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THE LEADER'S DATA MANIFESTO

A CALL FOR ACTION FOR MANAGING DATA ASSETS

OBJECTIVES

- Background and research
- Direction
- Ask: A call for action

BACKGROUND

DATA OFFERS ENORMOUS UNTAPPED POTENTIAL
TO CREATE COMPETITIVE ADVANTAGE, NEW WEALTH
AND JOBS; IMPROVE HEALTH CARE; KEEP US ALL
SAFER; AND OTHERWISE **IMPROVE THE
HUMAN CONDITION**

BACKGROUND

ORGANIZATIONS ARE FAR FROM BEING DATA-DRIVEN.

MOST COMPANIES:

1. DON'T FULLY KNOW WHAT DATA THEY HAVE OR EVEN WHAT DATA IS MOST IMPORTANT
2. CONFUSE "DATA" WITH "INFORMATION TECHNOLOGY" OR DIGITALIZATION, LEADING THEM TO MISMANAGE BOTH
3. LACK ANY SORT OF DATA VISION OR STRATEGY DEFINING HOW DATA CONTRIBUTES TO THEIR BUSINESS
4. UNDERESTIMATE THE EFFORT REQUIRED TO MANAGE DATA AND LACK THE ORGANIZATIONAL STRUCTURE TO DO SO

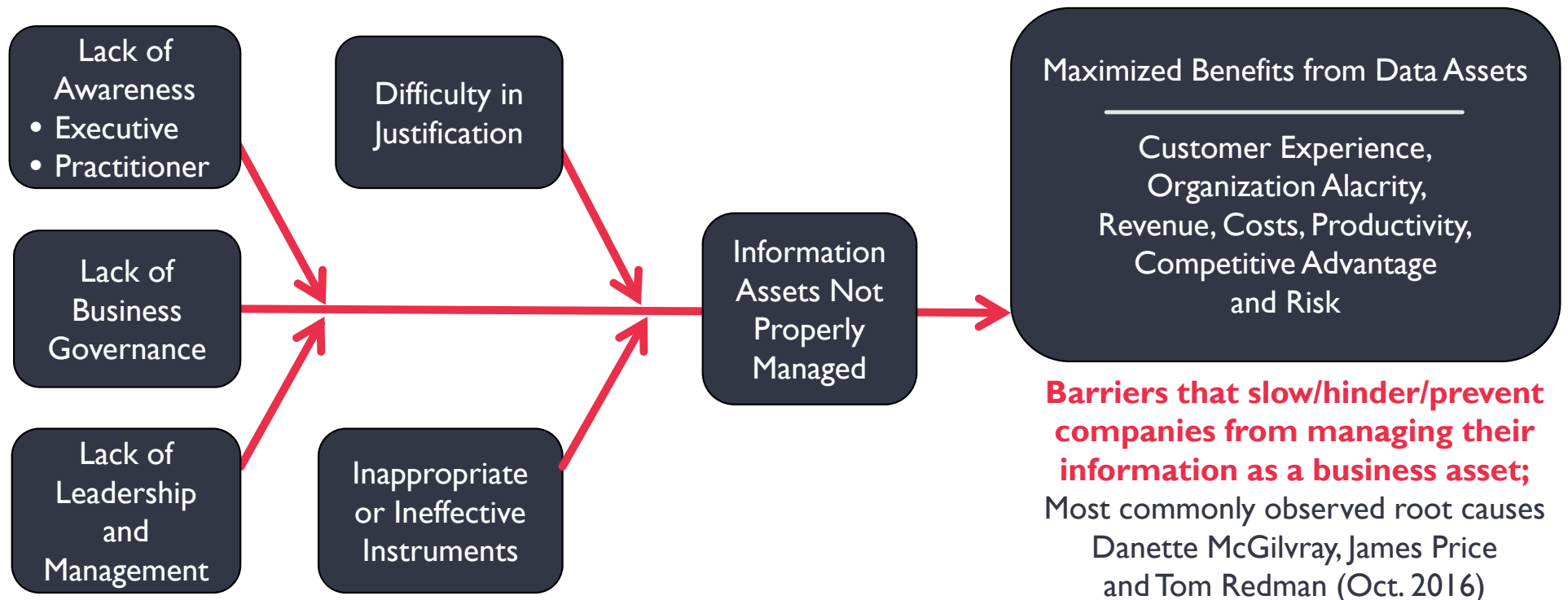
BACKGROUND

MANY COMPANIES ARE SUCCEEDING WITH SMALL-SCALE ANALYTICS, GOVERNANCE, QUALITY AND OTHER EFFORTS. STILL, WE FIND **NO EXAMPLES OF FUNDAMENTAL, LASTING, COMPANY-WIDE CHANGE WITHOUT COMMITTED LEADERSHIP** AND THE INVOLVEMENT OF EVERYONE AT **ALL LEVELS** OF THE ORGANIZATION. ... AND WE ARE FULLY AWARE HOW DIFFICULT IT WILL BE TO UNLOCK DATA'S POTENTIAL, UP AND DOWN THE ORGANIZATION CHART.

BACKGROUND

- Data management practitioners met to discuss the state of managing data assets; what they found:
 - The evidence of data's value is strong.
 - The best practices are known.
 - There are small-scale successes, but few that offer deep, lasting company-wide change.
- What they questioned:
 - Why is adoption so slow?
 - What are the root causes?
 - And what needs to change?

THIS STUFF IS HARD: TODAY'S ORGANIZATIONS ARE UNFIT FOR DATA!



Work built on research by Dr. Nina Evans and James Price. See paper at: www.dataleaders.org.

NOT INFLUENCED BY MATURITY OR ADOPTION

Diffusion of Concept

Actual Use

Intent to Use

Attitude to Use

Perception of Usefulness

Trigger/ Reason



There is no difference in adoption based on organization view, *perceived* maturity, or when a chasm is being crossed, or where the technology is on an adoption curve

Innovator

Early adopt

Early majority

Late majority

Laggard

Based on Venkatesh, V. and Bala, H. "TAM 3: Advancing the Technology Acceptance Model"

DIRECTION

- Not looking into *if* data asset management/EIM* is viable
 - That is proven. Data is as crucial as land, labor and capital.
- Not searching for magic message to tell management this is important
 - That is the wrong approach.
- Requirement
 - What's needed: A brief, compelling manifesto describing the real situation and issuing a specific call for action.

* *Enterprise Information Management*

CALL FOR ACTION: BOARDS AND SENIOR LEADERSHIP

- Grow understanding of data and its potential
 - Not “boring stuff” buried in computers
 - A differentiator for your company
 - Leave an enduring legacy
- Gain experience
 - Improve quality of most important data
 - Use data to gain competitive advantage
 - Data management better suited to rigors of data
- Leadership owes shareholders/employees a data vision and strategy

CALL FOR ACTION: TO ANYONE WHO NEEDS DATA TO DO THEIR JOB

- Pick an area that interests/impacts you, for example:
 - Data quality
 - New analytic method
 - Simpler data dictionary
- Make a definitive improvement
- Use improvement to demonstrate what's possible

↓ YOUR ORGANIZATION'S
↓ BEST OPPORTUNITIES FOR
□ **ORGANIC GROWTH**
01101 LIE IN **DATA**

CALL FOR ACTION: DATA PROFESSIONALS

- Build connections with your business counterparts
- Learn to speak their language and help them succeed with data
- Sell the concepts
- Mentor, teach and evangelize

WE URGE EVERYONE TO LEAD CHANGE

PLEASE JOIN US!

- Go to **DATALEADERS.ORG** and sign the manifesto.
 - Name printed, signature, and email. Title optional, no company name required.
 - We want to start a movement – that is what manifestos are for!
- Download a copy of the manifesto at **DATALEADERS.ORG**.

**Give this manifesto deep
consideration.**

SHARE IT. DEBATE IT.

**And make it work in your
organization.**

JOIN US! WWW.DATALEADERS.ORG

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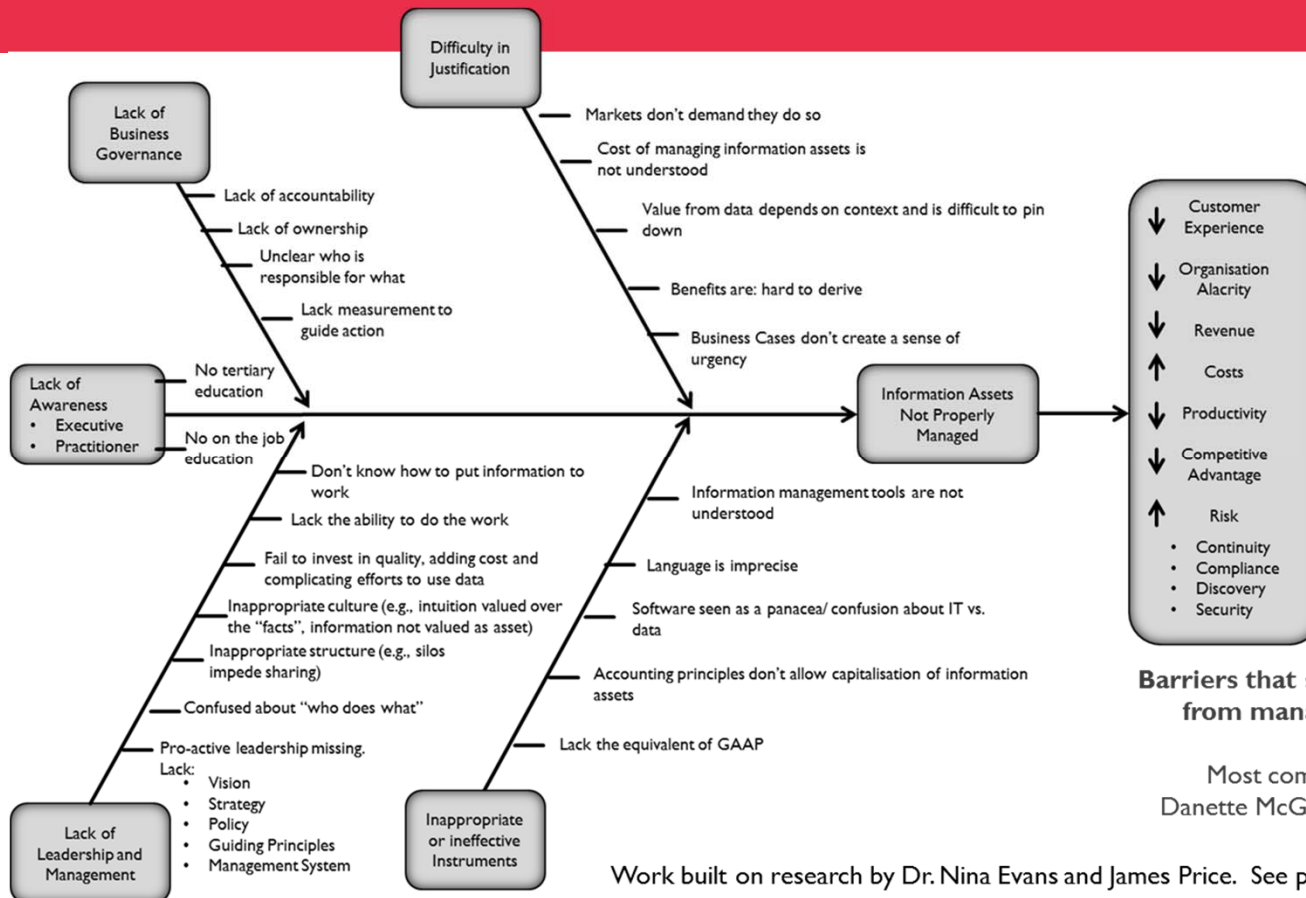

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THIS STUFF IS HARD – ROOT CAUSE ANALYSIS DETAIL



Barriers that slow/hinder/prevent companies from managing their information as a business asset

Most commonly observed root causes
 Danette McGilvray / James Price / Tom Redman
 October 2016

Work built on research by Dr. Nina Evans and James Price. See paper at: www.dataleaders.org