

Building a Data-Driven Culture

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Building a Data-Driven Culture is the cornerstone of success in today's fast-paced and competitive business landscape. In this era of information overload, Organizations that harness the power of data can make informed decisions, drive innovation, and gain a competitive edge. By creating a culture that values data, Organizations empower employees to use data as a strategic asset, driving growth and efficiency. This transformative approach involves establishing robust data infrastructure, fostering data literacy, and promoting data-driven decision-making at all levels. Through this introduction, we embark on a journey to explore the key elements of building a data-driven culture and unlocking its immense potential.

What do you offer?

First, a catalogue has different data services such as IT, finance and data. The concept of data services is not new, but it's new in the sense that some things that people have only just thought to make them services. I recently saw somebody develop a "business glossary as a service." That's a great idea. You can make many things a service. Obviously, out of that service, you will get concrete artifacts. They might be digital, but they're still artifacts, so they're data products.

That's the background in terms of the content of these catalogs. It can go right across the range from traditional things, as data catalogs could be as a service. Depending on the organisation's size, even newer things like DataOps could be a service. A knowledge management workbench could be a service. Off of that workbench, you would have multiple artifacts. So, there would be many services – some traditional and some non-traditional – in a data service catalog.

Know your customers

When servicing customers, you need to know what is relevant to them, who they are internally and externally, and consider comprising your service catalog appropriately. It needs to be relevant, not just to the day-to-day services that keep the lights on, but potentially to services that will make the organisation grow faster. For example, you should do a data lake service that an organisation can use to quickly set up a data lake (I'm talking about more prominent Organizations). Why would you do that? So that the organisation can grow faster and better.

Be Innovative

You might have something similar in the innovation area. For example, you might curate a unique dataset for research. I'm giving examples of services catering to different strategic business objectives. There's performance as usual, there's growth, and there's also innovation. Think big when you think about a service catalog. It does not have to be just the mundane day-to-day stuff. Once you've decided on relevant things, how do you manage that? Well, do not reinvent the wheel.

Other disciplines have already thought about how to manage a service catalog. Go and look at that. This is not coming just from me. I've learned this from my mentors, and one of the best guys on this is Doug Laney. He wrote the book on infonomics (Infonomics: How to Monetize, Manage, and Measure Information as an Asset for Competitive Advantage by Doug Laney). He references purchase order management, library science and data people borrow from existing disciplines that have got this down pat. I won't explain how you set up and manage a service catalogue. Others can do that well. Borrow from them: that's how you become successful.

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Do something!

You are a data artisan. You are a designer. You are not going to reinvent the wheel. The elements that go into your designs will be borrowed from multiple places. Bring existing things together – think like a designer. If you think like a data designer, it's a much easier task. If you think, "Oh, I've got to do everything," you will never get anything done.

Conclusion

Building a data-driven culture is a powerful catalyst for organizational success in the data-driven age. Businesses can unlock valuable insights, make informed decisions, and drive innovation by prioritizing data and analytics. A data-driven culture empowers employees to become data-savvy, enabling them to contribute effectively to the organization's goals. It fosters a mindset of continuous learning, experimentation, and evidence-based decision-making, leading to improved performance and better outcomes. While implementing a data-driven culture requires commitment, investment, and addressing challenges, the rewards are substantial. Organizations that embrace a data-driven culture position themselves for long-term growth, resilience, and competitiveness in an increasingly data-centric world.

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