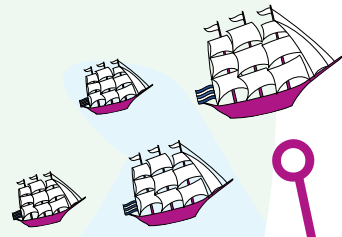# HOW TO DRIVE A DATA CULTURE

Organizations take pride in their culture—it's what makes them unique, hire great candidates, and retain employee loyalty.
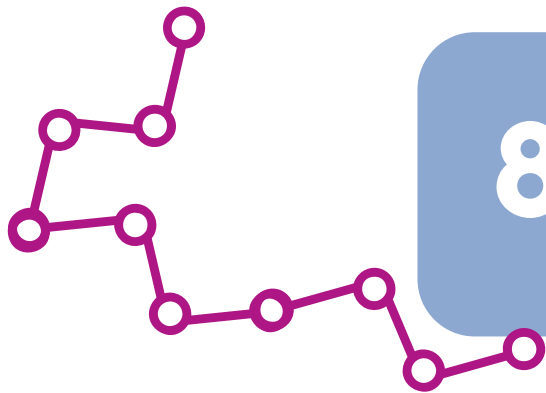
Having a data-driven culture takes you one step further by aligning your business to make timely, effective decisions, improve customer experience, mitigate risk, and drive business growth.

As the data captain of your ship, make sure the course you're on is supported by a data-insightful cutlure. We're here to help.
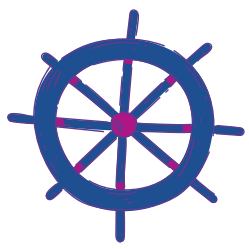
1 Get **leadership buy-in** to understand how all leaders value data.

Understanding the data-driven course leaders want to take and why they think using accurate data is right for their department can influence their crew to start using data more. Data usage across the business is critical when it comes to building a data-driven culture.

85% of organizations see data as one of their most valuable assets.
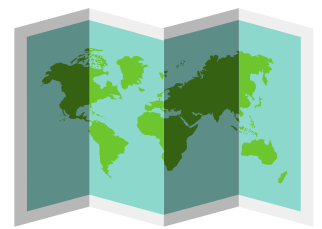
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2 Get **business users access to data** through tools and data management services.

Whether you already have a data quality management tool or you send your data files out to be cleaned regularly, make sure your crew has access to the insights so they can analyze and rework the files to fit their department's needs and align to business initiatives.
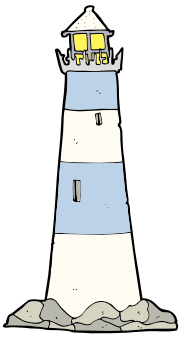
3 **Equip your crew with the data literacy skills** so they have the knowledge on how to read, write, and argue with data.

Implement a data literacy program into your crew's training and development. This can be an informal lunchtime learning session, online materials, or a formal training program.

84% of organizations see data literacy as a core competency that all employees need to have over the next five years.
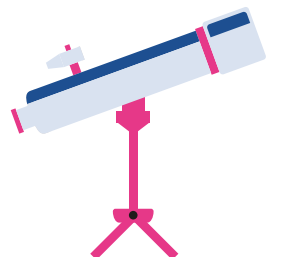
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4 **Keep lines of communication open** between you, other c-suite executives, and the crew to understand what's working and not working. Also, by weaving data insights into a conversation, you will be able to keep data usage top of mind.

Through open communication, you can continue to evolve and evaluate your program to best align your business's culture to your departments and people.

5 **Evaluate the relationship between data initiatives and data usage across the business.** As the data situation is evaluated, the crew's confidence will grow. You will know if users need more support, where they need support, and how you can evolve the data program to promote a data-driven culture.

Learn how a data-insightful crew and a data management program can be the key to unlocking your competitive edge.

Get the research today.