How to build, run, and expand your Data Culture

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Every company is a data company
Every organization needs to be data-driven

41%

41% greater improvement in production time to market compared to data-aware entities.

89%

89% improvements to customer retention and acquisition compared to data-adopting entities.

45%

45% greater improvement in employee retention compared to data-aware entities.

Source: McKinsey Analytics, 2018

The answer lies in building a Data Culture

72% of survey participants reported that they have yet to forge a Data Culture.

53% stated that they are not yet treating data as a business asset.

52% admit that they are not competing on data and analytics.

Fosters
Trust

Develops
Talent

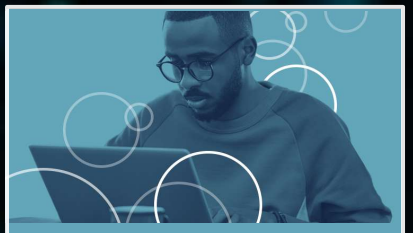
Seeks
Commitment

Supports
Sharing

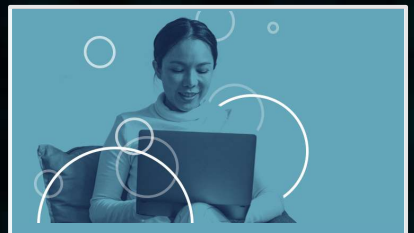
Changes
Mindset

Align leadership metrics to business opportunities

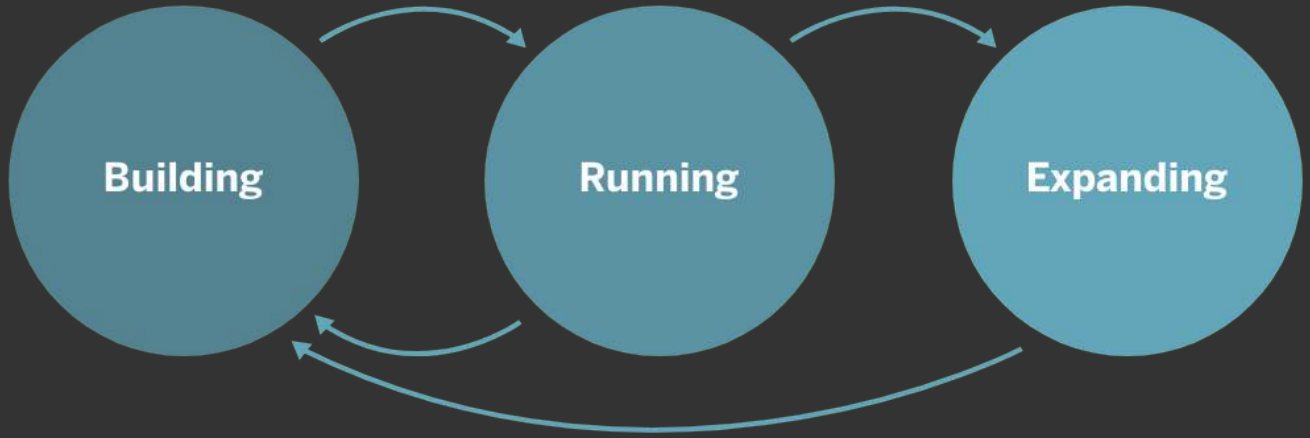
Build data sources to address critical decision points



Grow value with specific use cases



Promote widespread data discovery


Building
Running
Expanding

1

Align leadership metrics to business opportunities

Abercrombie & Fitch
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7折

Address critical decision points

Building

- Create a data leadership committee
- Assess and prioritize the highest-value business problems
- Define a set of key guiding metrics

Running

- Develop data to support guiding metrics
- Analyze metrics against historical performance
- Track metrics on a regular cadence

Expanding

- Redeploy and focus data resources
- Assign executive sponsors to monitor metrics
- Expand visibility into metrics

2

Build data sources to address critical decision points

Address critical decision points

Building

- Identify a few key business processes
- Recruit a tiger team
- Audit data use at the project level,

Running

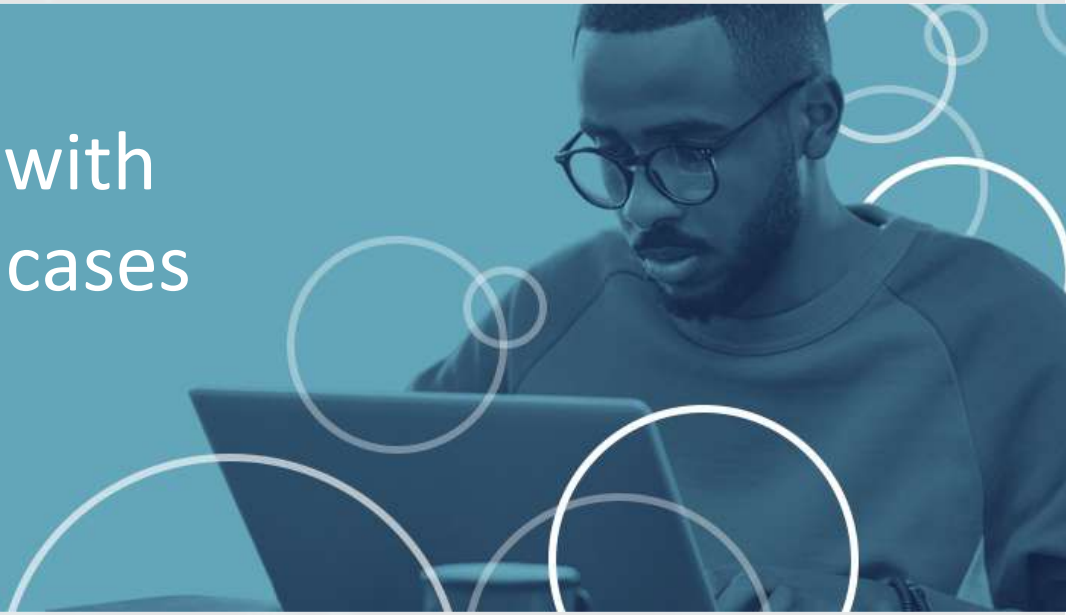
- Identify or build a few key data sources
- Prioritize and execute experiments
- Identify drivers of better performance

Expanding

- Measure the ROI of business improvements
- Share your successes and learnings
- Document learnings and opportunities for new data

3

Grow value with specific use cases



Grow value with specific use cases

Building

- Identify subject matter experts in each department
- Identify use cases where teams could benefit
- Outline requirements for data assets

Running

- Create purpose-built data assets
- Bring data assets into important meetings
- Launch programmatic efforts and assign champions

Expanding

- Incorporate data assets into employees' existing workflows
- Search for and incorporate new data
- Support development of data knowledge

4

Promote widespread data discovery

270
JPMorganChase
FOUNDED 1799

Promote widespread data discovery

Building

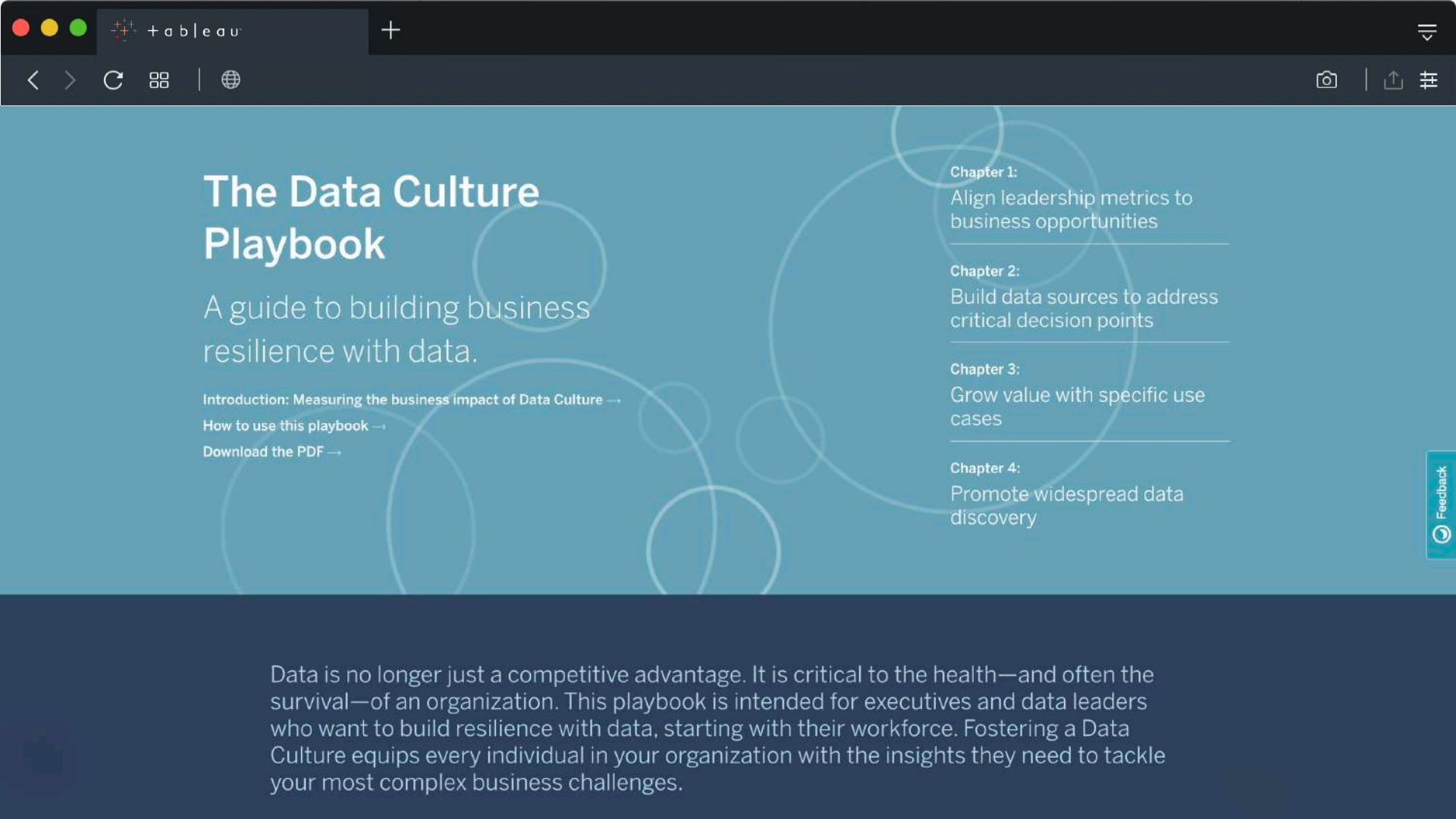
- Prioritize collaboration in department-level goals
- Expand data exploration
- Start innovation and problem- solving initiatives

Running

- Focus on enabling rather than creating content
- Institute community-building programs
- Invest in robust data lineage

Expanding

- Formulate a method and a repository to capture learnings
- Document leading practices for data discovery
- Publicly identify and celebrate data champions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The Data Culture Playbook
A guide to building business resilience with data.
Introduction: Measuring the business impact of Data Culture →
How to use this playbook →
Download the PDF →
Chapter 1:
Align leadership metrics to business opportunities
Chapter 2:
Build data sources to address critical decision points
Chapter 3:
Grow value with specific use cases
Chapter 4:
Promote widespread data discovery
Feedback
Data is no longer just a competitive advantage. It is critical to the health—and often the survival—of an organization. This playbook is intended for executives and data leaders who want to build resilience with data, starting with their workforce. Fostering a Data Culture equips every individual in your organization with the insights they need to tackle your most complex business challenges.

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