

# 6 Steps to a Data-Driven Culture

A data-driven culture leads to greater understanding, better decision-making, and higher returns:

- ✧ Consistent data language and customs throughout the company
- ✧ Everyone who handles marketing data understands what it means
  - ✧ Not just the numbers, their strategic importance too

## 1 Talk about data regularly

- ✧ Report on and discuss data weekly or even daily
- ✧ Seek employee thoughts and ideas on how to use data

## 2 Take care of your data

- ✧ Check your data's security and integrity on a regular basis
- ✧ When something changes that affects data (website redesign, new initiative, priority shift), update all data systems and tools to reflect that change

## 3 Have “backups” among your people

- ✧ Don't leave all data knowledge in the hands of 1 or 2 people
- ✧ Make sure all the relevant people know how to use all data tools

## 4 Understand your system(s)

- ✧ Know how each system works:
  - ✧ How it compares to others
  - ✧ How it “thinks”
  - ✧ *What can break it* (because eventually something will)

## 5 Stay current with data trends

- ✧ Stay up-to-date on developments in data, invest ahead of the curve
- ✧ When a team member suggests a data tool to demo, celebrate that

## 6 Embrace & reward curiosity & ideas

- ✧ When data doesn't make sense:
  - ✧ Thank those who point it out
  - ✧ Investigate the data further to see what can be learned
- ✧ Let people know they can come to you with bad news regarding data