

Tips to becoming a Successful CDO Consultant

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Entering the CDO consulting services is a challenging yet rewarding career path that requires a unique blend of technical expertise, leadership acumen, and business acumen.

As a CDO consultant, your primary responsibility is to help organizations unlock the full potential of their data assets, transforming them into valuable insights and strategic decisions that drive business growth. In this role, you will be tasked with designing and implementing data management strategies, ensuring data governance and quality, and leveraging advanced data analytics techniques to empower businesses with actionable intelligence.

To excel as a CDO consultant, you must be willing to cultivate strong technical and business skills, embrace innovation, and leverage your diverse experiences to provide data-driven solutions that positively impact clients across various industries. Your objective perspective, network, and focus on results will distinguish you in the dynamic field of data consulting. From my experience, here are my top three (3) tips I prescribe for any who desires to begin their journey into the CDO consulting service;

What Do I Need to Know?

Experience

First and foremost, you need to do the job or else you have nothing to share. Just like with leadership, you need to look at generic consulting. Read the classic pieces on consulting, such as *The Trusted Advisor*, which is an amazing classic – a real pillar for anyone who wants to get into consulting. I also learned about being a consultant at the then Anderson Consulting, which was one of the best educational experiences I ever had.

Also, if you genuinely desire to become a world-class CDO consultant, you must develop robust leadership experience. You've got to be credible at what you're doing, and then you must pair that with the fundamental way of being a good, trusted advisor. The point is, there are other materials, experts, I mean on consulting, doing amazing work. Your best bet is to pair, because if you pair those two together, you have credibility and understand the consulting role versus doing the job yourself. Also, it will be much easier to step into the space.

Market Preparation

You also need to know how to prepare to go to market. That's the hard part. The need is through the roof, but your customers have yet to learn they need you. They think you should do them a favor and tell them stuff for free. It's not like writing a blog saying, "Download this checklist." We, as CDO consultants, need to do a lot of "taste it."

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Don't just show them but go and let them experience you. After doing that for a while, which might be a lot of free so-called work, they're going to understand your value, and then that's when you're going to be able to put a price on it. I'm not saying that you should never ask for money upfront. The market is so green and unformed that it's not even recognized as a service offering.

Be Willing to Grow

I love being challenged and having new things. I've never been a person that is content with being in one organization, knowing precisely what's going to happen, and just getting on with keeping the lights on. That's not something that makes me excited. Although, I love being in an organization where you're starting afresh, or you have to turn it around and grow it like crazy. I love growth situations. I love growing things, and I like taking things to completion. With my last event, I'm not happy that I was not able to grow and complete something. That's the biggest thing for me: that's my personal interest. I'm also saddened that I couldn't see the product of my growth in the people around me because that's who I'm there for. I want to be able to create something.

"What gives me energy is that I'm an inquisitive person, so I love seeing and being in all sorts of different situations. It not only keeps my brain going, but it keeps my excitement for the field going, and that's why I prefer consulting to being in one position".



The same should be for anyone who wants to go into consulting. It's a space that does not keep you in one place, and until you're willing to always be in the movement, you will not find the field exciting enough to keep you. But we who are there and passionate about it would not settle for anything less.

Overall, becoming a CDO consultant is a journey that demands continuous learning, adaptability, a passion for leveraging data to make a positive impact on businesses and, most importantly, the developing dissatisfaction with staying in one place. By following these tips and dedicating yourself to excellence in the field, you can succeed in this dynamic and sought-after role.

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