

LEARNING BRIEF

Top 8 Priorities in Shifting to a Data-Driven Culture

A data-driven culture is the behaviors and norms embodied by a workforce in which they make decisions based on insights generated using data. This construct is easier said than done. Deep-rooted routines and problem-solving techniques have caused many organizations to default to old ways.

Below are eight priorities to help shift to a data-driven culture and ways to immediately get more value from your data.



1 Give Permission

Employees can feel stifled when they don't have the permission to be innovative in their roles. Give power to the people and remove as many restrictions as you can and allow your workforce to think and act BIG.

2 Motivate

Motivating employees to innovate can come in a couple of different ways.

a. Create a champion committee that acts as a sounding board for new ideas and innovations. Team members in this role should be a healthy combination of strategic, tactical, and futuristic.

b. Invest in resources to get the crowd going. This can be as small as a space to whiteboard to guest speakers, industry summits, and trips outside of the four walls of your business.

3 Create a Win-Win Reward System

Start by defining which financial gains are within reach for your business. What rewards can be given to the folks who help get you there? Ensure clear communication and avoid creating competitive individualized ideas.

4 Paint a New Mental Picture

Map the current state to the future (goal) state. What is the connection between the two? What are hurdles based on the industry that may get in your way? Begin to layer in familiar methods of reaching decisions to shift to a new way of thinking.

5 Give the POWER

Allow your team members to get their hands in the data. Understand how to get the most from Power BI so employees can work with data end to end. In this step, ensure you have processes and governance in place for data privacy, access, and control. Otherwise, have fun!

6 Show and Tell

Create success stories of ways employees and other businesses have succeeded with data. Make these stories easy to understand, applicable, visible, and repeatable to your workforce.

7 Entrepreneurship

Install a "fail fast" approach to experimentation of data. Leverage agile and bi-model approaches to create a product, get it into production quickly and see what changes are necessary. Installing an entrepreneur attitude can help your workforce get more value from the initiatives your team takes on.

8 Let the Team Create the Solutions

Encourage bottom-up thinking. Like analysts or data users, the people on the ground have the best understanding of what works and doesn't when it comes to data processes and systems. By letting the team create the solution, you can cast more points of view and enable the team to be more invested. Because at this point, it's personal!

Up next: Explore the [7 Ways to Get Started with Self-Service Analytics](#) to get data in the hands of employees. Need help in getting started in driving culture? Connect with a team member at info@ccganalytics.com.

