

Tools and templates



Creating a data strategy for your business

A data strategy outlines how data will be organised and used effectively in your business. Work through the questions below to establish how the strategy will tie in with the rest of your business, then plan your steps for implementation.

1. Look at your business strategy

A successful data strategy can't be created in isolation – it needs to feed into other areas of the business and support your goals.

- What are your goals and priorities for the business?
- Where do you see your business in three years' time?
- What key questions do you want data to answer to achieve your ambitions?

2. Choose quick wins for your business

Nothing gets people on board faster than quick wins. Including some quick, data-led wins will alleviate any concerns and get staff and stakeholders interested. For example, you could figure out two products to promote together or better forecast how many agency staff you need.

- What's a fast (and inexpensive) way your data strategy can deliver value?

3. Dig into your data collection process

With your goals in mind, think about what data you need to achieve them.

- Are you already collecting the data you need?
- Do you need any new data and, if so, can you access it easily?
- How will you go about collecting new types of data?

4. Stay on top of data governance

Data governance is at the forefront of any data strategy. Think about how your data is collected, as well as privacy and security issues. A GDPR checklist is available in the 'Digital' section of Tools & Templates.

5. Identify the technologies you need

The next step is to identify any technology your business needs to collect, store and organise data.

- How will data be collected and stored in your business?
- How will you draw out insights from the data you collect?
- How will these insights be communicated to employees in a way that's accessible for everyone?

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6. Check skills gaps and training opportunities

Employees' lack of skills, familiarity and confidence with using data can make it difficult to successfully implement a strategy. Make sure you understand where your skills gaps are and what training is needed.

- What skills gaps could affect how your business uses data?
- Are you too heavily reliant on one person in the organisation?
- Can you train staff in-house or do you need to hire for specific skills?
- Could you outsource the skills you need?
- What education do you need to give the rest of the leadership team around using data?

7. Share your data strategy

Planning your strategy is the first step – the next is how it's implemented.

- What's the next step for implementing your data strategy?
- What stakeholders are involved in the process and what are their roles?
- What goals can you set to ensure the implementation stays on track?