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OF THE FUTURE SUMMIT 2021

18 AUGUST 2021



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Data Driven Culture

Panel Discussion

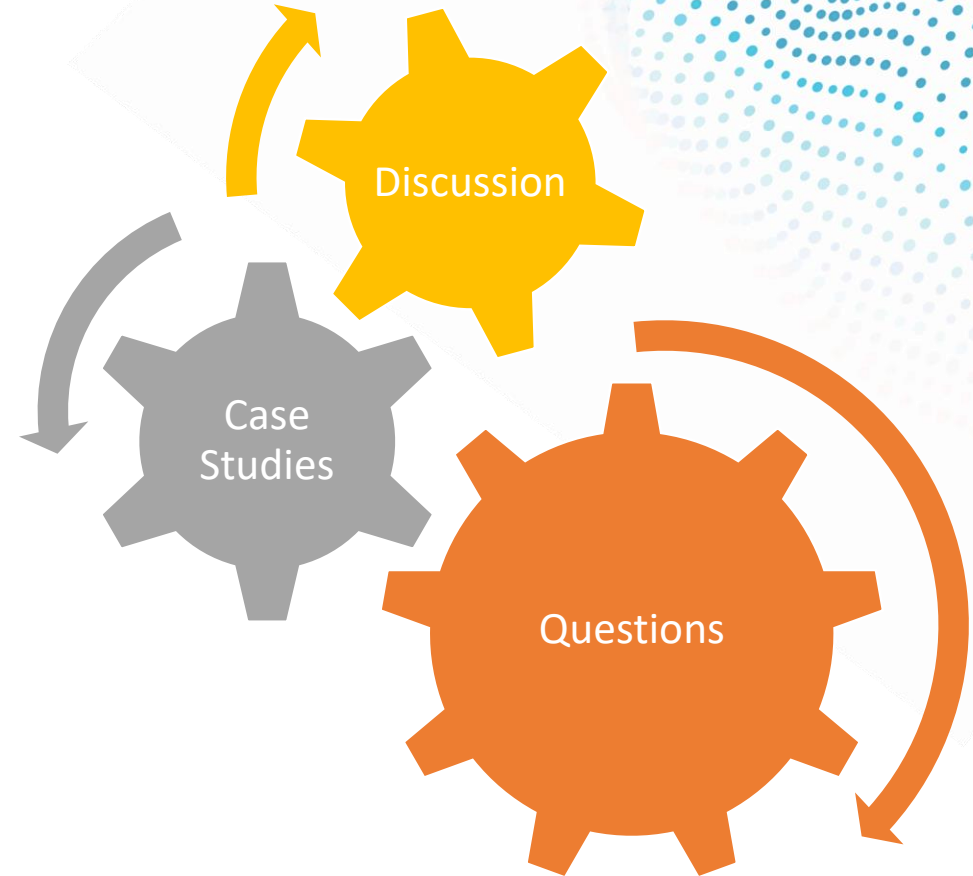
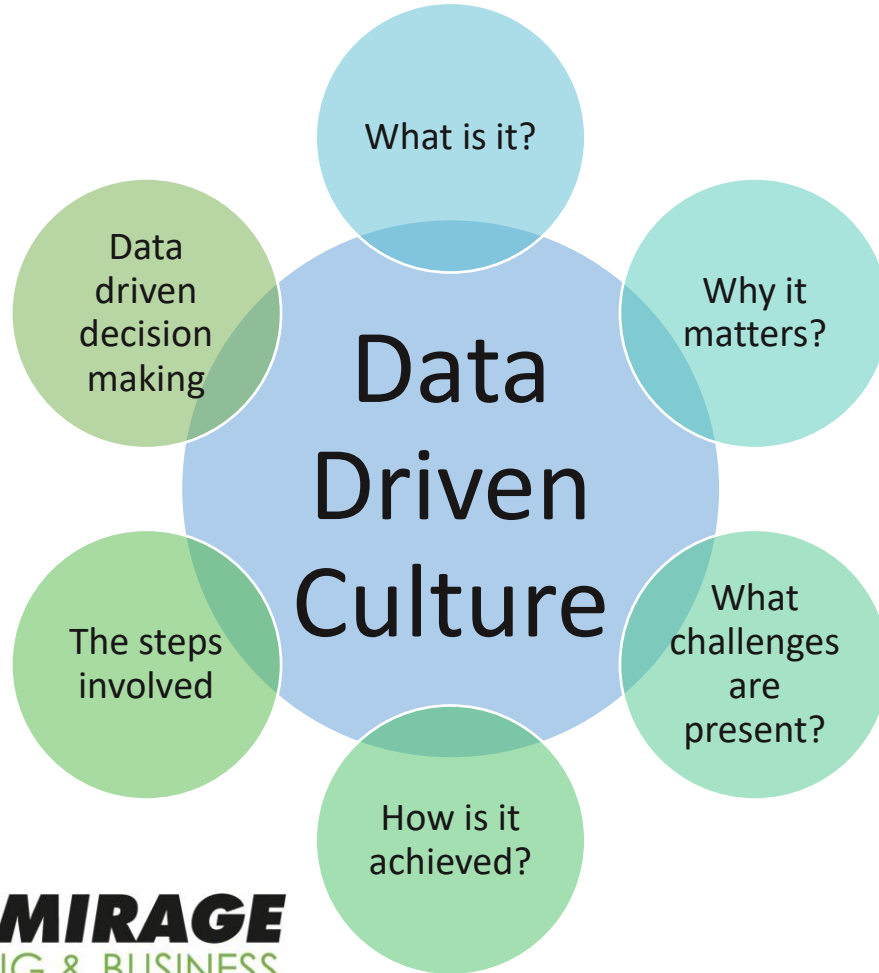


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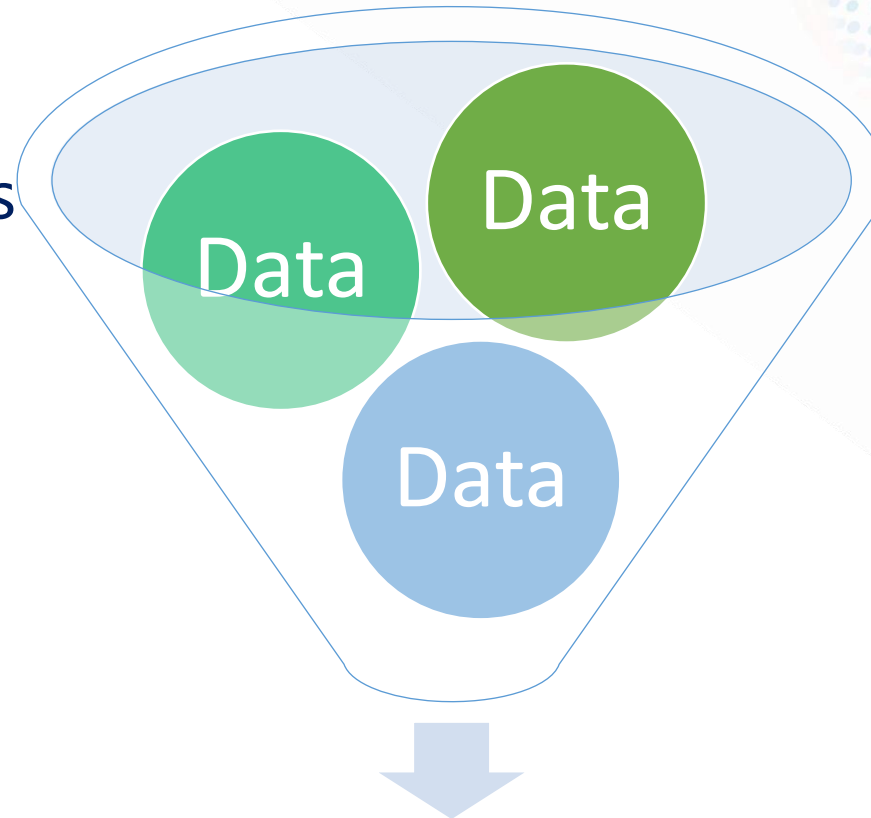
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This Session



What is data driven culture?

- Replacing gut feel decisions with those based on data-derived facts
- Data is the main resource for leveraging insights
- Empower all employees to actively use data
- Reducing generalisations and assumptions



Decisions

Why a data driven culture matters?

- Promotes collaboration between different teams
- Fosters data openness and accessibility
- Targeted development of products and services based on data



Valuable
Insights



Continual
Growth



Improved
Program
Outcomes



Optimised
Operations



Prediction
Of Future
Trends



Actionable
Insights

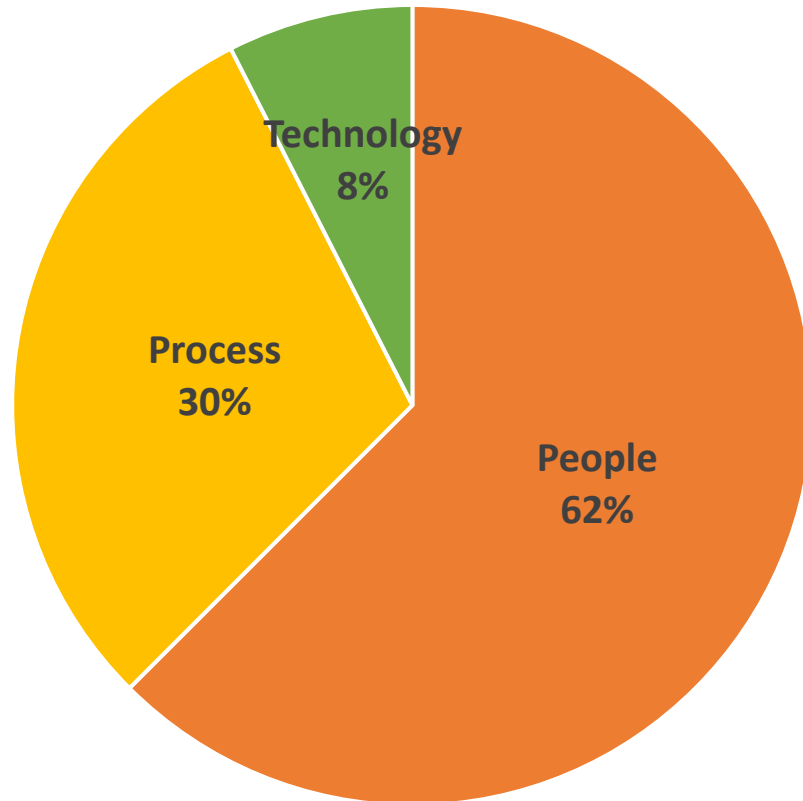
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What challenges does a data driven culture present?

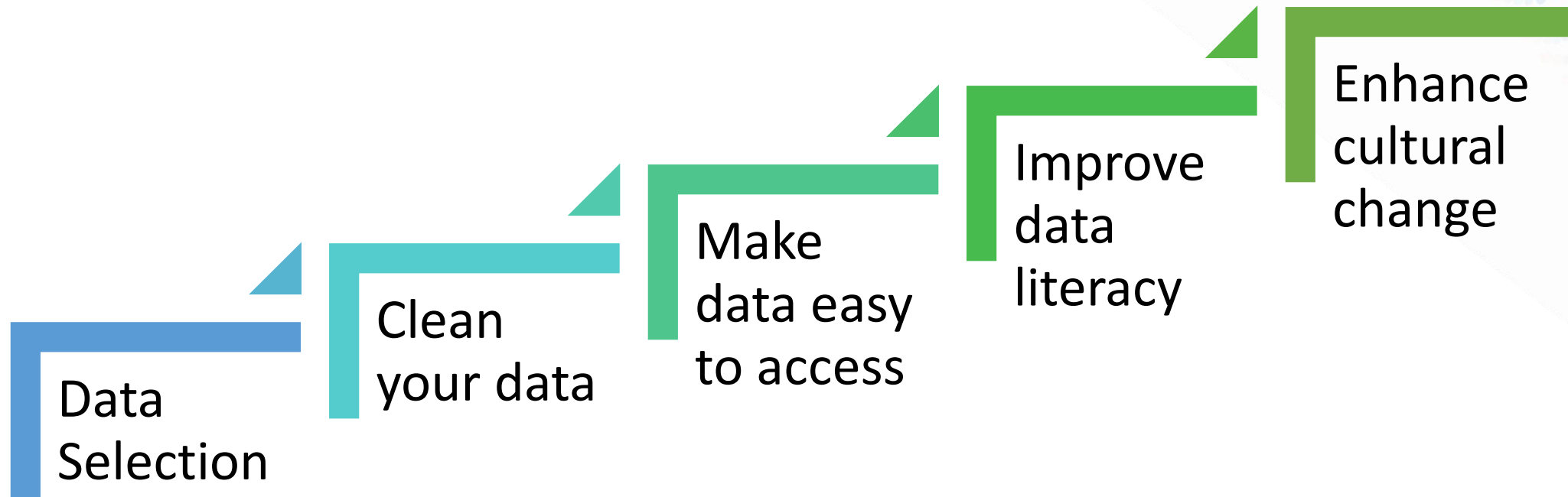
- Shifting data ownership from IT to everyone
- Understanding data as an asset, not a by-product
- Connect the data insights with creating business value
- Eliminating data silos to create consolidated information
- Improving the quality or type of data available
- Security Issues

How is data driven culture change achieved?



1. Mindset
2. Skill Set
3. Tool Set
4. Data Set

Steps to lead a data driven culture change



Data driven decision making

“The process of using data to inform your decision-making process and validate a course of action before committing to it”



Data and Behaviours

- Saving money by predicting who will quit
- Relating engagement with income
- Retaining key staff, managing flight risk and turnover
- Achieving optimal staffing levels



Questions and Discussion



Recommended Courses

- Data Driven Culture
- MS Power BI (Business Intelligence)
- MS Excel – Analysing Data Using Power Query
- Consulting
 - Climate surveys
 - Behaviour analysis

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Thank you

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