



# Data-driven organizations let their data speak





## The data journey

A data driven organization is one that makes effective and consistent use of data in their decision making process at all levels of the organization. Many organizations want to become data driven, but don't know how. Because how does an organization actually become data driven? At the start of a data journey, it seems like a grueling journey to a data-driven organization, with obstacles that make the road more complex. The trick is to start with small steps and at the same time not lose sight of the goal. This requires a long-term vision that is not hidden in complex terminology, but is clearly formulated and understandable to everyone.

Jos Schreurs (founder of Squadra MDM) states that it is crucial to avoid technical jargon and use 'normal language' as much as possible, so that the data is understood in all layers of the organization. Understandability takes precedence over terminology.

## The intangibility of data literacy

The technical jargon refers to data literacy, a concept to which experts in the field have given all kinds of complex definitions. In essence, it is about being able to read and understand data. This seems like an abstract theme for the longer term, but it really makes it easier for stakeholders to recognize the value of data when you pay attention to it right away. This creates support and enthusiasm for the data journey, which has just begun. Jos is not the only one with this view on data. Research

shows that people can feel left out when a lot of jargon and complex terminologies are used. Employees and even entire departments can then be convinced that data does not concern them, but that it is something for the experts within IT, Data & Analytics or Data Management. These employees then remain illiterate in the world of data, while the experts continue to produce reports, reports and dashboards for them in a language they do not understand. Conversely, data experts find it difficult to communicate in terms that are understandable to the rest of the organization. For example, it will be difficult to convince management of the importance of 'data lineage' if they do not really know what this means.

How can you as an organization support your employees with a kind of roadmap for walking their data journey? In fact, how can an organization ensure that employees are made aware of the fact that good data is essential for good business operations, and that they themselves play an essential role in this? Teije de Haan, (associate at Squadra) says that data must be served, in order for data to serve.

This somewhat cryptic statement may make sense to data literate people, but it can also raise questions. Teije therefore explains that timely and reliable data is actually the basis for an optimal result for every business process. The art is therefore to serve the data at the front and to ensure that good data is put into the process. Only then can data come out at the back that you can really do something with. In this way, the data can serve you again.



## The power of data storytelling

It is easier said than done to grow this insight in the organization. How are you doing this? Do you create this realization with meetings? Newsletters? Infographics? Webinars? Teije and Jos see data storytelling as a lever to bring about something within the organization. According to them, storytelling is nothing more than telling a visual story that strikes a chord with the target group. Employees give up when they are bombarded with terms such as 'data governance', 'survivorship rules' and 'data ownership'. The first steps in a data journey will be much easier with a concrete, manageable story in the language that suits the organization.

Jos gives a number of examples. When you work for a retailer you can ask what all returns actually cost. This way you notice whether there is a good picture of it. If not, can you explain what you should measure in order to get a picture of that. Another example is of a customer, where the project sponsor is still unsure about the added value of a data management project. This sponsor is responsible for purchasing. Based on information from just one data field, Jos told him what their biggest brands are and asked him how he would negotiate prices and discounts with these companies. Then the penny dropped that there is literally still a lot to be gained with data management.

Teije's vision fits in seamlessly with this. The goal of data storytelling is that employees themselves stop and think:

okay, I understand what the data means, what the importance is for my organization and I feel my own responsibility in this. Teije explains that data storytelling works so well because data is intangible and therefore difficult to understand. By telling stories around it, people feel more involved and it's easier to find the insight and understanding you're looking for.

After reading this article, are you excited to start your data journey yourself? Then contact Squadra MDM here and our experts will be happy to help you!



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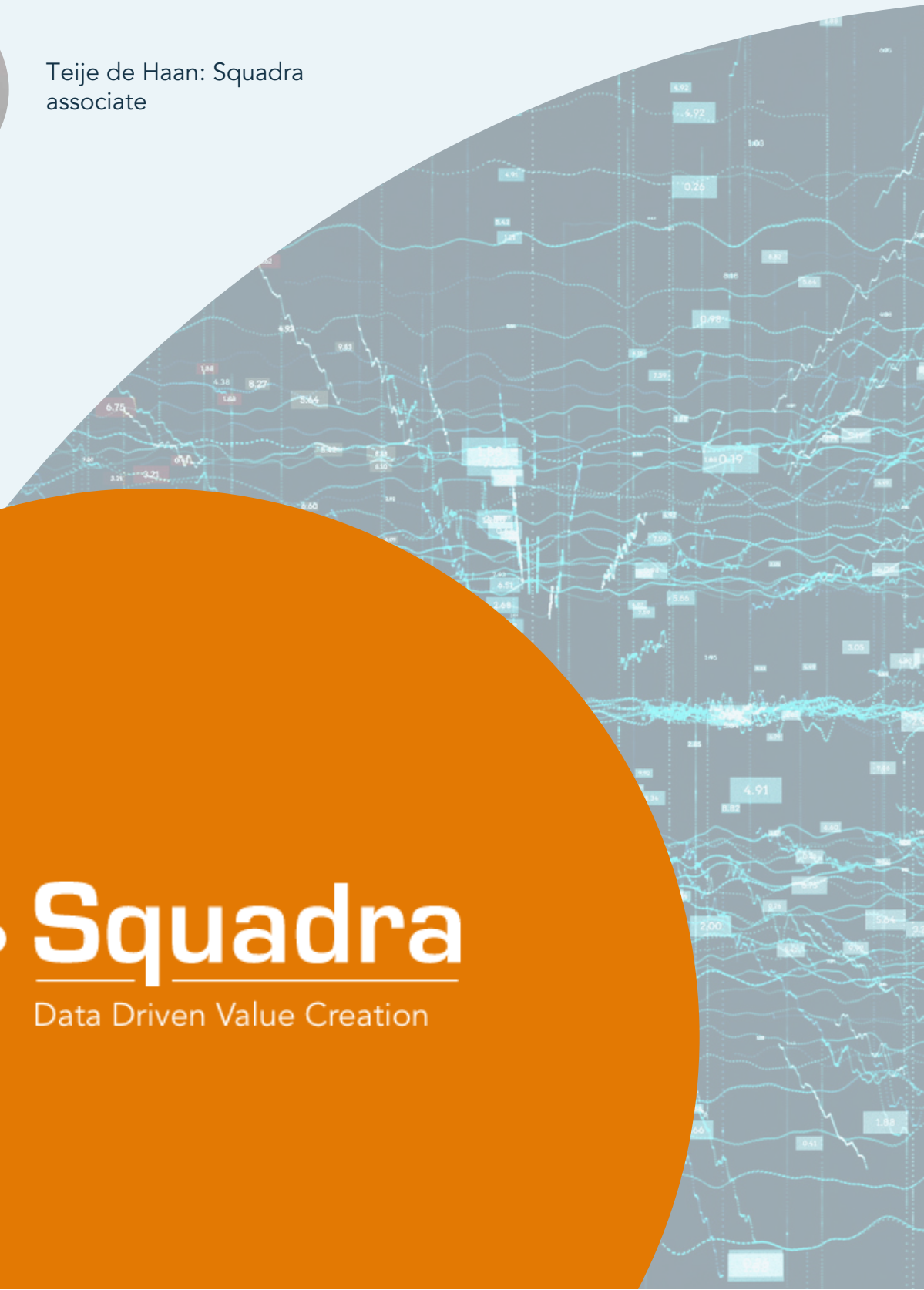
# Thanks to



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Data Driven Value Creation