6 Steps To Becoming More Data Mature

Once you've completed the Pragmatic Institute Data Maturity Assessment and understand where your organization stands on the data maturity continuum, you might wonder: How can an organization systematically work towards higher data maturity? We've outlined six steps that positively contribute to data maturity efforts.

STEP 1 — Walk the Talk

This is especially true of the leaders in your organization. They should model how they use data in their work, and not just require others to use data in their work. Leaders should attend data training and workshops, and be involved in the execution of new data initiatives.

STEP 2 — Encourage a Culture of Experimentation

Data projects are rarely perfect in the first iteration. Instead, they require multiple iterations and the view of failure as a learning opportunity and not a fatal error. We recommend that companies start small so they can build momentum and excitement about data within the organization and increase their learning over time.

STEP 3 — Democratize Your Data

Trustworthy data should be easily accessible to all employees. A data dictionary should be created and disseminated to all the employees in the organization to better understand what data is available. It's helpful to strive for full transparency about how data is used in the business and break down data boundaries that might exist.

STEP 4 — Institute a Structured Data Insights Process

At Pragmatic Institute, we use the Pragmatic Data Insights Model to structure data projects. Another helpful feature is to hold teams accountable for using the process.

STEP 5 — Foster Collaboration Across Teams and Units

It's important to break down silos between teams and promote collaboration. One way is to identify and endorse data champions (those people who are already excited by data or use data, and will evangelize the use of data within their groups). You can also set up structured ways to share ideas around data across the organization by holding internal and external analytics events.

STEP 6 — Prioritize Data Literacy in Recruitment and Training

It's useful to make data literacy part of hiring, incorporating it in performance reviews and investing in data literacy for your employees. The more people can understand the findings and contribute their knowledge of the business to interpret data, the higher the likelihood of getting multiple parts of the business moving in a positive direction.

Continue Learning

Build data and business fluency across your organization with courses like *Business-Driven Data Analysis* or *Data Science for Business Leaders*.

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