

Data Culture Executive Questions

Concept	Executive Questions
<p>Defining Data Culture</p>	<p>If Brit & Ki were using data brilliantly, to its fullest potential, how would we see people behave? Sub-questions:</p> <ul style="list-style-type: none"> • How would we see people solving problems and using data to drive business value? • How would we see people behave if they trusted data more instinctively as the basis for action? • How would we know if people were treating data as an asset? <p>If Brit & Ki were using data brilliantly, to its fullest potential, how would people experience everyday work? Sub-questions:</p> <ul style="list-style-type: none"> • What artefacts would exist to demonstrate how much data is valued? • How data-driven are our observable structures and processes? • How would new people entering the organisation be taught to use data by existing members of the organisation?
<p>Understanding behavioural constraints (B=M+A+P)</p>	<p><i>(These questions are important questions for technical teams to be able to answer)</i> How do people currently feel, think and act in relation to data?</p> <p>Motivation: are people sufficiently motivated to perform a particular behaviour particularly to sustain working with data in a particular way over time? Sub-questions:</p> <ul style="list-style-type: none"> • Do we currently reward and recognise data behaviours effectively? • Is our vision and purpose for data meaningful enough? • Are we making data desirable to work with? • Are celebrating data enough? • Are people empowered to utilise data to do more of the things that matter to them and their work? • Are people demonstrating specific behaviours enough to motivate others? • Are we giving people something they can master/ accomplish? • Are people's attitudes towards data positive or negative? <p>Ability: do people have the ability to performs a particular behaviour related to data? Do they have the requisite skills and knowledge? Sub-questions:</p> <ul style="list-style-type: none"> • Is the behaviour easy enough to do? • Do people have the skills they need to perform a specific behaviour? • Do people know how to perform a specific behaviour? • Have we made access to data easy enough? • Have we made finding data and insight easy enough? • Is friction playing a part in constraining or driving specific behaviours? • Do people have the tools they need to work with data? • Do people have the time and resources to perform a specific behaviour? • Do people have the cognitive bandwidth to utilise data and make effective decisions? • Are we automating effectively to give people more bandwidth? <p>Prompts: What opportunities exist for people to interact with data in a meaningful way as part of their daily work? Sub-questions:</p> <ul style="list-style-type: none"> • What are the key decisions people make, and what part does data play in making those decisions? • Are we prompting people to reach for data as part of everyday processes? • Do leaders ask questions that can be answered by data? • Are strategies requiring specific data behaviours? • Do the right processes and forums exist to nudge people towards effective data behaviours? • Are we effectively designing in time to work with data into people's job roles? • Are we helping people to find the right data? • Do people have the right guidance to behave in a particular way?

Concept

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<p>Driving Data Culture by Design</p>	<p>Lever 1: New experiences and interactions with data</p> <p>We are working with an increasing amount of data and are prone to experience a cognitive and information overload. The question here is how we can make the experiences with data more effective, enjoyable and useful for the users.</p> <p>How can we better integrate a data driven decision making mindset into people’s work?</p> <ul style="list-style-type: none"> • What if we helped people to play with data in a safe space? • What if data solutions asked us questions? • What if we changed the physical space in which people make decisions? • What if we held collaborative data challenges or hackathons? • what if we focussed on minimising the number of steps people need to take to access insight? • What if we used quick Proofs of Concept to show users something novel or create excitement? • What if we could simplify data consumption? • What if we used more narrative, text-based insights? • What if we used chat bots to deliver insights? • What if we used friction more intentionally to get people to stop and think? • What if we created personalised data experiences for every user? • What if data solutions changed, or showed something new, every time people used it? • What if we focused on information design and great visualisation? • What if we built people a personal “data assistant”? <p>Lever 2: Re-design work and talent attraction</p> <p>To be able to derive real value from data it must be congruent with the needs of the people who are going to use it. The tools we design for data analysis and reporting must have the end user in mind. For a user-centred approach we need to understand people’s goals, the questions they ask themselves and each other, the decisions they make and the actions they take, and how data can support these efforts.</p> <p>How might we re-design people’s job roles or interactions to involve data?</p> <ul style="list-style-type: none"> • What if we identified the low-value, high-cognitive load stuff and automated it? • What if we tweaked or re-designed existing forums to embed data? • What if we built better performance support tools (resources and guidance) for working with data? • What if we simplified decision making with data through simpler steps? • What if we attracted new data talent to the organisation? • What if we focused on what we’ll stop doing as well as what we will do? • What if we built time to work with data into people’s roles? • What if data experts spent more time with their users as ‘ethnographers’? • What if we distributed data experts across teams of data consumers? • What if we designed completely new job roles that have never existed before? • What if we used data to help reduce the burden on memory? • What if we designed ways for people use data collaboratively? • What if we used wisdom of the crowd? • What if we focused on improving relationships between data teams and consumers? <p>Lever 3: Reward & Feedback loops</p> <p>To be able to derive real value from data it must be congruent with the needs of the people who are going to use it. The tools we design for data analysis and reporting must have the end user in mind. For a user-centred approach we need to understand people’s goals, the questions they ask themselves and each other, the decisions they make and the actions they take, and how data can support these efforts.</p> <p>How might we re-design people’s job roles or interactions to involve data?</p> <ul style="list-style-type: none"> • What if we created recognized and meaningful badges or levels for data competence? • What if we celebrated our ‘data heroes’ more openly and/ or more often? • What if leaders looked more actively to recognise the behaviours we need to see? • What if we gave people more public recognition and opportunity to speak about data outside of brit? • What if we could track the emergence of new behaviours relating to data over time? • What if we focussed on simply saying “thank you” for data behaviours? • What if we started with a small number of simple behaviours and increased complexity over time? • What if we gamified the use of data or data-skills development? • What if we focused on telling stories ‘about’ data, not just ‘with’ data? • What if we peer reviewed people’s data capability? • What if rewards for using data effectively came as a surprise? • What if we could encourage people to say “I don’t know” when it comes to interacting with data? • What if we used decision-making diaries to capture and analyse the rationale behind decisions? • What if we aligned data solutions more effectively to the things people care about the most?
<p>Wildcard - any other questions?</p>	<ul style="list-style-type: none"> • What if we could encourage people to say “I don’t know” when it comes to interacting with data? • What if we used decision-making diaries to capture and analyse the rationale behind decisions? • What if we aligned data solutions more effectively to the things people care about the most?