

Action plan



Using data to inform decision making at your business

Data can shine a light on your most valuable products or services, what your customers care about and any emerging markets you could be entering. Using data to inform decision making at your business is a no-brainer – the biggest challenge is getting into the habit of doing so.

- **Effort:** Medium
- **Impact:** High

Actions:

Review your data tools, software and reporting systems to make sure they speak in a language that is accessible to all employees.

- **Impact:**Medium
- **Suggested duration:** 14 days
- **Why this will help:** For data to be embraced across the entire business, it needs to be easily understood by your staff. Many tools have editable reporting dashboards, so spend time with each team identifying the language and format that works best for them.

Create a strategy for how you will best manage and use data in your business, taking advice from product, business or data analysts in the workforce or external experts.

- **Impact:** Medium
- **Suggested duration:** 21 days
- **Why this will help:** Businesses that manage and use data effectively have a clear strategy in place, rather than it being an ad-hoc process.

Ask managers to talk to staff in one-to-ones about how confident they are accessing data in the business and where further training would be beneficial.

- **Impact:** High
- **Suggested duration:** 14 days
- **Why this will help:** Data can be intimidating if you haven't accessed or analysed it before. Be prepared to offer relevant training or compile step-by-step instructions if it will make staff more comfortable.

Action plan



Schedule regular meetings to review key data trends.

- **Impact:** High
- **Suggested duration:** 14 days
- **Why this will help:** The business landscape is constantly evolving and your business needs to be agile enough to move with it. Reviewing data trends – whether monthly or quarterly – can help you understand where you need to make tweaks to your activity.

Lead by example and use data to inform decision making at your business.

- **Impact:** High
- **Suggested duration:** 21 days
- **Why this will help:** You can create a culture of data-led decision making by leading by example. Explain to employees how data backs up your own decision making and encourage them to turn to data when planning new projects or developing existing ones.

How will I know if my action plan is working?

Way to measure success

Number of key decisions backed by data

Why this metric?:

Checking how many key business decisions have been made with data in mind will tell you whether you're factoring in data enough.

How do I start tracking?:

Reflect on your top-level decision making every three months and be honest about the role data played in the process.