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Data Culture: Unlock the power of your data—and your people

It takes more than just technology
Transforming into a data-driven organization requires a strategic investment in both technology and Data Culture to change mindsets, attitudes, and habits, shifting how people make decisions.

Success comes down to culture
Empowered with Data Culture and the right technology, people can ask questions, challenge ideas, and use data—not just intuition—to make decisions. People across the organization unite over a shared mission to improve the business and themselves to realize their data's full value.

Data Culture trends that set organizations up for success

Trust
Organizations create a foundation of trust—in people and data
Trust is the foundation for creating a strong culture around accessing and using data. Data governance models that support secure, scaled access enable people to use trusted data sources to break down silos across teams and build collaborative, high-trust relationships.

- Organizations give employees secure, transparent access to relevant data
- Policies and governance set clear expectations for responsible data use
- People feel personally accountable for data and build high-trust relationships with it

Commitment
Leaders treat data as a strategic asset
Executives who understand the importance of data, and use it themselves, commit to creating a strong Data Culture and accelerate the journey to becoming data-driven. Having an executive who's accountable for the organization's data strategy ensures that analytics projects tie back to critical business efforts and is evident in all aspects of the organization—from structure to day-to-day processes.

- Executives don't just sponsor data-driven behavior—they model it
- Stakeholders across the organization are accountable for driving value with data
- Analytics goals influence data collection and processes

Data literacy
Organizations prioritize data skills in recruiting, developing, and retaining talent
Everyone in an organization should have skills to find the right data, interpret and apply analytical concepts, and communicate their findings—or tell stories with data. Data literacy is a critical component of a successful Data Culture: People must understand how data relates to their work to participate in data-driven behaviors and norms.

- Job descriptions clearly outline data skills for all roles
- Teams tailor enablement programs to all roles and levels
- Leaders encourage and reward data use

Community
People break down silos and support each other
Organizations perform better when people communicate and collaborate with data. Developing a sense of community encourages people to share ideas and best practices—through meet-ups, reviews, events, and more, activities that are often formalized into internal data communities—and build empathy around using data.

- People actively share successes and learnings, openly giving and receiving help
- Teams prioritize collaboration across departments to support business objectives
- Leaders create time and space for people to participate in communities

Identity
Data exploration and curiosity are features of a work identity rooted in data
Businesses with a strong Data Culture prioritize data over intuition. They encourage people to experiment, explore, and innovate using analytics. When this identity is shared by everyone, the use of data becomes part of the organization's DNA, and employees take pride in their data skills.

- Leaders encourage experimentation and innovation
- People bring data into meetings to encourage data-based approaches
- People feel comfortable testing or challenging ideas with data

CDW **PEOPLE WHO GET IT**