As Data professionals, our job isn't only to crunch numbers. We also need to make sure that our insights are actually used to drive business decisions. But how do you do that?  
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﻿﻿Make use of the IKEA effect:  
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﻿﻿"We value products more if we partially created them ourselves."  
﻿﻿  
﻿﻿Here's how to use it:  
﻿﻿  
﻿﻿✅ Involve your stakeholders  
﻿﻿✅ Show an early draft  
﻿﻿✅ Ask for feedback  
﻿﻿  
﻿﻿As a result, you'll:  
﻿﻿🧠 Get valuable insights to make your product better  
﻿﻿❤️ Get stakeholder buy-in  
﻿﻿  
﻿﻿Don't wait until the end.

But involve people from the very start.  
 ﻿﻿  
﻿﻿Ask questions like:  
 ﻿﻿

* What's your end goal?
* How will you use these insights?
* What would make this a success?  
   ﻿﻿

﻿﻿Use the IKEA effect.  
﻿﻿

You'll make people a fan of your insights.  
﻿﻿  
﻿﻿Good luck!  
﻿﻿Hammer time.  
﻿﻿