

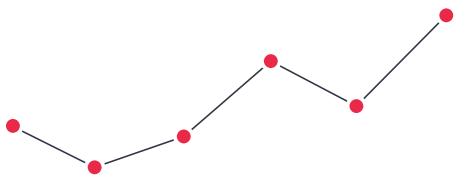
THE LEADER'S DATA MANIFESTO

1 YOUR ORGANIZATION'S
1 BEST OPPORTUNITIES FOR
0 **ORGANIC GROWTH**
11101 LIE IN DATA

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**

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

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.

THEREFORE, WE URGE EVERYONE TO LEAD CHANGE

BOARDS, SENIOR EXECUTIVES AND SENIOR LEADERS: CHALLENGE YOUR PRECONCEIVED NOTIONS OF DATA.

See data not as the details buried in the bowels of IT and in your computer systems, but as a **source of unlimited, new opportunity**. Realize that data's potential isn't just for specialists, such as data scientists, but for everyone and a way for your company to **truly distinguish itself** from competitors. See data as a way for you personally to **leave an enduring legacy**. Consider what it would mean to put data assets on your balance sheet.

Leadership owes their shareholders and constituents a data vision. As a first step, focus on these areas:

1. Take better care of data, with a focus on the quality of your most important data.
2. Try out the many ways to put your data to work and gain a competitive advantage.
3. Advance a management system better suited to the rigors of data.

EVERYONE WHO NEEDS DATA TO DO HIS/HER JOB: BECOME DATA PROVOCATEURS TO DRIVE CHANGE.

Opportunities abound, so choose an area or two that interests you. It could be improving data quality; discovering a deeper analytic method; developing a new metric; delivering an idea that quantifies the hard-dollar value of data; or using data to build bridges with other departments.

DATA PROFESSIONALS:

Be more proactive, communicate with your business counterparts, sell the concepts, become a data mentor, and help people create their own success stories.

GET ON WITH THE WORK

These are exciting and perilous times: exciting because data offers opportunities to create competitive advantage, enhance existing products and services (and create new ones), better understand customers and reduce costs. And perilous because fixing what's broken will be arduous, and those who wait too long may find themselves severely disadvantaged.

Give this manifesto deep consideration.

SHARE IT. DEBATE IT.

And make it work in your organization.

JOIN US! WWW.DATALEADERS.ORG



JOHN LADLEY

[TWITTER.COM/JLADLEY](https://twitter.com/JLADLEY)

Author, *Making EIM Work for Business and Data Governance: How to Design, Deploy and Sustain an Effective Data Governance Program*



DANETTE MCGILVRAY

[TWITTER.COM/DANETTE_MCG](https://twitter.com/DANETTE_MCG)

Author, *Executing Data Quality Projects: Ten Steps to Quality Data and Trusted Information™*



KELLE O'NEAL

[TWITTER.COM/KELLEZONEAL](https://twitter.com/KELLEZONEAL)

Author, *Turning Data Into Insights* series for CIO.com



JAMES PRICE

[TWITTER.COM/RETHINKINFO](https://twitter.com/RETHINKINFO)

Author, *Barriers to the Effective Deployment of Information Assets: An Executive Management Perspective*



TOM REDMAN

[TWITTER.COM/THEDATADOC1](https://twitter.com/THEDATADOC1)

Author, *Getting in Front of Data and Data Driven: Profiting from Your Most Important Business Asset*