

ANATOMY OF A DATA CULTURE



6 DATA CULTURE ESSENTIALS

A good data culture is one where everyone feels a collective responsibility for data, and interacting with it is a normal part of everyday work. But how to encourage the right attitudes and behaviours?

Lead from the top

Your Senior Leadership Team should be role models to the rest of the organisation – building up their own skills, using data to help make business decisions, explaining the value it brings (or the risk it minimises) in company meetings, reflecting its priority when making funding decisions, and making the connection between data and business outcomes clear.

Build awareness, interest and skills

Identify the different needs within the company and create engaging communications and learning paths so people feel confident using the data and the tools, and understand their responsibilities. Take the time to understand the pain points and opportunities in different departments and tailor your messages accordingly. Not everyone needs to be a data expert, so provide deep dive training and certification for data professionals, with online learning and workshops for other colleagues.

Give easy access to tools and data

For people to interact with the data as part of their everyday work, they need to be able to look up information about it (e.g. definitions, quality, ownership), raise issues about it, and analyse it – so give them quick and fuss-free access to your Data Catalogue, Issue Management and Reporting tools.

Make data a part of recruitment and onboarding

Everyone will have some interaction with data (even if 'data' isn't in their job title), so mention it in job specs so expectations are clear from the start and new recruits are comfortable with data (or happy to become so). Create a short video to be used as part of your onboarding process to explain to new starters the importance of data to the organisation and where they can turn for support. If someone takes on a role such as Data Steward, include it in personal objectives and appraisals.

Celebrate your successes

Recognise individuals and teams who are contributing the most to your data efforts, taking baby steps in the right direction, or exhibiting the behaviours you'd like to encourage – create a recognition scheme, feature them in internal newsletters and townhalls, and share their insights into what works (and what doesn't) so others can learn from their experience.

Turn your heroes (and detractors) into Data Champions

Identify the most enthusiastic people in each team and assign them to be your local data cheerleader, translating jargon into the local 'language', acting as a phone-a-friend for colleagues' queries, and being an early adopter of new initiatives and tools. People complain because they care - if you engage with them, understand their concerns and demonstrate value, they can become your most significant supporters.

LEAD FROM THE TOP

Senior leadership should be using data to make decisions and reflecting its importance to the organisation.

DATA CHAMPIONS

Identify data heroes in each team to be early adopters and support colleagues.

BUILD AWARENESS & SKILLS

Engagement and communication are essential for ensuring people feel confident using data.

CELEBRATE SUCCESS

Recognise the individuals and teams adopting the right mindset and contributing to your data activities.

RECRUITING & ONBOARDING

Ensure new hires understand the vital role data plays in the company, and how they will engage with it.

EASY ACCESS

Make it simple for people to interact with data using the appropriate tools.

UK

1 Poultry,
London EC2R 8EJ
+44 (0) 20 8798 3637

USA

1212 Laurel St #1715,
Nashville, TN 37203
+1 615 308 6465

enquiries@ortecha.com

 [linkedin.com/company/ortecha](https://www.linkedin.com/company/ortecha)

 twitter.com/ortecha

 youtube.com/@Ortecha