training for decades, not just a couple of years. For the new generation, we're gonna, seem old even though we're not gonna feel old, and she was definitely right about that.

When you get into your 40s, it is definitely a different feeling professionally, thinking about how things started. And that's a big part, I think, of the show, is reminiscing about what it was like when you started. That's one thing I've w- always liked to capture in people, especially if the listener is a new analyst or just starting out, to realize that everybody started where they are right now.

Everybody was that new analyst, and whether that was five years ago or 50 years ago, the-- everybody started in the same spot. And so reminiscing, thinking a- back about how the analyst started and roadblocks along the way

and how they worked around those roadblocks, those are items that I Enjoy capturing 'cause it shows growth, it shows problem-solving, two things that analysts always have to have.

[00:15:22] **Mindy:** Yeah. And you mentioned it earlier with the different generations. One thing that I notice, and I didn't... i'm happy that progress happened so fast, but when I started my career, it was just like I have to adapt to the culture. The culture won't adapt to me. One thing that I've noticed when I attend leadership training and these working groups and all that stuff, one thing they always mention is "This is how Gen Z is."

Like- ... "This is how you can supervise them and train them. This is how millennials are. This is how you can supervise and train them, and this is their work ethic," blah, blah, blah, "and then this is how Gen X, Boomers," whatever it is, right? And they would go down, and I'm like, "Wow, that is so progressive that you guys actually think like this."

'Cause when I first started, it was just on me. If people just treated me badly or if the work culture sucks or whatever, it was on me to just adapt. It didn't matter. They don't care what, and so to be on the other side and be like no, we care about employees and their thoughts, their differences," blah, blah, blah, it's so much more, what's the word, inclusive and open-minded and stuff.

And like I said I feel like it was such a culture shift within just the past decade. It was a quick culture shift. I don't know if you've experienced that or heard other people say it, but that's one thing that I've noticed. I'm like I didn't realize that people have trainings on these and cared, and it makes all the sense in the world, but like I said, when I first started, it wasn't like that.

At least not for me.

[00:16:49] **Jason:** Yeah. I see that it makes sense, but I always feel that in society we always take things too far. I feel that people treat other generations with kid gloves. Or that there's, like they treat them like they're aliens. Like we didn't all grow up in the same community. Like somehow the younger generation was sent off to a different planet and now they have come back, they're in the workplace, and we have to somehow - figure out how to communicate and work to- together.

It just seems s- too much importance or too much thought has gone into defining these generations and how you treat certain generations and it just, to me it loo- is a little bit gone too far. I would probably, my perspective is it's the

other way. It's it's spending too much time figuring out all that stuff in terms, in- instead of just really just doing the basics and, getting the job done.

[00:17:53] **Mindy:** Yeah. No, it's an interesting... No, y- th- this is why we're friends, right? Like- ... and this is why we do this- just this one ... '

[00:17:59] **Jason:** cause we're sharing different- Just, this is the only reason.

[00:18:01] **Mindy:** Yeah, the only reason, like 'cause you're older, I'm younger, so we share... No. No, it's just I'm trying to think of like even when we do our like annual reviews and like trainings, all this stuff of, I, I don't know if you had this, but I was, like I go to it's funny 'cause like I go to all these leadership trainings and I don't wanna shoot myself in the foot of maybe 40-year-old me wants to do this eventually, but at this point in my career I'm like, I enjoy doing the line level work. I don't wanna move up to managerial yet, but I go to these leadership trainings and they teach you like this is how you communicate, this is how you have hard conversations, this is how you do effective reviews.

It's motivational speaking interviews and all that stuff, right? And one of the things I always found interesting of l- is like how do you give feedback to different generation. Like- ... certain generations, they're just like, "Hey, just give it to me. Give me the feedback, give me the critique, whatever it is yada, ya, and let me move on, you don't need to sandwich it with like here's a compliment, here's the feedback, here's another compliment- Yeah ... just to soften the blow." While other generations like, "No, why don't we just focus on the positives and hopefully the feedback or negative whatever you n- it's like such a different way of communicating, such a different way of, connecting and co- it's, like I said, to me I find all this stuff fascinating too and like I said, o- one of the, maybe not now, maybe not 30-something-year-old me, but hopefully 40-something-year-old me will be more what's the word?

Let's say courageous to move into a formal leadership role. But like I said, as of now, I just go to the trainings because I find them interesting, but

[00:19:38] **Jason:** Yeah. And it's funny, I... It reminds me, I just had a conversation with somebody. And it was about the podcast. The person and I were going back and forth texting, and then the person called me, and within two minutes of talking with this person, I felt that I was in some training jargon 101 just as you just described, there was like a compliment, and then there was some, not a criticism, but really the reason why this person called.

And then there was another compliment, and it just felt really scripted in a way, and it was, it- I got off the phone thinking "Man, that, that seemed really weird." And I would've been just totally open and fine with the fact that this, one bit that this person wanted to talk to me about, it, th- just saying that and we would've moved on our ways.

Like to me, like the conversation lasted, yeah, it was a, if it was a 10-minute conversation the, it was seven minutes too long. That's the way I felt given when I got off the phone. But to manager's points that's why you have to know your employees, right?

You don't know how they're going to react. Some people do want that like give me that compliment before you're gonna hit me with the left hook type of thing. Other people are just like, "Just give it to me straight. You don't have to sit there and, give me flowers."

[00:21:06] **Mindy:** So I'm curious about your perspective on this very specific scenario.

So I remember earlier in my career about what is it? Like your annual reviews like on a- ... scale of zero to five, right? With three being like the middle of yeah, you're meeting your job duties or satisfactory, whatever. And I remember one of the leadership members was like, "You should be getting a three, and not a lot of people get fours and nobody gets fives."

To me I'm like, me personally I'm just a general overachiever. Y- me- ... like I'm just straight A student, whatever it is. But when I heard that I was just like, okay, like I'm still going to try but like why would people try? Then they'll just, wouldn't they just do enough to just do their job, get their three?

Like wh- what's the purpose of even having a four and five if they're unachievable? Are they just a carrot that's dangling that you can't ever get? And it, it was just a, like I said, an interesting dynamic that they're like- you the, am I making sense? I just don't- Sure

I'm, and I'm curious about how other generations feel like that, where it's yeah, just get your three and move on with your life. Who cares? But I feel like other generations, especially with, I, I can only speak to me and my peers and, I can't represent every Millennial there is.

To your point earlier, we're all, even if we're in the same age group, we're all raised differently, different parts of the country, different parts of the world. So-

Yeah. That's a- I was just curious on your thoughts about that type of grading, I guess for a better word.

[00:22:42] **Jason:** Well, I, and that, it actually goes back to the fact that I do think we put too much on there generationally.

Because even with my peers, I knew people that it didn't matter- What was on that annual review? They weren't gonna take it seriously. And then there's other people that are on the other side of the spectrum that are really going to take it seriously, those are people that are the same age. I remember even being in college, I had a part-time job, and I got an evaluation that I thought was less than stellar.

I remember going to talk to my boss about it, and more or less defending my performance, and he, in a way, was like, he stuck to his guns, but he said he appreciated me coming in because most people didn't care about this at all. They probably just threw it in the garbage, and that was it.

It's a part-time job in college. Don't, didn't give it a second thought. So I think you're gonna have all those different types of people, .. it's not just generationally. It's same year. Just pe- people have different personalities. And I do feel that with surveys, and we're gonna talk about surveys here in a second, but I think how people fill out surveys is, and what people expect out of surveys is also unique and, to the individual.

Because for me, when I'm filling out a survey, I will mostly put fours and hold the ones that are five to where I actually think it deserves a five. It deserves a exceeds 'cause everything's good, but I wanna point out to what is actually exceptional so they can see what's exceptional. So , there's a pattern to me answering the question.

And I had one time, I had to fill out a survey for my car being worked on at the Hyundai dealership, and the guy told me before I fill it out, "Just to let you know, if you don't put all fives for this thing, it's like we fail. Even if you put all fours, we fail. Anything that's not actually all fives the company f- sees that we failed."

And I still did fours because that's how I fill out surveys. But I, I think to me it's just how, again, how people fill out surveys and then how people interpret surveys are unique. I don't think it's necessarily generational. I just think that We're all, a melting pot of different perspectives.

[00:25:07] **Promo:** Analysts, LEA Podcast is looking for volunteer researchers to help build a knowledge base for the law enforcement analysis profession. This is a flexible opportunity to contribute to projects involving training, analytical tools, history, and resources across the analyst profession. If you are curious about the profession and want to help create meaningful content and resources, we'd love to hear from you.

Please send a brief email along with your resume, CV, or a short bio to LEAPodcast@gmail.com.

[00:25:43] **Mindy:** You didn't do the dishes?

[00:25:49] **Jason:** Well, no, I was busy doing other chores, but my completed chores is up five in the last seven days.

[00:25:55] **Mindy:** Yeah, but you're still down 13 over the last 28 days.

[00:25:59] **Jason:** Well, I see your shopping purchases is up 20% this month.

[00:26:03] **Mindy:** My spending is still down year to date. In fact, my black shoe purchases are half of what they were this time last year.

[00:26:11] **Jason:** Well, thank goodness last year wasn't a normal year.

[00:26:14] **Mindy:** Plus, I bought you new underwear, so your clothes purchases is up 40% this month compared to last month.

[00:26:21] **Jason:** Well, wait, there were no clothes purchases the previous month, Miss Perfect. I didn't know you had the ability to divide by zero.

[00:26:29] **Mindy:** You should be happy.

Your temperature-led policing program has worked great in this house. I have not touched your precious thermostat in the last six months.

[00:26:37] **Mark:** Millions of homes in the US are impacted by people wanting to be comfortable in their homes. Temperature-led policing, control the temperature, control the cost.

[00:26:52] **Mindy:** Yeah, to that point, it is almost, I feel like cultural is not the right word, but I'm a kinda opposite. I'm a, like, when I take an Uber or

something, 'cause similar thing, it's either they get a thumbs up or a thumbs down, or when they had star system it was, one to five. And I don't know, I got to my location safely, I didn't get kidnapped.

They didn't talk to me all ride. That's a five star for me 'cause I'm not sociable. Even if they did talk to me, they're friendly, whatever, five. What I don't wanna jeopardize anybody's livelihood because n- you know me. But yeah, it's just interesting, like I said about, not just the annual reviews, but, like, how we score things to your point, surveys and stuff like that.

Just different interpretations, but survey results.

[00:27:37] **Jason:** Yeah. Excited

[00:27:38] **Mindy:** to hear about them.

[00:27:39] **Jason:** Yeah. Actually, you got me thinking about this topic. This is some random thing that we didn't even discuss in the prep call that we were gonna talk about, but I- Sorry ... I do wanna make... No, that's okay. I wanna make another point because I know in talking with various analysts, a lot of them get to the job and they're, maybe they're the first time analyst and they're the first time that department has had an analyst, and they're just kinda told to go.

I am curious for the listeners what do they get in terms of an annual review? Do they get an annual review? I think a lot of cities might require it, but how much is it about performance? How much is it actually goals of the employee? I think that's one thing that I definitely do, to your point, I do think it's gotten a lot better in terms of annual reviews.

From my understanding, annual review is about, okay, it's what you did, and we're g- we're gonna review what, how you did and give you a score, and that's going to be it. And I think definitely as I've experienced and I've talked to other analysts, it's does go okay Where do you wanna be in five years?

Where, what do you see yourself doing next? How can I help you achieve your goals? I do think that question is something you see way more in the aughts since, as opposed to the 1900s. I s- I'm gonna sound so old saying that.

[00:29:05] **Mindy:** 1900s. I, it's okay, Jason. I was also born in the late 1900s. The

[00:29:12] **Jason:** 2000...

Well, it's a recent for me, well now I just said the aughts, and the aughts are, like, 25 years ago, so now I'm, I definitely got caught there.

[00:29:20] **Mindy:** Yeah. No, to your point, I do agree that I've noticed that change, too, which I appreciate, but it took me a little while to get used to. And I don't know if it's because I have a different role or if times have just changed over, but I used to get so scared for my annual.

I'm like, "Oh, here it goes. Gonna go in there, they're gonna tell me all the things I did wrong," and then, I improve, I move on, whatever. Nowadays, to your point, it's just obviously if there's things to improve they'll let you know there's things to improve. But also yeah, where do you see yourself in five years?

Like, how can I achieve your goal or help you achieve your professional goals and develop- Like, oh, that's so nice. Thank you. But it's definitely a different shift. Before we move on, I wanted to share one little tidbit. Hopefully it makes people, I don't know, either it's relatable or makes people feel a little bit better.

So my first year in my role I got a four out of five on my annual review. I'm like, "Oh, yay. Whatever." So great. And then the following year, which is the year where I won my award with IACA, the Exemplary Service, and then I also got a leadership award with my job, and it's also the year that I did my keynote I got a three

[00:30:39] **Chris:** Overachiever

[00:30:40] **Mindy:** I got a three.

I went down. I just, I'm like wait. The first year where I didn't even know what I was doing, I got a four. The second year where I did all this stuff, I got a three." So it's not that it's arbit- like, just, just- Yeah ... if you don't get... Just don't feel bad is what I'm trying to say to our listeners- Geez, oh

For f- Yeah ... fellow overachievers.

[00:31:00] **Jason:** Yeah. Well, what... I don't know. The bar was definitely raised there. I'm like, "What did you have to do to get a four or five in that scenario d- you know, having all those accomplishments?"

[00:31:10] **Mindy:** Yeah, I don't know. So that's why I was like, "You know what?

It's okay." I wonder I probably could have appealed it, but what am I gonna do?

[00:31:17] **Jason:** Yeah.

[00:31:17] **Mindy:** Just appeal myself like...

[00:31:19] **Jason:** I think... Yeah. And that's one thing, as we s- finish up this section on just age I do feel that as you get into your late 30s and 40s, and maybe even people get there earlier than that, that you just quit caring about certain stuff, that you get settled in to where you are professionally, you get into other aspects of your life, and work-life balance, and understanding what your values and goals are all the way around, both inside and outside of the office.

And I just, some of those things just don't hit as hard as you get older, and you're, you get experience. You're not going to... You made it in a way, at least you've climbed a certain level of the mountain, if you will, and it's, you've accomplished stuff so that the sting of being critiqued in that way, it, th- this sting doesn't hurt as much, I feel.

That's good for us analysts. I think that can be bad for supervisors trying- to motivate analysts in a way. But I think it is good for the psyche of analysts.

[00:32:33] **Mindy:** W- no, I'm personally, I'm insane. It's just motivation for me to do even more.

Maybe I'll do two keynotes and win four awards this year. Yeah. I'm just kidding.

[00:32:41] **Jason:** I know. I know. Well, you just did get a new teaching gig. Congratulations, while we're talking about it, ASU. Yes ... you just keep climbing.

[00:32:50] **Mindy:** Thank you. And it's always exciting. I- I promise you I didn't do this myself, but as I got into the course there were episodes of the podcast already embedded in.

I was like, "Aw." Awesome. "Aw, thank you." Like I said, I didn't put it in myself, I t- try to ... there, 'cause I don't think there's a conflict of interest or anything like that, but I still try to separate, all of my different ventures so that

they- ... don't cross. I don't wanna be like, I only got this gig so I can further podcast, yeah. Get the next generation of listeners in. I, that's not my intention. I'm literally here to help, teach crime analysis and help the next generation of analysts. But it's just it's what's the word? Reaf- affirming that like- ... oh, people find our content helpful and hopefully

Yeah. So. Yeah. That. Yeah.

[00:33:38] **Jason:** I forgot to mention in the beginning of the show that we actually are g- doing a call-in segment. We normally do a call-in segment, and I think we even normally do a Don't Be That Analyst call-in segment. So that is, is something that we are gonna continue to do. So for the listeners, if you have that Don't Be That Analyst, give us a call right now.

All right, Mindy, let's move on to the survey results, 'cause that's one thing I do want to talk about because the purpose of the survey was to help guide us to where the channel is going next. I think there w- we have 300 plus guests that we've had on the show. We have a variety of perspectives.

We talk about a variety of topics, and we really wanted an idea on where the listeners wanted us to go next. So we did a survey in the spring, we got some suggestions on where to go next, one of the directions we're gonna go in, into starting in the back half of 2026 is to explore other associations that analysts may be interested in.

So we're gonna branch away from IACA and IALEIA, 'cause we feel that most of our listeners, most analysts know of those associations, but we wanna get into other associations that listeners may be interested in, but might not either know what the association is, may not know that they can become members of those associations, and know the benefits of those associations.

So one of the things that we're g- you're gonna see us have episodes on is different associations, and more, maybe more on the peripheral that may interest you and give you an opportunity to demystify them, and hopefully listeners get an opportunity to join some associations that will have benefits to them.

[00:35:49] **Mindy:** Yeah, and not just associations, but I don't know what you would call these. Are they groups? Are they, So I'm thinking of examples like, I guess it is technically an association but the Justice Information Resource Network. I'm subscribed to them, and they send, I wanna say monthly information about new studies that are coming out or new databases that exist.

And for those that don't know, I've m- I've since moved from a crime analyst to a more research role, so I'm learning about all these things. And just because I started out as an analyst, I wanna say no matter where I go, I still come back to it. And I'm just like, "Oh, wow, I wish I would've known this when I was a crime analyst.

Like this, I can apply this to here." Even though it may be, like a new theory or a new study that it's like maybe it doesn't help me catch the next bad guy or whatever. But I'm like, ah, there's still lessons learned that I can apply day to day that improves my work. So I like the stuff that they sent out, and then I also like the stuff that is sent out by the Academy of Criminal

Sorry. Hold on. Let me pr- preface that none of this is sponsored. They didn't ask me to do this. These are legit groups that I'm a part of, that I subscribe to, that I, like- ... read stuff from. So, so yeah. So JIRAM was one, and then the other one is Academy of Criminal Justice Sciences.

So as just based on the name, a lot of academics, researchers, and they publish pretty cool stuff that I, like I said, I ... It's more related to my work as a researcher, but I read these things and I'm like, "Oh, that can apply to this," if I was still, doing the day-to-day job of an analyst.

Go, "Oh, this is interesting." So, just looking out, like you said beyond IAC and IALEIA, which are great associations don't get me wrong, but there's so much out there, so much ... so many specialty groups too. Like when I was with the Auto Theft Task Force, I joined a specialty group of auto theft investigators and analysts.

So lots out there if you just looked.

[00:37:52] **Jason:** Yeah. So just be on the lookout for those. I'm not sure exactly the pace in which we are going to be publishing those, but we will be publishing association-specific episodes here in the near, future, just again to give a, you a better idea of what these association and networks are in case you are interested in joining them.

Another topic that we're going to address with the podcast based on the survey results is we are going to talk a little bit more about vendors and the tools that are out there w- with these vendors. It's funny when I bring up this topic it seems that they're like, "Well, wait a minute wait.

We're not mar- we're not ... We don't wanna market for them and w- we don't want them to be an infomercial. We don't wanna do this. We don't wanna have this allegiance to any one tool." And it's funny how the people really seem to pump the brakes on that topic. I don't necessarily think that's the aspect of the reason or purpose for the episodes.

And but I, I know they, in terms of the vendor, will get a benefit out of that. It's, they're creating content that they're not paying for themselves. So for them, it will be an opportunity to market Their products. For me, I want, again, the, probably the word of the day is demystify. I just want an opportunity for these vendors, especially the ones that you see at any conference.

There just seems like there's usual suspects in terms of vendors, in terms of conferences that you see at every conference. I just wanna demystify them a, in a way to where someone listens to the episode about a particular vendor, and then they understand the who, what, when, where, why of that vendor, and that gives them more confidence and knowledge to ask the right questions so they can customize that experience to see if that tool is right for them.

It's an opportunity, number one, to learn myself, 'cause while I've recognized a lot of these vendors, I know I don't know all the features of these tools. Also, I'm hoping to get a little bit about what's next, what's upcoming in terms of these vendors. So, so I'm, opportunity to learn, opportunity to ask questions.

Part of me is really looking forward to, I... Okay this is what they are, but this is what they are not. And there may be things that again, p- mis- any misunderstanding about a particular vendor. So that's another one there that, again, we are going to be careful not to be just a mouthpiece for vendors, but we are going to have a series that is vendor-specific and just gives an opportunity for our listeners to learn more and to see if that vendor and their tool is right for them.

[00:40:51] **Mindy:** And will your guest be a representative from that vendor, or will it be someone who has used the tool, or is it gonna be a panel of here's the vendor, here's a user, here's, some other person?

[00:41:09] **Jason:** Yeah. No, you know- Or- ... and I'm not, I think I'm not against a panel, but I also wanna make sure that we make sure we get our questions answered

so I think for me, a representative one-on-one with that vendor is what I'm thinking at the moment. But again, I'm not against if we Have a scenario where,

oh, we have representative from the vendor and we have somebody that's actually using their product. I just I ... To me, I think that, that would be more of an endorsement in a way.

I'm thinking like if you're gonna have that person, that other analyst that's using the product, they're probably gonna do a lot of - speaking for the tool. So it kinda can get a little funny there.

[00:41:52] **Mindy:** Yeah. Maybe so. And all that to say, I agree. I think this is a good topic because to your point, whenever we learn about a new product, it's just like we hear it from the s- the vendor themselves.

And of course, there's that sales pitch. There's "Here's all the things that are good," and to your point of "This is what we are, this is what we're not," like very factual things. But one nuance that I don't think comes up during these sales calls or presentation is, for example, like did you build this with the analyst in mind?

Because that has happened around here a few years ago when people were changing records managed, like agencies were changing records management system.

And the new RMS made it difficult for the analyst to just conduct quick queries. "Hey, how many auto thefts did we have in the past week?"

Something that would have taken them two seconds before with the old RMS now takes them two weeks, because the new RMS isn't built with that querying aspect or what. And, things have probably changed with feedback and complaints or whatever, but those were things that, hey, that would've been nice to know at the beginning before we uprooted our whole system and mir- you know, migrated to this new one.

And I'm not sure if that's something that even was brought up during the initial pitch and all that stuff. And I don't, personally, I don't think that's a controversial thing to bring up. I don't think it's if you have a panel, oh hey, we're gonna start arguing about the you know efficiency of a certain tool or vendor and stuff.

But I do think it is helpful to hear... I don't know how you would recruit these people of "Hey, if you hate this tool or whatever-" "... y- we want you on the sh-," like I don't wanna be like you have to either love it and hate it or whatever. We need this to completely balance." But I'm looking forward to that kind of

raw, honest conversations about these products because I'm sure the vendors know, I no product is, no tool, whatever, is going to be perfect, yeah. But are they open to change? Will they implement feedback? Or if it's, or is it just, "Nope, it's on you to adapt to us," instead of, the other way around. So looking forward to it.

[00:44:13] **Jason:** Yeah. It reminds me, geez, again, probably 20 years ago, the vendors pricing for an RMS. They had one price that was a lot cheaper than most of the competitors.

And we realized that because if you, they had the w- the data entry module priced, but they didn't actually have the module included to get the data out of the system. And that ha- that was a total different cost. And then once you brought that in, they were about on par with the rest of the other competition.

But I'm like, why would you even sell a records management system in which you couldn't get the data out? Like that doesn't seem like something... I guess maybe the, it's for those people that had programmers that got access to the back end and then they did everything that they wanted to do customized-wise.

Maybe that was it. That makes sense, in a way. But for us it was definitely not something like, yeah, we wanna get the data out and we wanna have special reports, and we wanna be able to data flow this into our analysis program and be able to go from beginning to end, from entry to final report. So sorry, sounded like Steve Gottlieb's book there.

Did I lose you?

[00:45:33] **Mindy:** No, I'm still here. I didn't know how to respond.

[00:45:36] **Jason:** That's okay. That's okay. And I guess with also too with these with these records management systems, everything's gonna be about AI if it isn't already. That's a plug for our the podcast is that we did have a series on AI earlier this year in which we got various perspectives on the topic of AI and the analyst role in AI, and answering the question, is AI going to replace analysts?

And I probably shouldn't tell you this, but spoiler alert, we don't think it is. I will put a link in the show notes for that series if you're interested in getting a variety of analysts' perspectives on the topic of AI and law enforcement analysis. I think too that as I'm thinking about just topics that are new for this past year, and I probably should have done this earlier, but I mean that we did-- we've got more people from IALEIA this year.

I finally, I think, cracked that shell in a way. I got, I used to get a lot of nos from IALEIA, the intel analyst folks, and I've been able to this past year get more folks from IALEIA on there. Still haven't got David McClocklin. He he's ducking me. I can give him, gonna hi- give him a little bit of hard time 'cause every time I talk to him, he seems to give me a hard time about being in the media and this, that, and, taken a stab at the podcast a little way, bit, so I do wanna g- stab him back in a way 'cause he is president of IALEIA and yet won't come on the show to talk about the association that he presides over.

[00:47:12] **Promo:** Analysts, LEA Podcast is looking for volunteer researchers to help build a knowledge base for the law enforcement analysis profession. This is a flexible opportunity to contribute to projects involving training, analytical tools, history, and resources across the analyst profession. If you are curious about the profession and want to help create meaningful content and resources, we'd love to hear from you.

Please send a brief email along with your resume, CV, or a short bio to [LEAPodcast@gmail.com](mailto:LEAPodcast@gmail.com).

[00:47:49] **Mindy:** You didn't do the dishes?

[00:47:54] **Jason:** Well, no, I was busy doing other chores, but my completed chores is up five in the last seven days.

[00:48:01] **Mindy:** Yeah, but you're still down 13 over the last 28 days.

[00:48:05] **Jason:** Well, I see your shopping purchases is up 20% this month.

[00:48:09] **Mindy:** My spending is still down year to date. In fact, my black shoe purchases are half of what they were this time last year.

[00:48:17] **Jason:** Well, thank goodness last year wasn't a normal year.

[00:48:20] **Mindy:** Plus, I bought you new underwear, so your clothes purchases is up 40% this month compared to last month.

[00:48:26] **Jason:** Well, wait, there were no clothes purchases the previous month, Miss Perfect. I didn't know you had the ability to divide by zero.

[00:48:34] **Mindy:** You should be happy.

Your temperature-led policing program has worked great in this house. I have not touched your precious thermostat in the last six months.

[00:48:42] **Mark:** Millions of homes in the US are impacted by people wanting to be comfortable in their homes. Temperature-led policing, control the temperature, control the cost.

[00:48:58] **Mindy:** . I think one thing we have to we remind, I think at least I remind people often that we're non-profit. We don't make... We don't even have s- we don't have any sponsors, we don't do anything. It's just this is a passion project that we do in whatever spare time we, we have. And yeah I don't think we have, like you were mentioning earlier with the vendors, we don't have any Yeah what is it?

Loyalty or allegiance to a sponsor. Sponsorship.

[00:49:26] **Jason:** We don't get a kickback. Yeah, we don't have anything

[00:49:29] **Mindy:** like that. Yeah. And if you listen to our episodes, we try to be as raw and honest as we can, but also we're not out here to gotcha or, like- Yeah ... embarrass people or, People probably know, too.

Obviously I'm not gonna say anything, but anything that has ever been told to us that is supposed to be off the record stays off the record ev- forever. Like I don't think we're out here trying to find tea or the latest goss or content or whatever, the goal of this as our intro, outro, and everything we've done is just to progress the field and get people talking about the analyst story, knowing what people behind the scene, behind the computers do.

So it's not I don't know if that reassures people who are on the fence. I don't know, I don't know where this part where I am talking right now is going to end up in the episode. This could be in the middle of the episode, and if they already checked out at the beginning, then they'll never hear this, right?

So that's why I always ask people, I'm like, "Can you just..." Any episode. I don't even have an episode in mind, 'cause I believe all of them are solid. Just- ... pick a random episode, listen to it all the way, and then see if there's anything that is concerning. We don't talk about I'm not asking you about active cases.

G- this isn't a true crime podcast, yeah. It's just wanting to get people's stories out so it doesn't get lost in history.

[00:50:59] **Jason:** Yeah. No, that's a good point. I think I, I've often told my guests in the prep calls that I'm not Inside Edition, right? I'm not trying to get them in trouble or make them feel badly about being on the show.

I think, too, there's... I'm not an investigative reporter either. I don't wanna spend a lot of time on one particular topic. And when, what it w- to your point about a documentary, there's... I'm not going to spend six months plus trying to uncover every stone on a particular topic in order to have this documentary-type product at the end.

It's just that this is a, this is an episodic podcast, and I'm looking to get various perspectives and the mosaic, if you will, of what the law enforcement analysis profession looks like. And so I, I just don't... I-- So in that case, it would... Like some of these some of these series that we're talking about doing with associations, with vendors, those are going to be one episode, move on type thing, where I'm not gonna spend, a ton of time on one particular topic to totally flush out different different aspects of one, one topic.

And so, that... But that's a good point to make. And I guess I, I caught myself a little bit there talking. We do have the deep dive episodes and the deep dive series where we do take a particular topic, have the same guest on recurringly, and there are shorter episodes, so they're usually about 20 minutes long, and we have different chapters talking about one particular topic.

So in that regard, we do flush out a little bit deeper on one- a couple different topics. And .. I need to do a better job of marketing those. Back to the survey, a lot of people Didn't know about the Deep Dive episodes, and so I, I know I have to do a better job of marketing those to make sure that people are aware of these Deep Dive episodes and who we have on there.

And so, I'll put a sh- a link in the show notes for the Deep Dive episodes. But again, these are... we got Before You Leap with Randy Stickley. We have Open Secrets with Jane Mondale. We have Did You Know?... with Mike Winslow. We have Research Remix with Jamie Roush. We have Real Crime All the Time with Nikki North.

And then we got Catching Up with Dawn, which is obviously Catching Up with Dawn Reeby, who always is has plenty to say about the profession and is always great to talk to. So those are just, again, they're shorter episodes. They allow people to catch up that they're not listening to each week a 90-minute episode or a 60-minute episode.

It allows people to catch up, and they're shorter episodes, usually about 20 minutes long, and we cover a variety of different topics. But yeah, definitely need to market those better because a lot of people in the survey mentioned that they weren't aware of these Deep Dive episodes.

[00:54:17] **Mindy:** I forgot this segment was about the survey results.

I was like, I remember us bringing up surveys results, and then we just took a totally different direction. And then I feel like we just went back full circle. But I was going to say as you were going through that list, and we mentioned earlier, and obviously I'm part of it too, I don't wanna keep patting ourselves on the back.

M- maybe it's a millennial generational thing. I'm kidding. But it's just, like I said, with so much done on a volunteer schedule, and I just remembered when we were talking about what is our podcast gonna be called, right? The flagship show is this one, Analysts Talk with Jason Elder. But- We wanted an umbrella one of LEA Podcast, and then we're like, "It has to be podcasts," like plural- Yeah

because we're going to be doing more. And I was like, "Wow, that is so ambitious," at the time. I hope we can do it. And here we are six years, mainly to you, so.

[00:55:18] **Jason:** Well, thank you for that and it's, it is it is a lot. And it, back to your point about you forgot the, we were talking about surveys, and I got, just got to thinking.

I was just like I don't know why we even created an outline for the show because we get to talking, and we didn't plan on talking about generations in this episodes or annual reviews but here we are. And so, Sorry, yeah

No, no need to apologize at all. That's just, I think how we are. We just have that connection there that we just get to talking, and then before you know it, you forget that you're being recorded. And I think that's one of the biggest compliments that I get from guests is like, "Oh, I was so comfortable being recorded for the podcast that I forgot that I was being recorded."

It's a compliment to me that I, people are comfortable coming on here and talking about themselves and talking about their perspectives and their story. So- Yeah,

[00:56:12] **Mindy:** 100%. And also, mind you guys, when Jason and I went into this planning, we were thinking 30 minutes episode.

Oh. I'm looking at an hour and a half recording. I don't know if obviously the whole hour and a half isn't gonna make it through, but that's some behind the scenes, like inside, like it's always, when you think about these hour-long episode, I can just imagine. 'Cause when I recorded my hour-long episode, quote unquote, that was what?

Two hours plus? Yeah. And you had to trim it down 'cause yeah, we just kept talking about random things. And to bring back again when we first started about oh, maybe we script it a bit or maybe we have an outline, and then now it's just, you know what? We talk about what we talk about, okay? Let's just see where it goes.

Just hit record. Let's see where it goes.

[00:56:57] **Jason:** Yep yep. All right. Let's move on then. Let's get to some calls in. As I mentioned, we're gonna take some calls with Don't Be That Analyst. . So , we've gotten a variety. We get to, we get a lot of different callers on this segment. It's it's definitely a fan favorite, and it's for those that may be new to the show, these are actions that you've seen other analysts do that they really shouldn't be doing.

And so definitely wanna nip this in the bud, and you don't wanna be these analysts. So first on the line is Cody. Cody, what's your don't be that analyst?

[00:57:33] **Cody:** Don't be that analyst that hoards their knowledge or talks about people staying in their lane again, share, collaborate. You're gonna get a lot more work at the end of the day when you share and you collaborate with other analysts and when you work with other bureaus

[00:57:48] **Jason:** I think that's two different ideas in a way.

It's hoarding information and then telling people to stay in their lane. I think that's two different ideas that, that I hear. Obviously, siloing information is a classic term about... that is still prevalent in police departments that people silo information, keep it close to the chest, if you will. So you still have that aspect even though it's obviously a lot better than what it was.

You got so much more data now. There's so many more systems. There's way to keep sensitive information to need to know for those that need to know it. And,

but the stay-in-your-lane one I think is a different animal in a way. It's different because, civilian analysts, they can get into a lot of different cookie jars and get ev- be talking with everybody from patrol all the way up and including the chief.

So it's, it can get to the point where you wear a lot of different hats and so, and spread yourself too thin in some respects. So the idea of just "Hey, stay in your lane there. Don't get involved in this," that's a definitely a different than just hoarding information.

[00:59:05] **Mindy:** Did he say don't stay in your lane, or did he say stay in your...

I feel like the overall theme is information sharing and networking and collaborative effort. Get out of your silos, get out of your lane kind of thing. And I mean- Yeah ... within reason. You're a civilian analyst. You're not gonna go tackle a bad guy and arrest him, right? Like- Yeah ... so not to... But yeah, like to your point of our audience isn't just our email list.

You're going to be out there talking to other analysts, talking to the chief, talking to detectives, in some cases going in front of city council and the mayor. So to your point, like you said, wearing a lot of different hats, preparing for that. And I think it just sounds intimidating, but I think that's important to get out there and share information and attend these meetings wherever they make space for you or you make space for yourself.

I don't know, I think That's a good takeaway, yeah

[01:00:02] **Jason:** Yeah. And I think what he was referring there to is other analysts telling other analysts to stay in their lane, and I think that was what he was saying is don't be the analyst that tells another analyst to stay in their lane. Oh. Allow people to be part and contribute to the problem that they're trying to solve.

And , that civilian analyst aspect of it, you get into so many different, variations anyway, it's very easy to stick your head into a door that you really weren't invited to, right? 'Cause you're just used to, being involved in so many different aspects of a police department

[01:00:38] **Mindy:** Yeah, and you're right, like people shouldn't spread themselves thin and that's coming from me who- volunteers for everything and doing everything and whatever. But I think it comes back around too, like

helping others you- ... and then they help you in the future 'cause y- you know, you never know, and I think it just makes us better on an individual level, makes us better at the community level and makes us better at the professional level.

So not to get so, cheesy about it but-

Yeah ... I think it's a good lesson.

[01:01:10] **Jason:** Yep, I, y- I agree. All right, next on the line is Chris. Chris, what's your don't be that analyst?

[01:01:15] **Chris:** Hi Jason. My don't be that analyst is don't withhold information just because you wanna be the go-to person. Share your knowledge, share your information because at the end of the day other people are gonna wanna do the same thing with you.

[01:01:29] **Jason:** Yeah, I mean I think that's very similar. I would actually add to that is don't be that analyst who's not willing to learn from maybe an older analyst. I think that's I think that's what I would add to there, that there definitely needs to be opportunities for the analysts to work together and not hold that back to that generational aspect of don't make too much of the generational aspect of the analyst team.

So d- you know work together. Don't allow the differences in generations or maybe even differences of opinion keep you from collaborating together.

[01:02:08] **Mindy:** Yeah. I would say older and younger too, and maybe this is just coming from me being an educator, internship coordinator, whatever you wanna call it, but like obviously there's gonna be things that a ent- an entry-level analyst won't know yet, but they do bring a fresh perspect- perspective to the table.

And I've learned things from like my junior analysts or my interns or just younger colleagues and stuff "Oh, I didn't think about it that way. That's a good thing. Yeah." 'Cause, you've especially been on the job for so long, there's certain things that you're like, you feel very confident, and you should.

You should feel confident- ... as you progress through your career. But sometimes that can al- also work against you, where you're like, "Oh, I'm for s- it's for sure this," or whatever it is, and then someone new comes in and it's they

point out something that you may not have noticed just because, not intentionally, you get...

what are those things called? The horse blinders. So, so having someone with a, coming in, a- anybody, old or young or whatever, fresh perspectives is always a good thing.

[01:03:13] **Jason:** Next on the line is Shannon. Shannon, what's your don't be that analyst?

[01:03:16] **Shannon:** Know where you are printing your reports to. Please stop printing your homicide reports to the map printer.

Nobody needs a poster size on how Pookie was killed. It wastes our ink, and the sound of the printer is annoying as fuck.

[01:03:34] **Mindy:** That's crazy. I didn't think that happens. Wow, really?

[01:03:39] **Jason:** That is that, that is awesome. That is so funny that was just a very really good PSA about knowing where you- you're printing your stuff.

Because obviously if you're printing out intelligent, sensitive material, you don't wanna print it out where it's three floors away from you. Or y- if it's a network, it could be in a total different building. And so that's a very good PSA. And then it went very specific, very "Hey, not on the plotter."

The plotter... I didn't even know people a- actually still had plotters, to be honest with you. I didn't think that was still a thing. But obviously the plotter does, it, it take a long time to print out, and it makes noise. So if you're in the same room with a plotter and it's printing all the time, yeah, it's going to be annoying.

[01:04:34] **Mindy:** Also just general rule of printing stuff print one first, make sure that it's right before you print 10, 20, 100. Yeah. Whatever it is. This is if you're going to a training or information sharing and you want to have handouts and stuff, just make sure that it's correct before you print out a lot and yeah, to the right place too, to Shannon's point.

[01:04:56] **Jason:** All right. Next on the line is Brittany. Brittany, what's your don't be that analyst?

[01:05:03] **Brittany:** Don't be that analyst that opens an Excel sheet on a shared drive and doesn't close it to where nobody else can see it or work with it

[01:05:12] **Jason:** I am guilty of this. I camp with certain programs, and it's gotten a little bit better nowadays because you have SharePoint, you have browser versions or online versions of spreadsheet workbooks so you, multiple people can be in there at the same time working.

But I have a tendency that once I open up a certain program, especially an Excel spreadsheet, I just leave it open until I just really, truly no longer need it. So I am guilty of being that analyst.

[01:05:48] **Mindy:** Yeah, and not me, sometimes people don't turn off their computers so they just have the file open and then the computer's still on and they go off I don't know, it, maybe it's like the weekend, or whatever, they go on vacation, whatever. I'm just like, "I literally cannot get this thing to close because it's on your laptop," and I guess this is inaccessible until you, you're co- you come back. So yeah. Yep.

[01:06:11] **Jason:** That

[01:06:11] **Mindy:** is, that's, that- Run into that problem before.

[01:06:14] **Jason:** Yeah.

That is a very good one and a very poignant one. All right. Next on the line is Emily. Emily, what's your don't be that analyst?

[01:06:21] **Emily:** Oh, don't be that analyst that sends a million emails in one day. Figure out what you gotta say, put it all together, wrap it up in a nice little bow. Even better, if you've got a whole bunch of stuff to put it out, make one item, put it all in there, send it out once a week.

Trust me, you won't get your emails blocked anymore.

[01:06:43] **Jason:** Less is more, and it's funny that you can block people's emails within the, within an office. I wouldn't think that would actually be a thing.

[01:06:51] **Mindy:** Yeah, or you can create a filter and it'd be like filter this straight to the trash or something.

Or- Yeah ... just filter this somewhere else, and that's, again, equally bad Just nobody reading your emails- Yeah ... 'cause you send too many emails.

[01:07:06] **Jason:** Yeah. I do... I- it's so funny, and this is not generational. This is with just different people. I do find it fascinating how upset people get by getting too many emails.

Like to me- ... it's not that big a deal. I am, if I, if you send me multiple emails, 10 emails in an hour, it doesn't really bother me. I might not read them all. They're just going to be there. But some people really get annoyed if they receive what they think is too many emails, and they will complain.

Yeah. And to me, I don't think it's really that big a deal, even if it's the same email, like advertising, marketing something. People really get upset, and I know that I, again I don't have a clean inbox. I have mult- I have stuff that's unread in there. I have s- you know, some people keep their inbox very tidy and tight, and it's, everything has its purpose and all this other stuff.

, For them, to get multiple emails, if they have to make a decision on where it goes, I guess so, but I'm not going to lose my shit over receiving too many emails.

[01:08:15] **Mindy:** Yeah. It's funny, I keep my work email very clean and polished, but then my personal email is just a mess comparatively.

But similar to you, I would rather get it twice than not get it at all. One thing that has happened to me, and I've heard other people complain about it, is like they would get the bulletin or whatever it is on the association email list, and then they'll get it on another shared email list, and then another shared email, and then the fusion center.

And to me, I'm like, okay, but that's, not everybody's subscribed to the same email list. Just because I'm subscribed to all four and I get it four times, like I rather get it four times than one person who's only subscribed to one not get it at all. So I don't know.

[01:08:57] **Jason:** Yeah. You and I are on the same page.

I gotta g- I gotta find somebody that is anal about receiving emails to get a balanced perspective, all right. Last but certainly not least, Cynthia, what's your don't be that analyst?

[01:09:10] **Cynthia:** Don't be that analyst that overuses the PowerPoint shadow button.

[01:09:14] **Mindy:** What's the PowerPoint shadow button?

[01:09:16] **Jason:** See, that's what you gotta Google now.

And the shadow button. I would say to me there's definitely some taboos of any program, product that you create. I know Cosmic Sans is definitely a no-no in terms of font for anything that you publish. Sh- shadow font in a PowerPoint

[01:09:35] **Mindy:** Oh,

[01:09:36] **Jason:** shadow

[01:09:36] **Mindy:** font?

[01:09:38] **Jason:** Shadow font.

[01:09:39] **Mindy:** Oh. Text shadow. 'Cause like I know when you like put a picture, they give you like, I don't know what you call them, filters or edit- like, oh, put a...

You can mirror the picture or like- Yeah ... okay. Th- that's my, if I can add to that's my don't do that yet. Don't do the mirror f- the mirror one is crazy. Like you have someone's mugshot and then you do the mirror of it. Like- ... that's, I don't know. It just looks

[01:10:03] **Jason:** Well, yeah I don't know about that either, but there are some d- definitely some dos and don'ts of using certain features of PowerPoint that you definitely need to work your way through and make sure you don't come off as too gimmicky.

And I'm guilty of that as well. I'm definitely not throwing stones in a glass house. So I'm not, this one I'm a little bit better at as opposed to leaving my Excel workbooks open. But this, I know I, I've known as I've thought back about creating PowerPoints that I was probably guilty of overusing certain features of PowerPoint.

[01:10:40] **Mindy:** Yeah. Like I know you don't wanna just make it like on Word and it's just black text on a white page. Like you wanna make it more appealing, but there is something that, that is like going too far. You know what I mean? Yeah. Like it still needs to look polished and professional. Like just because a feature's there doesn't mean you need to use it,

these weren't created specifically with just crime analysts in mind. This is for the general population. There's different things people use it for, but just because it exists doesn't mean you need to use it.

[01:11:11] **Jason:** Yep Exactly. All right, so that's Don't Be That Analyst. If you have a don't be that analyst and you wanna share it with the show, email us at IALEAPodcasts@gmail.com.

All right, Mindy, just winding down, and of course, this was our 30-minute episode that's now taken 90 minutes, and I always appreciate talking to you. It's always very comfortable and natural talking about various aspects of the law enforcement analysis profession. So thank you to you for being part of this journey that I am going on trying to, again, create that mosaic of what law enforcement analysis is and giving analysts a voice to tell their story, and to give their perspective.

And for the listeners, thank you for listening. Thank you for being here for six years, and feel free to contact the show. Feel... If you have an idea for an episode, a series, or a guest, please share it. We have a long way to go yet to get to all the topics, get to all the guests.

So please your feedback is important to us, and it'll help us do this job and to create content for the channel. All right, Mindy, I'm gonna give you the last word. What do you got for us?

[01:12:41] **Mindy:** I was just gonna be like, "What he said."

[01:12:44] **Jason:** Of course

[01:12:48] **Mindy:** That's my last word.

[01:12:49] **Jason:** Okay. Very good. All right, Mindy. Well, thank you so much, and you be safe.

[01:12:56] **Mindy:** Sounds good. You too. Okay, bye.

Thank you for making it to the end of another episode of Analyst Talk with Jason Elder. You can show your support by sharing this and other episodes found on our website@[www.leapodcasts.com](http://www.leapodcasts.com).

If you have a topic you would like us to cover or have a suggestion for our next guest, please send us an email at [LEApodcasts@gmail.com](mailto:LEApodcasts@gmail.com) Till next time, analysts, keep talking.