

DATA IS YOUR BFF!

The Obstacles:

Organization's perceptions of role of data;

Lack of data governance;

Lack of interest in data-driven insights;

Lack of time

“You can’t trust the insights when you can’t trust the inputs.”



"The half of knowledge is to know
where to find knowledge"

Dodd Hall

1.

Assess the
situation.

2.

Start at the
finish line.

3.

Determine your
definitions.

4.

Create
power users.

5.

If it's important, it's
worth repeating.

6.

Dirty data be
gone!

7



Bring your
dark data
into the light.

8.

Don't buy more
underwear.

9.

Automation
equals insight.

10.

Progression not
perfection.

S.M.I.T.

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