

Data Leadership Quick Reference Guide

You're interested in doing the extraordinary with data. Positioning your organization to not just use data, but prioritize it as a direction-setter and strategic advisor.

Dive into 5 core pillars to position your organization to do the remarkable with data, while positioning your team for continual business impact and relevancy.



Set Bold Vision

Your data vision needs to be bold and inspire belief about the role data plays in fueling growth. Align your vision to corporate strategy, macro forces ahead, and the questions you most need to answer with data.

Tips & Tricks:

- Identify your north star
- Be equal parts Operator + Visionary
- Dream with your peers about the insights they want to unearth



Build for Scale

Scalable data foundations position your organization to grow and adapt. From building a culture of data governance, quality, and literacy to defining processes, build a foundation that drives ROI for both today and tomorrow.

Tips & Tricks:

- Build in agility to accelerate time to value
- Create a data ecosystem visual
- Craft leading and lagging indicators





Align to the \$\$

As a data leader, you elevate the use of data to inform decisions. But to truly excel, it's about aligning to projects that yield tangible revenue growth, positioning your team as a profit center.

Tips & Tricks:

- Build an attribution model to establish your team as a profit center
- Measure the impact of data analytics projects
- Build ties, particularly with leaders of Marketing, Sales, and Product



Intentional Team Design

Establish a world-class analytics function that has the skillsets needed to address whirlwind tasks while driving parallel progress on next-gen data initiatives.

Tips & Tricks:

- Craft a culture of continuous learning
- Augment existing team capability with new skillsets needed
- Develop continual access to hyper-specialized talent



Advocacy & Bridge Building

There is no leader better positioned to be an internal bridge builder than the data leader. You can successfully eliminate data silos, shift the org to be truly insights-enabled, and inspire the entire company to use data and advanced analytics to drive forward.

Tips & Tricks:

- Encourage your team to shadow individual contributors who rely on the data daily
- Identify one quick win to solve for each department
- Bring data and storytelling to life via visualizations that engage cross-functionally

