The Road Less Traveled

Developing A Culture Around Your Data Journey

The Culture of Your Data Journey

What is driving the need?

What not to do first?

How do you move forward?

Why is this a Challenge?

Areas of Focus?

The Business Need

2018

Volume

Unforced Errors

2019

Complexity

Time Consuming Workflows

Speed to Market

Marketplace Stumbles

2020

Consumer Expectations

Negative Consumer Feedback

Organizational Disruption

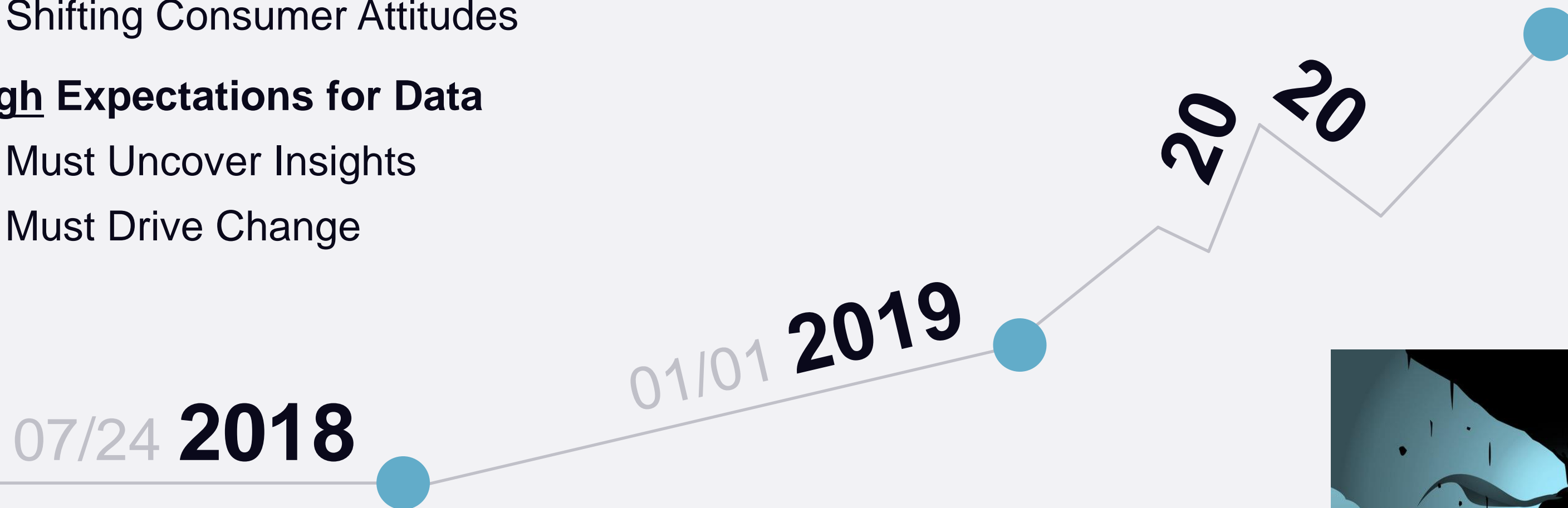Heroic Efforts

2021

Data's Heroic Journey

What is driving Data to be 'Heroic'?

- Compressed Timelines
- Organizational Pressures
- Faster Market Cycles
- Stretched Financial Goals
- Shifting Consumer Attitudes

<u>High</u> Expectations for Data

- Must Uncover Insights
- Must Drive Change

volume

complexity

20 20

01/01 **2019**

07/24 **2018**

What Not to Do…Abandon All Ye Hope

No Internal Standards

Silos are Real

'Locked Up' Data

Governance ?

Levels of Acceptance

Divergent Systems

Incompatible Framework

What Taxonomy ?

Data is Simply Lost

The Middle at the Beginning

Moving Fast…

"The data can only take an organization so far. The real drivers are the people."
– *Gartner*

…we start with…

1) Build Your Data…Your People… Philosophy

Foundation for Success!

o Open Mindset

o Be Authentic

o Encourage Questions

o Show Flexibility

o Open Borders

o Strength of Commitment
(Think fishes swimming upstream)

1

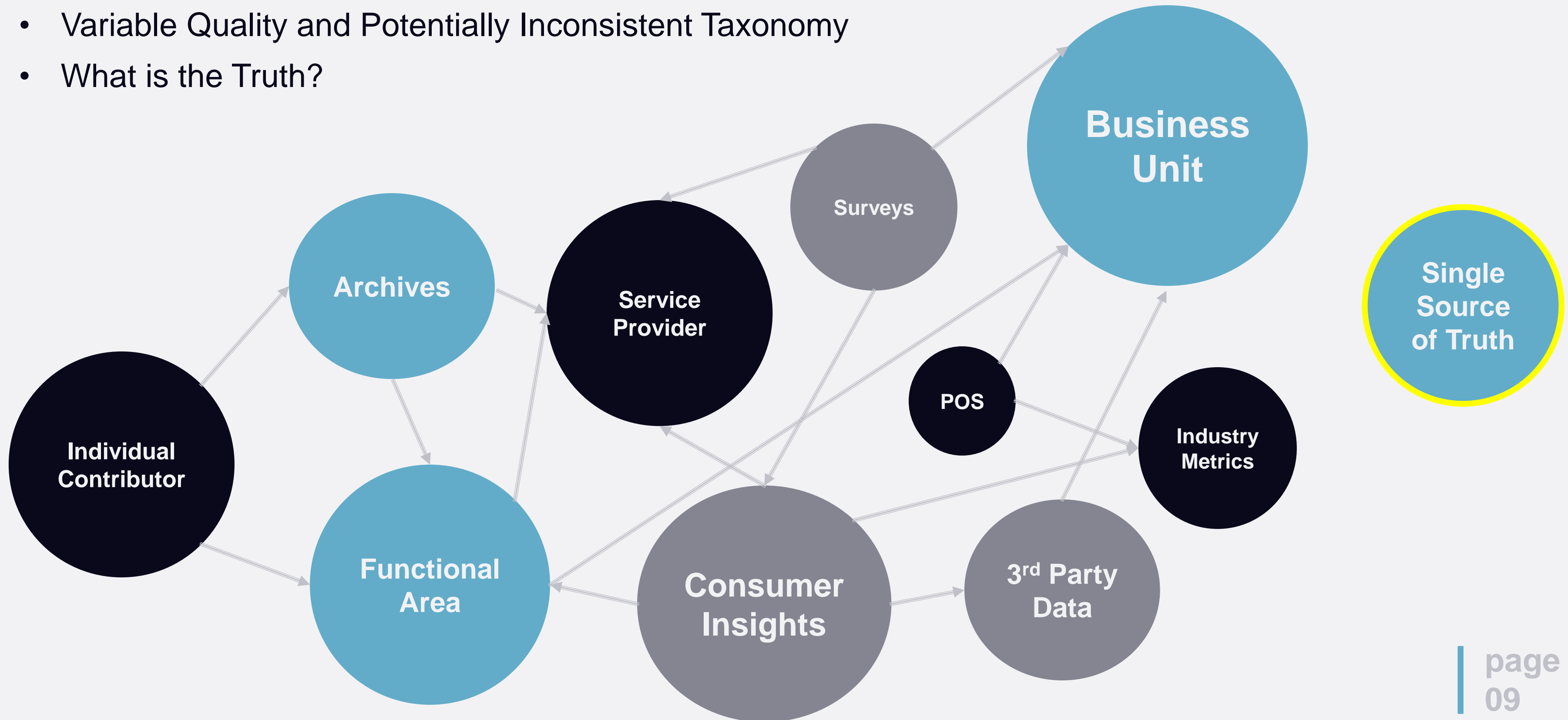# 2) Empowering the Business – Earning Trust

Bringing Value to Improve the Business

o Published Data Quality Goals

o Accessibility & Self Service

o Be Pervasive

o Transparent & 'Ruthless' Review

3) Defining Your Truth

- Multiple Sources of Data...Driven by Need
- Variable Quality and Potentially Inconsistent Taxonomy
- What is the Truth?

4) Teaching Data Literacy

Go to the People!

Assign Data Heroes

Make Data Less Scary

Teach the Data Dictionary

3

4

Webinars

Online Training

1 on 1

Coaching

5) Replacing Your Gut…With Data Driven Impact

Data Should be Relevant & Actionable

Timely Insights can Drive
Real-time Decisions

Portable Results

Make it Real for the Business

3

4

5

Metrics
- Operational
- Performance
- System

Predictive Events

Strategy Testing

Consumer Activity

Product Impact

SUCCESS

thank you

The Road Less Traveled

Developing A Culture Around Your Data Journey

Thomas Stilling

Stilling.Thomasj@gmail.com