

Build and Foster a Data-Driven Culture: Key to Realizing the Returns on Your Data Strategy Investment

Presented by

Name, Role

Agenda

Build & Foster a Data-Driven Culture

- Learn what it takes to become a data-driven organization.
- Understand Info-Tech's approach to building a data strategy.
- Learn the intricacies of building a data-driven culture.

Data is valuable to everyone

Every **minute** of **every day**:

Google conducts
5.7 M searches

YouTube users watch
694 K hours of videos

Instagram users
share **65 K**
photos

Twitter users
send **575 K**
tweets

Netflix users stream
552 K hours of video

79 zettabytes of data
used globally in 2021.

And it is everyone's business



Data is valuable to everyone



The time has surely come for your organization's data to be treated as the strategic corporate asset it is

The expression “data is an asset” – and other similar sentiments – has long been heard now.

A computer monitor with a white bezel and stand, displaying a dark blue screen with white text. The background of the screen shows a faint image of hands typing on a keyboard and a bar chart. The quote is centered on the screen.

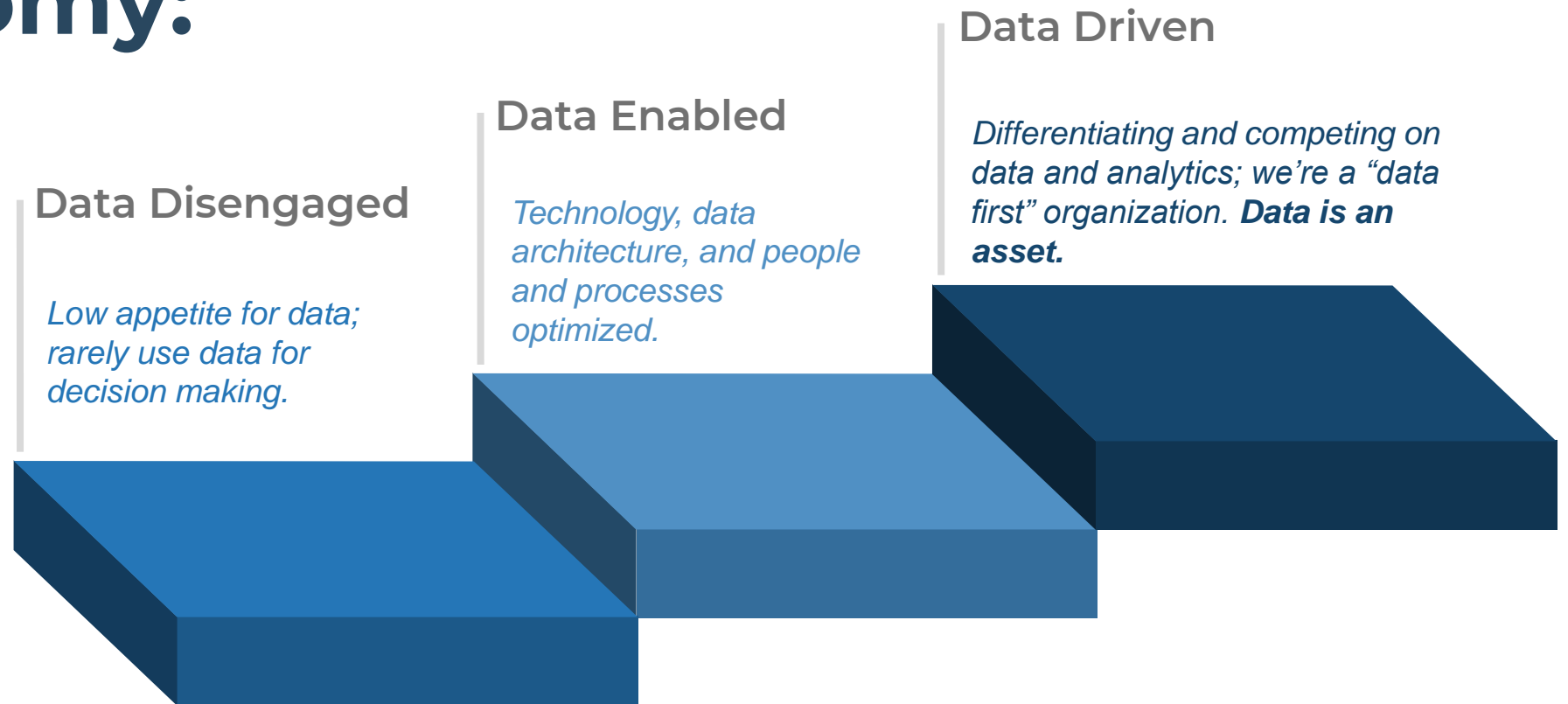
“Paradoxically, ‘data’ appears everywhere but on the balance sheet and income statement.”

– “Five Ways Your Data Strategy Can Fail,” HBR

How do you become that talked-about data-driven organization?

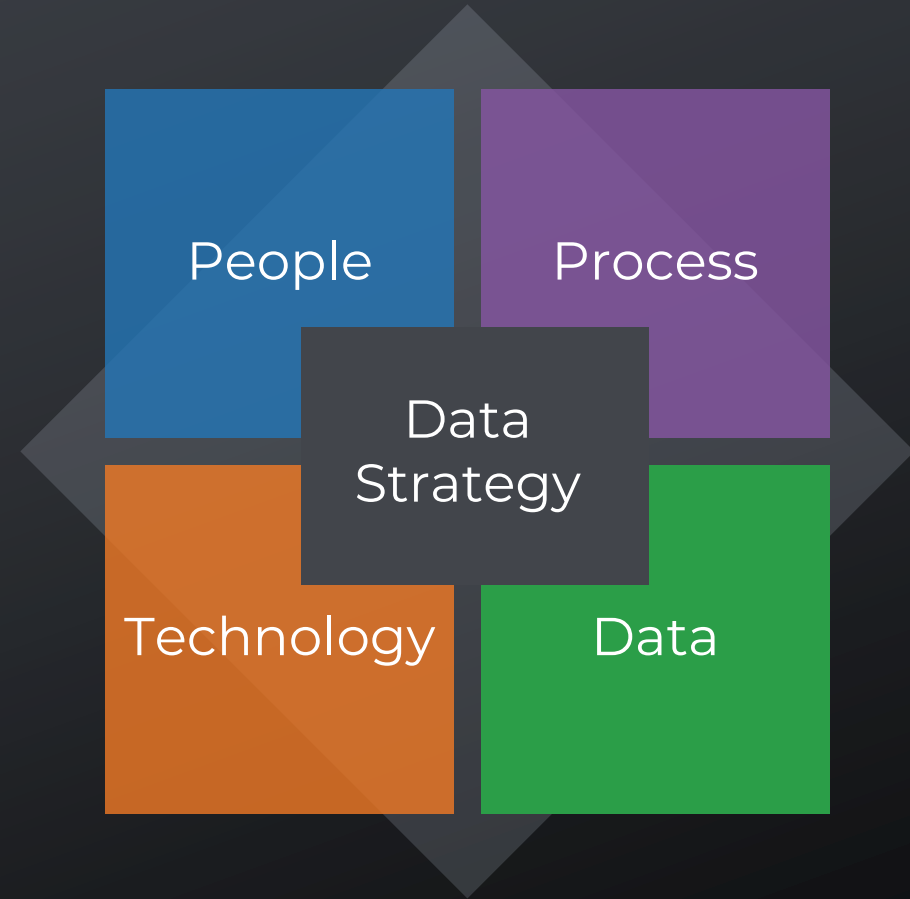
Data Economy:

The journey to declaring that you are a data-driven organization requires a pit stop to ensure you are data enabled.

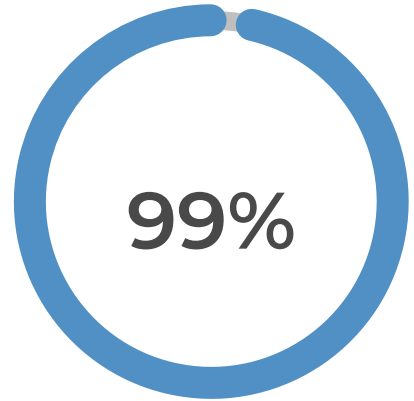


A data strategy will ensure the right data is available at the right time to the right people

Your data strategy is the vehicle for ensuring data is well poised to support your organization's **strategic objectives.**



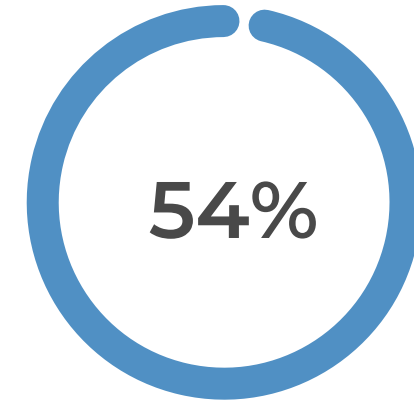
We are making big bets on data



of organizations universally reported that they investing in big data and AI.

1/4

of the companies participating in the latest AI survey report widespread adoption of AI.



are heading there fast.

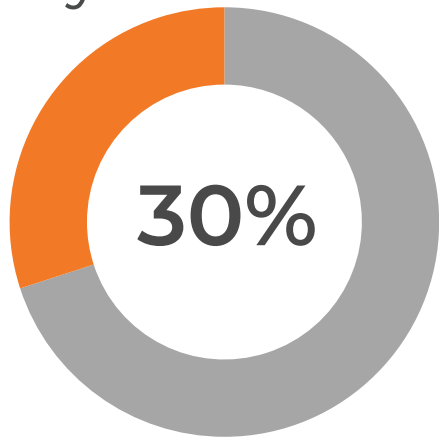
Rise in CDO appointments:

“As companies bounce back from the pandemic and analyze how they can stay competitive in an ever-changing digital world, the Chief Data Officer (CDO) role has become more in-demand.”

Source: “Why it is so hard to become a data-driven company,” HBR, 2021.
PWC “AI Predictions 2021”.
Gensquared “The Rise of the CDO & Why You May Need One”, 2021.

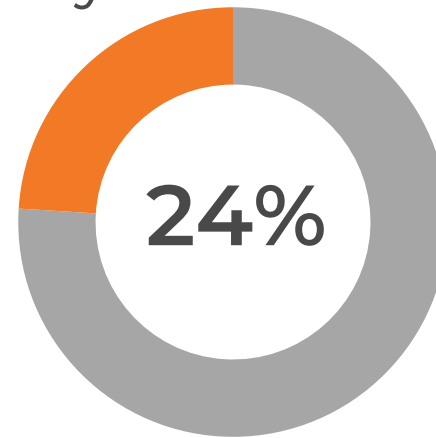
But the more we spend, the further we are from the goal

Only



have a well-articulated data strategy for their company.

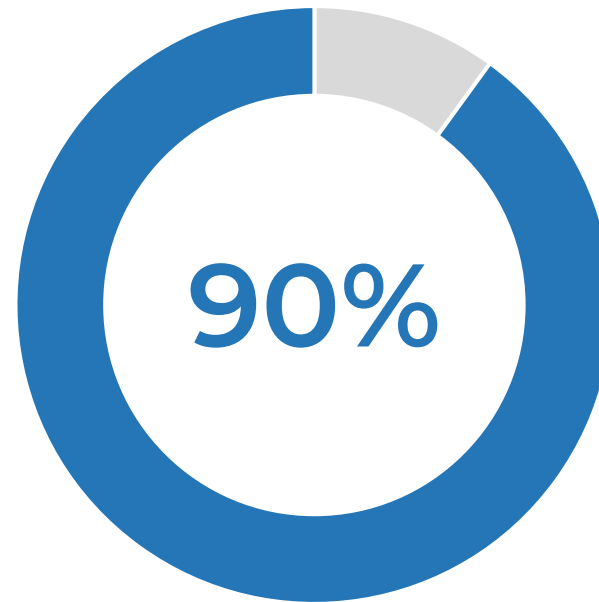
Only



have created a data-driven organization.

Why aren't we seeing meaningful results from all this investment?

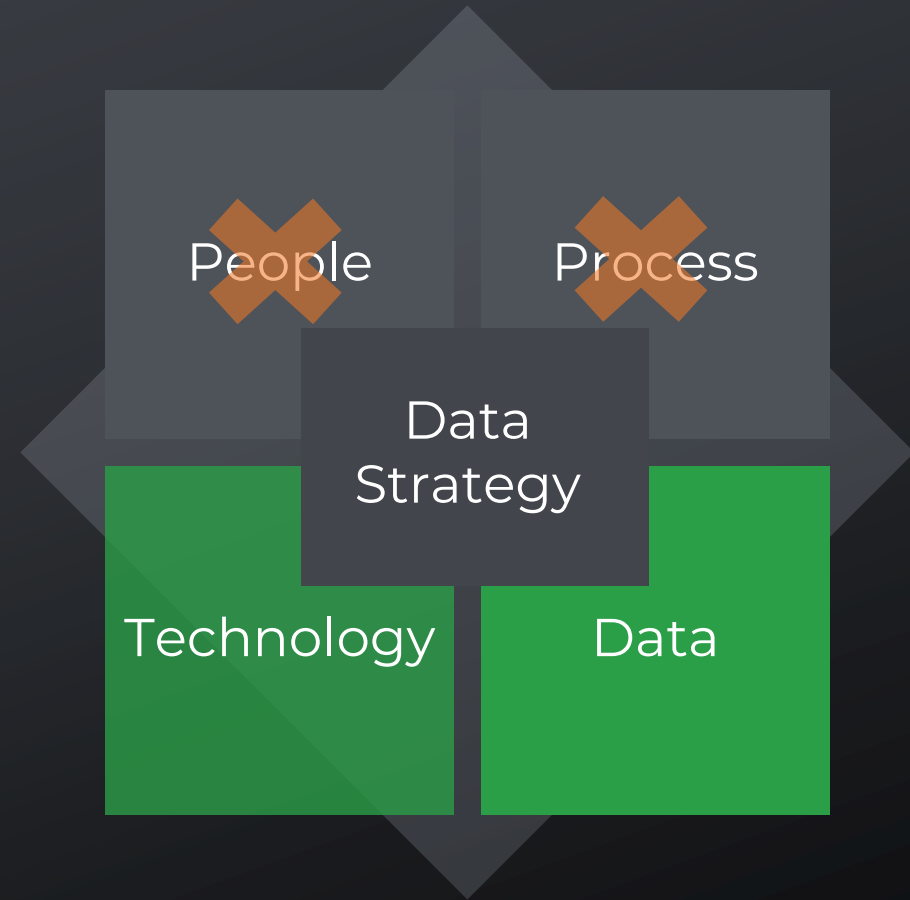
Over



Of companies surveyed reported culture was their biggest barrier.

People and process get left behind

Technology and data is often the focus - with little time and attention paid to **people and processes.**



**A healthy
data culture
is key to
amplifying
the power of
your data**

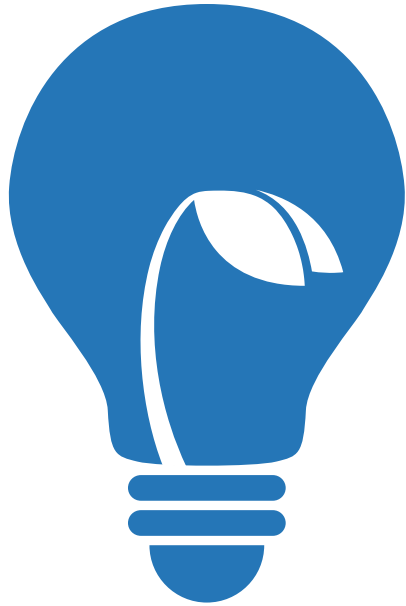
**What does it
look like?**

Everybody knows the data.

Everybody trusts the data.

Everybody talks about the data.

Cultivating a data-driven culture is not easy



It cannot be purchased or manufactured

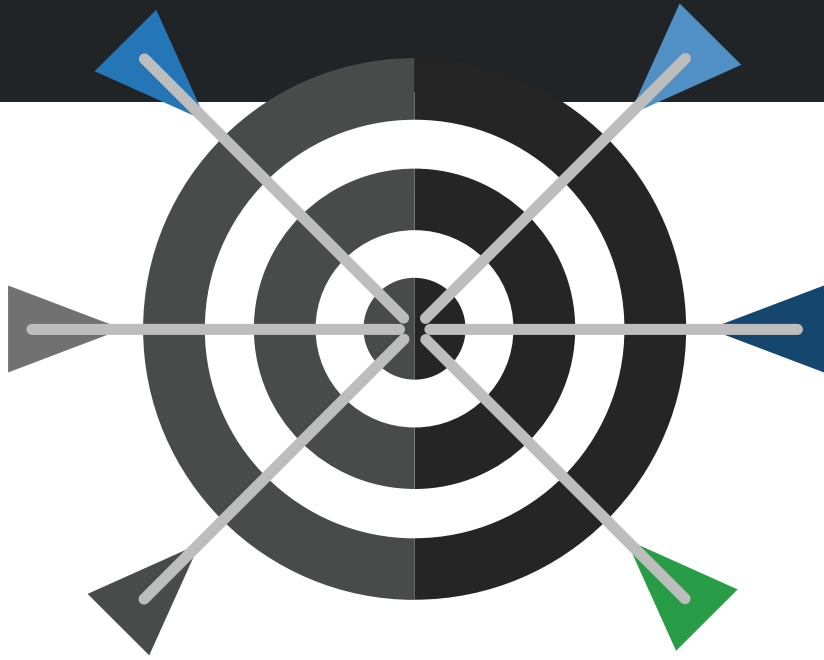


It must evolve as the business and data landscapes evolve



It must be nurtured and developed

How do you build a Data Culture?



It's not about ripping and replacing

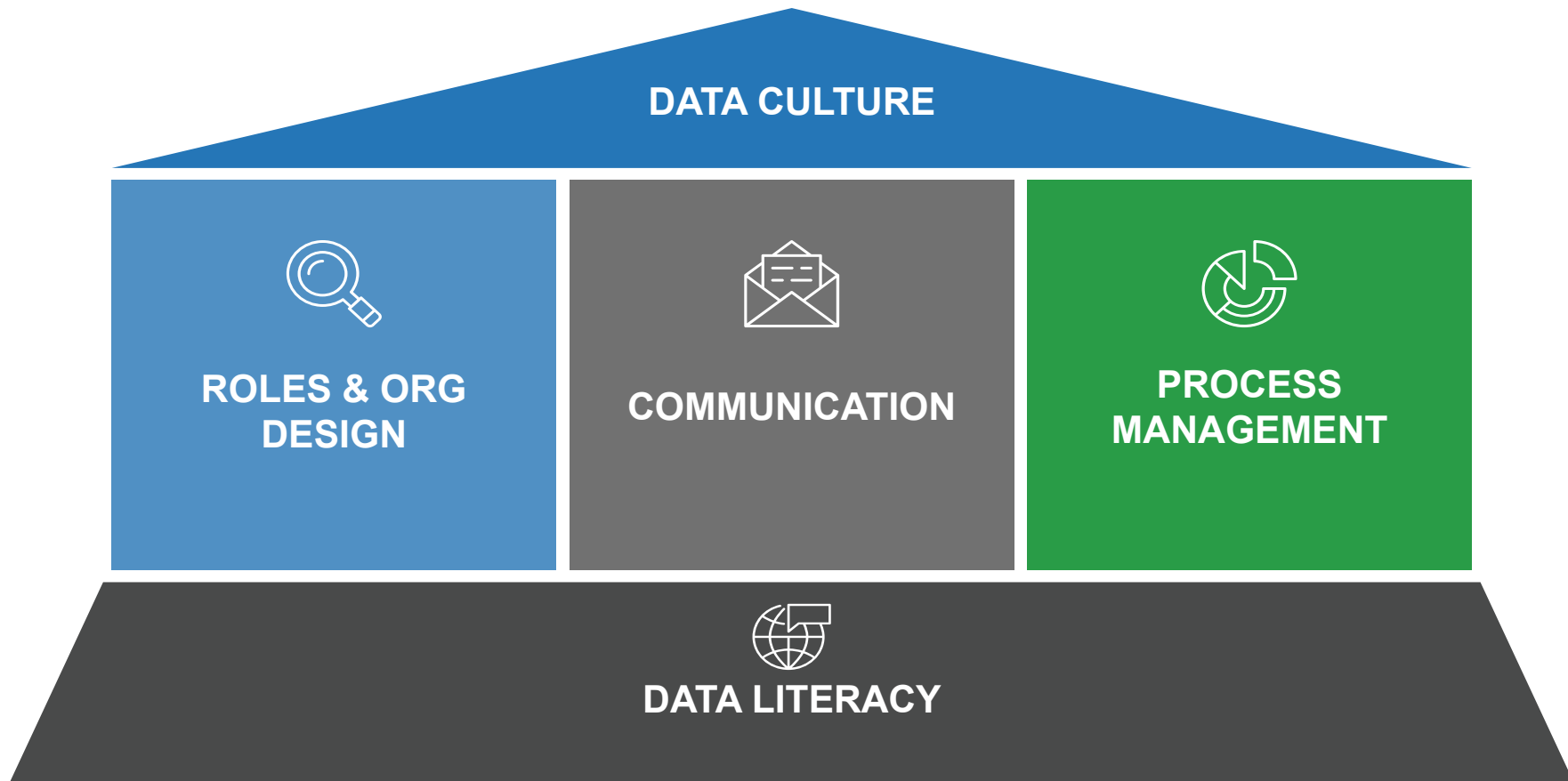
You want to build upon your strengths.



Build a network of data agents

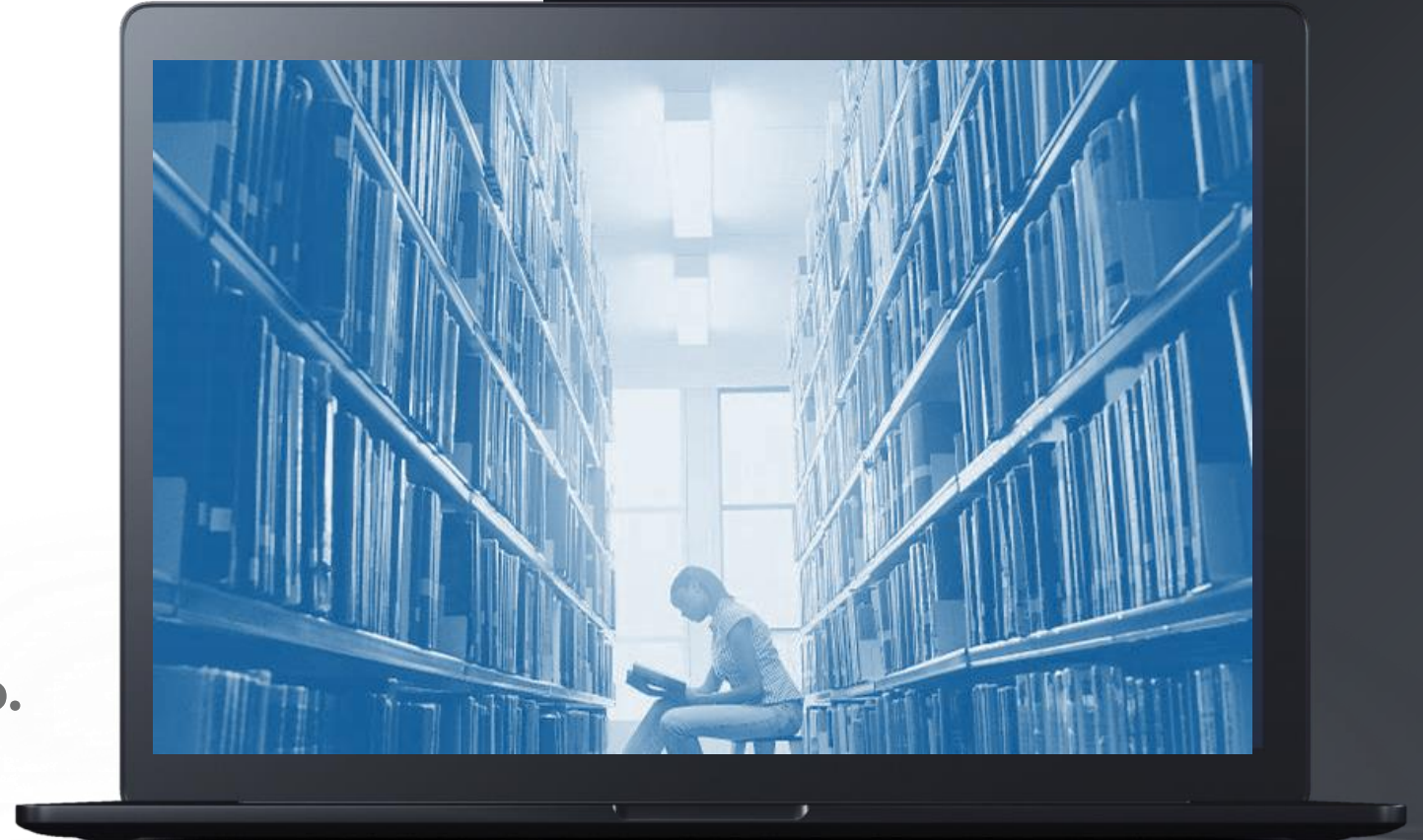
Nobody can go it alone.

How do you build a network of data agents?

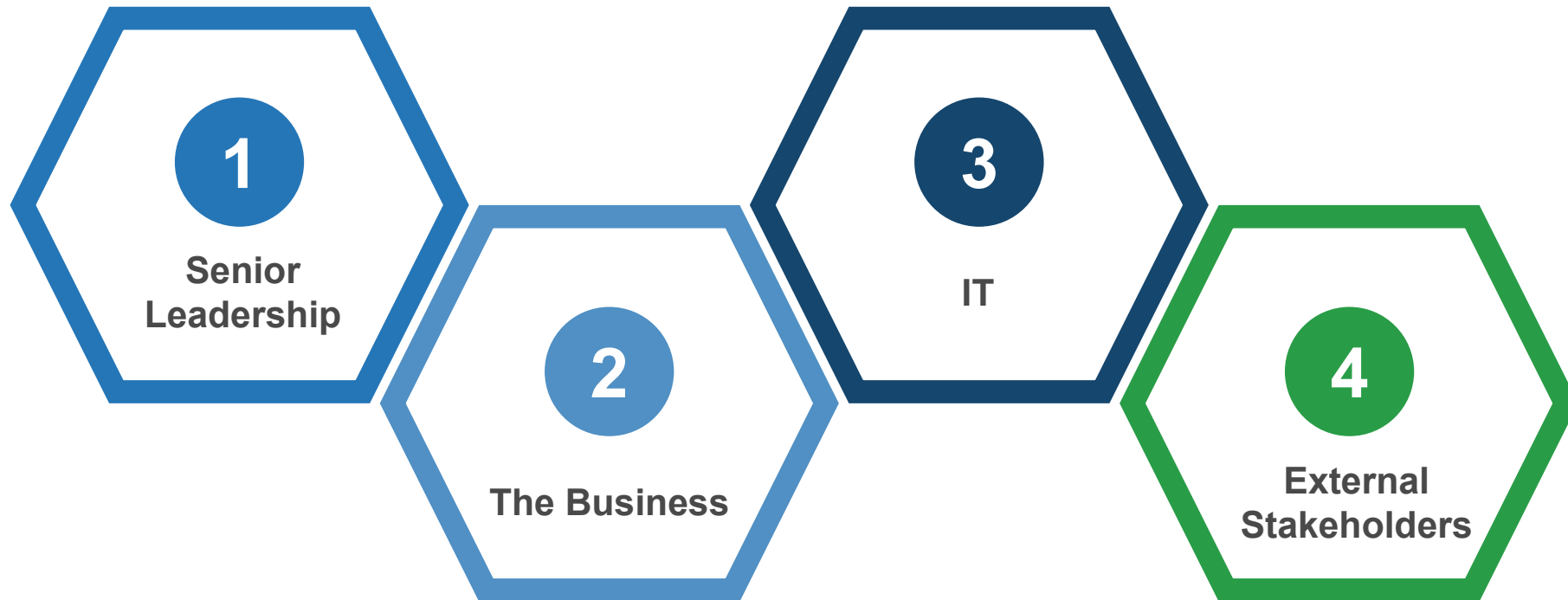


Data Literacy

- **Value of data.**
- **Data and the organization's strategic priorities.**
- **What data do we have?**
- **Where do I find it?**
- **Data standards.**
- **Data stewardship.**
- **Data 101 for senior leadership.**

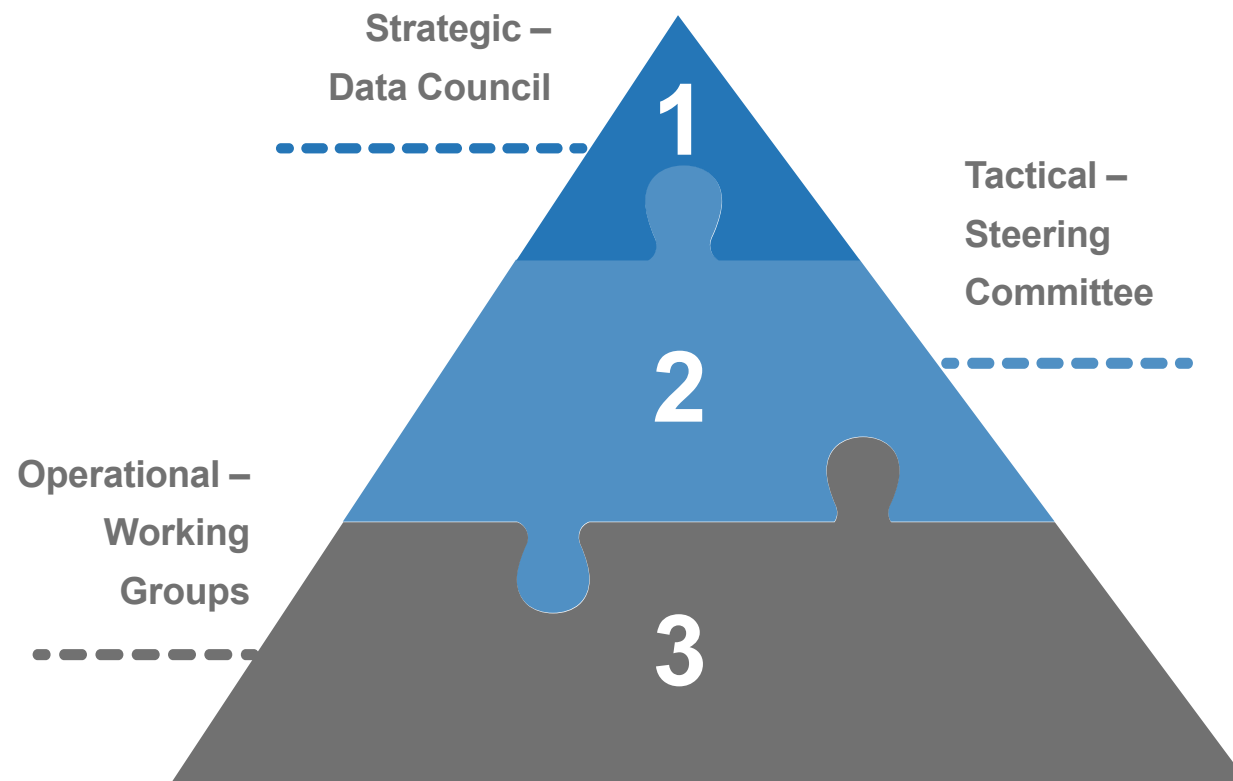


Roles and data organizational design

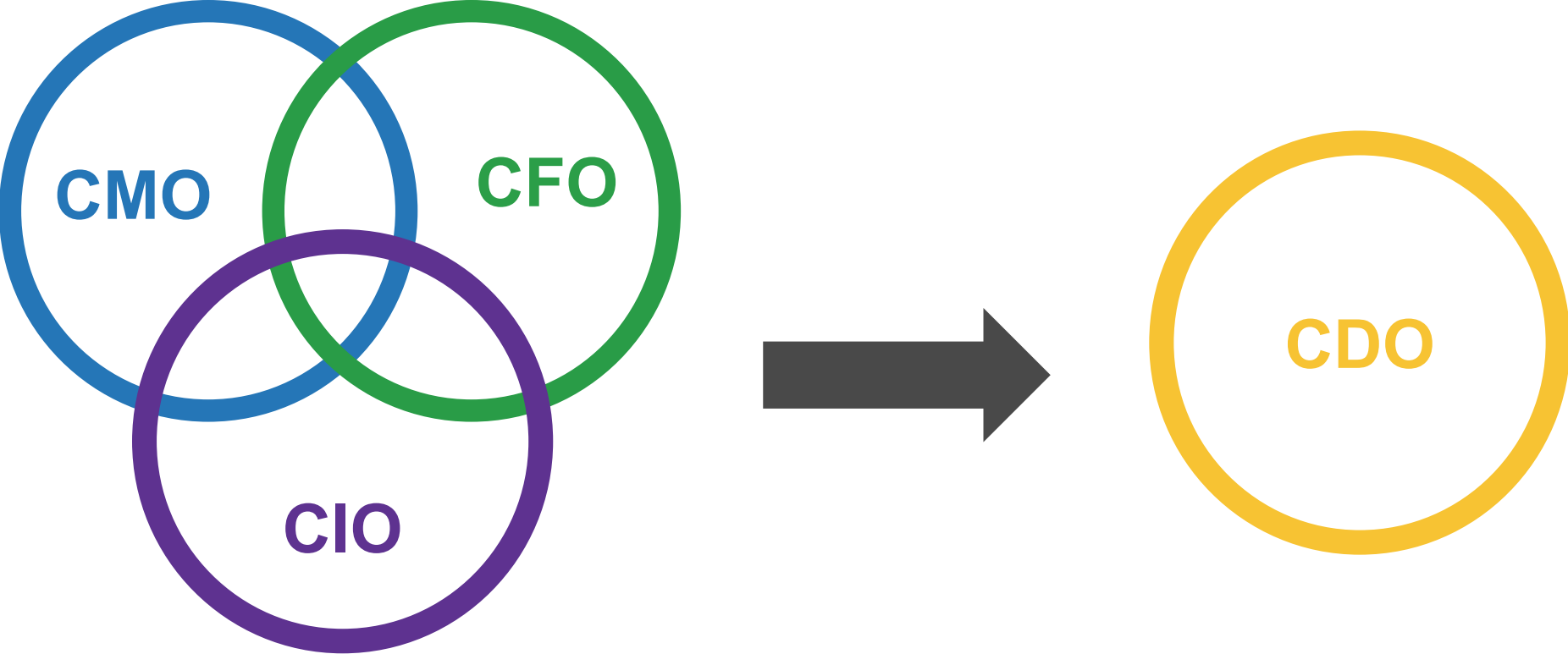


Data roles and data organizational design

There is no one-size-fits-all data governance structure.

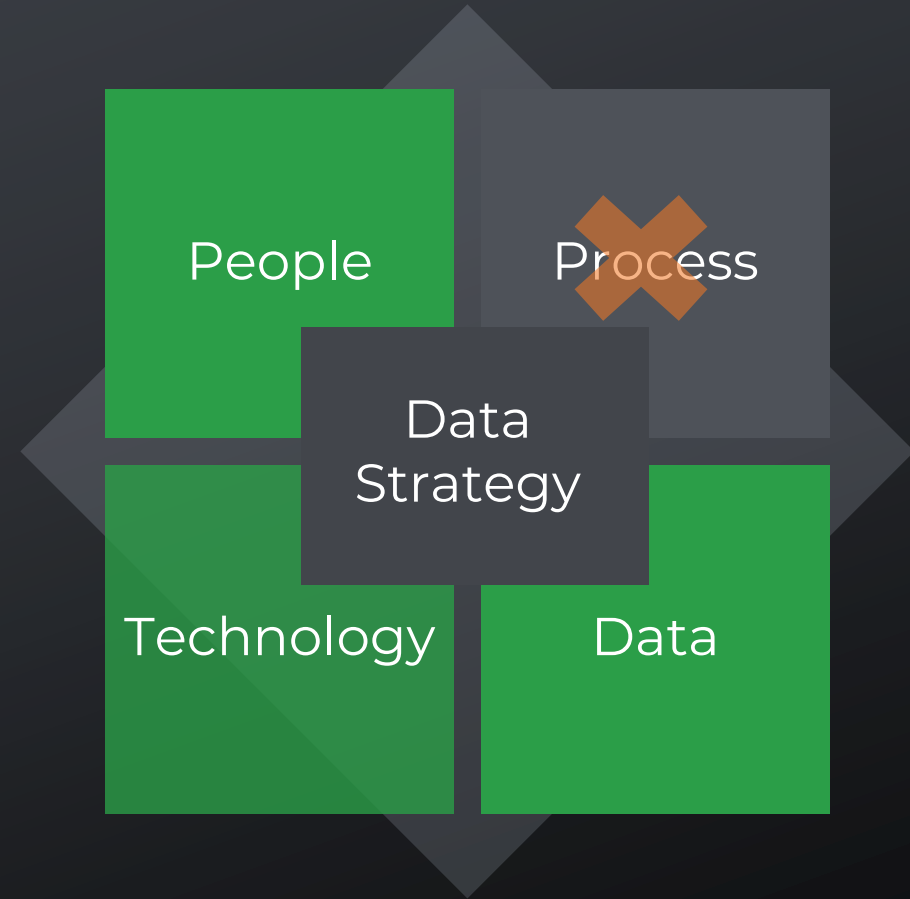


Evolution of the CDO

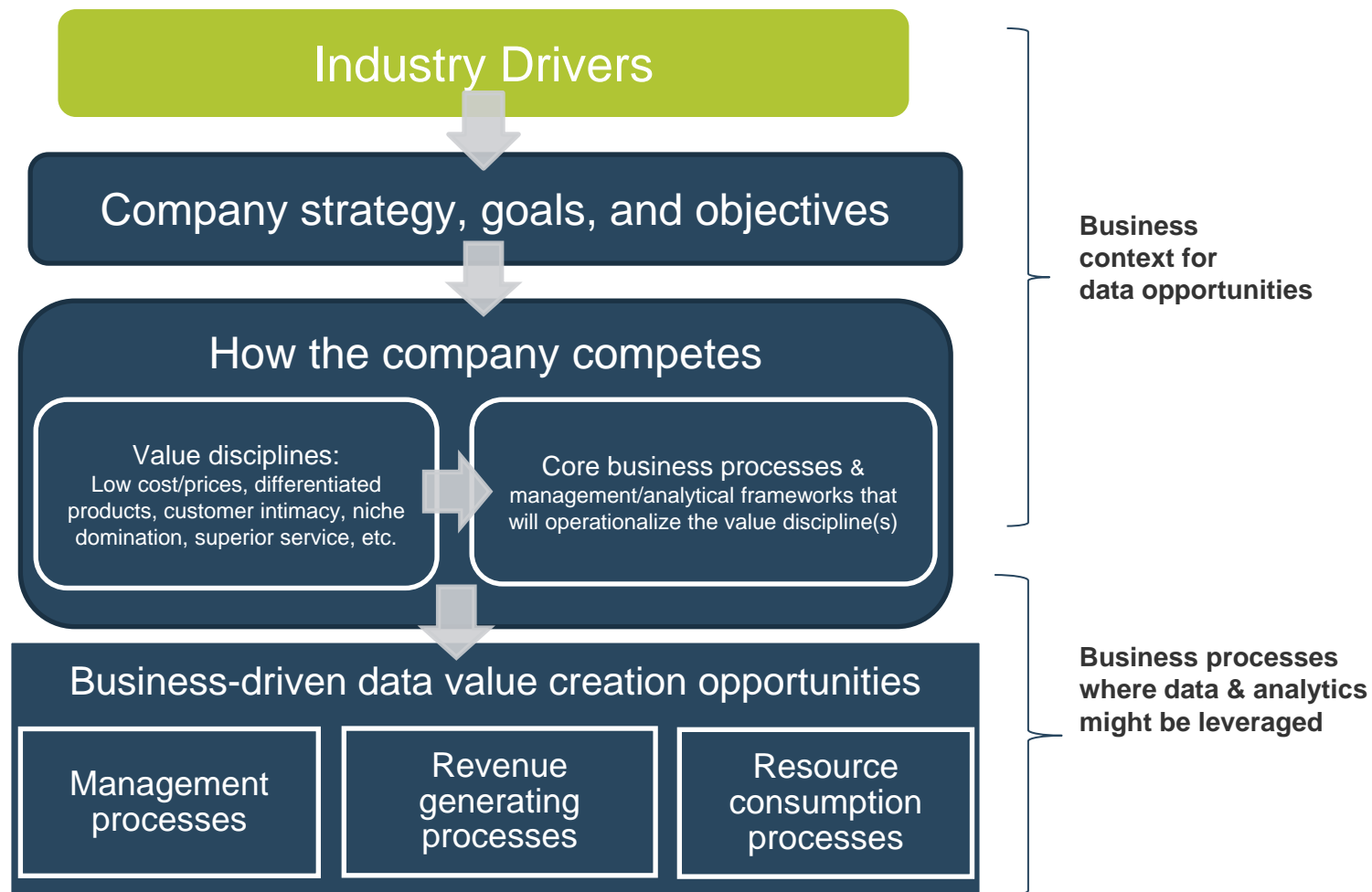


People and process get left behind

The **people** box is ticked

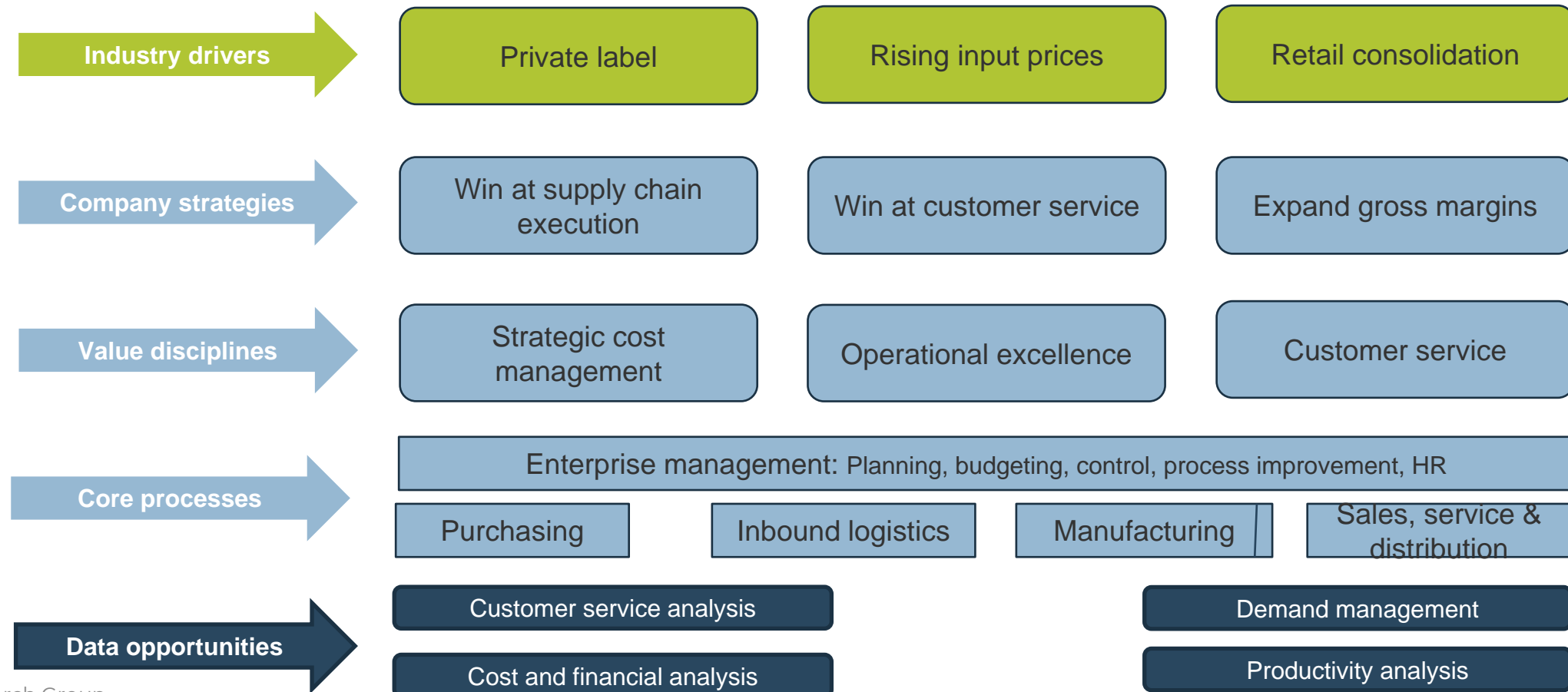


Formulating a data strategy: Data opportunity analysis

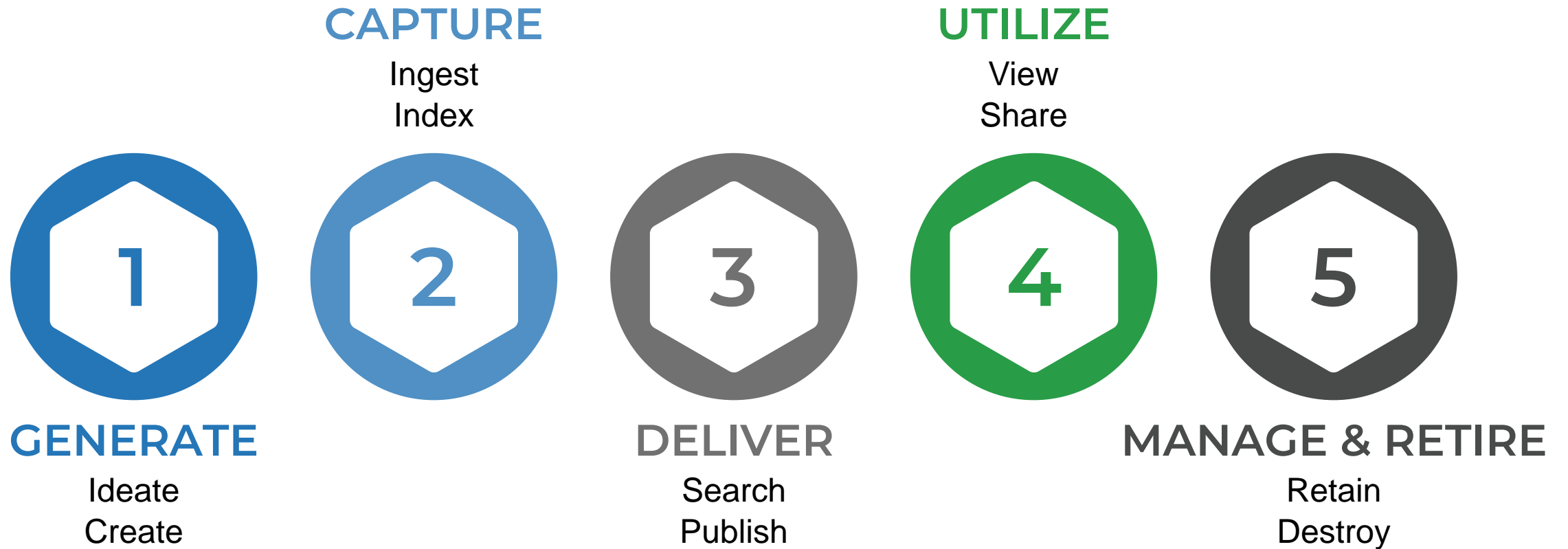


Source: Williams, *Business Intelligence Strategy and Big Data Analytics*.

Retail organization: Data opportunities



Process Management



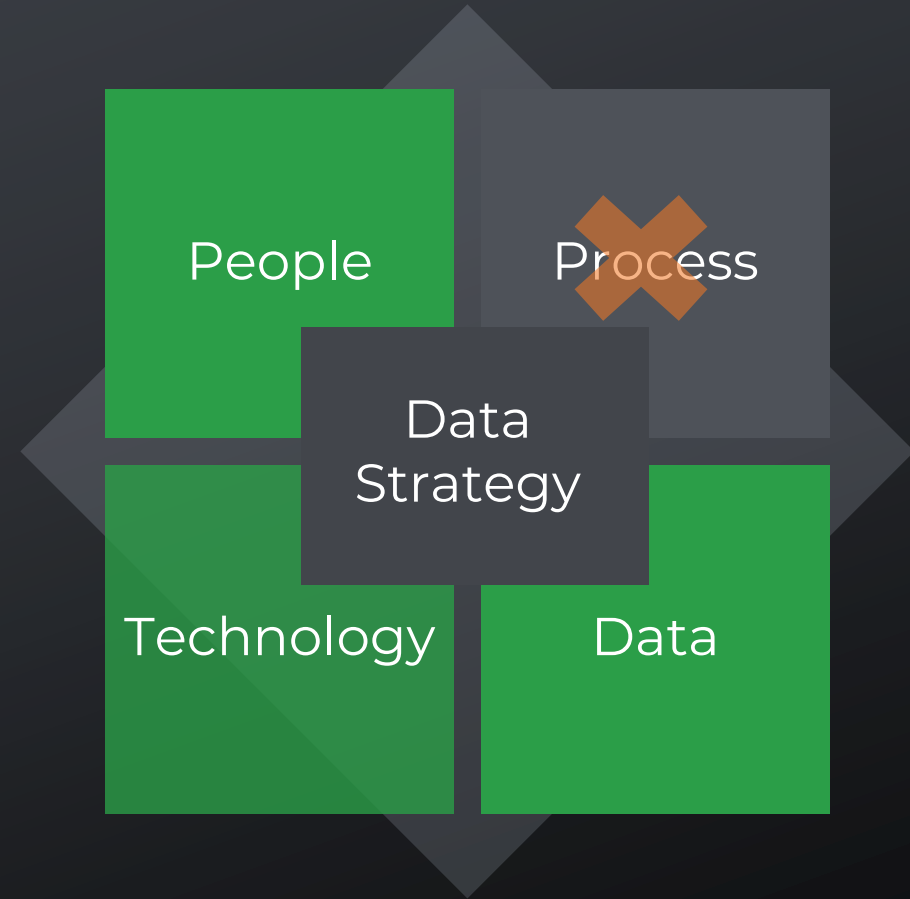
Effective Communication is:

Consistent.
Permeates all levels of the organization.
Creative and Relevant.

| Effective Communication Outcomes | |
|----------------------------------|---|
| Drives Adoption | ✓ |
| Manages Change | ✓ |
| Fosters Relationships | ✓ |
| Reduces Resistance | ✓ |
| Builds Credibility | ✓ |

People and process get left behind

People and Process have
been effectively
incorporated.



Data IS everyone' business



Run Our Data Culture Diagnostic

Gauge your organization's current data culture.

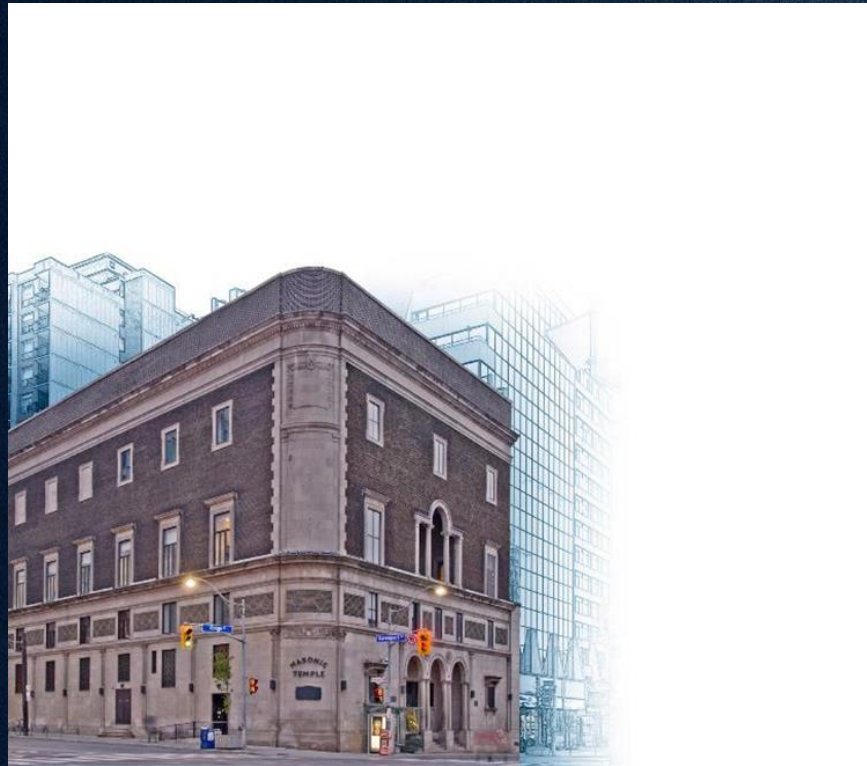


Reference Our Sample Data Strategies

See how we've assisted other organizations in formulating a robust and comprehensive data strategy, where data culture is NOT an afterthought.



Thank you!



About Us

Info-Tech Research Group is the world's fastest growing information technology research and advisory company, proudly serving over 30,000 IT professionals.

We are, by far, the most innovative firm in the industry and we pride ourselves on providing better research than anyone.

Since 1997, we have been helping CIOs and their teams evolve from fire fighters to innovation champions.

We produce unbiased and highly relevant research & tools to help IT leaders make strategic, timely, and well-informed decisions that drive business value.

We partner closely with IT teams to provide everything they need – from actionable tools to in-person analyst guidance – to deliver measurable results for their organizations.

Info-Tech Advantage

Our data-driven programs enable IT leaders to objectively measure success, develop an impactful IT strategy, and systematically improve performance year over year.

Each year we invest millions of dollars in our library of best-practice tools, templates, training materials, and step-by-step methodologies that are proven to accelerate projects and transform IT departments.

For over 20 years, our team of 100+ world-class analysts has been coaching members through their most challenging projects and largest technology selection decisions.

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