

# AVOID THE 7 DEADLY SINS IN DATA & ANALYTICS – FREE GUIDE FOR BUSINESS & IT LEADERS IN DATA ROLES

Are you trying to set up a data & analytics capability and feeling stuck? Don't worry, I've been there! This resource guide is designed to help Business / IT leaders transitioning into data-centric roles. By learning from common mistakes, you can avoid wasting time and energy and pivot quicker to make a REAL impact.

## 1. STARTING WITH THE DATA WAREHOUSE

Many leaders make the mistake of focusing on where the data lives e.g. data warehouse. This can lead to significant delays and missed opportunities. Instead, start with identifying business problems that data can help solve.



## 2. TECH BEFORE PEOPLE

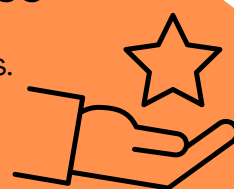
Investing in technology without understanding the needs and capabilities of your team / customer is a recipe for disaster. Remember it is people first, tech second (not the other way about!).



## 3. NOT LEARNING THE LANGUAGE OF THE BUSINESS

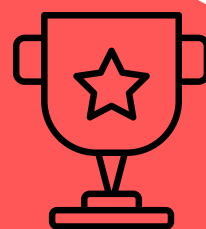
Data initiatives can fail if they don't align with business objectives. Make sure you understand the key business priorities and how data can support them.

Communicate in terms that business leaders understand. Leave the jargon behind to avoid the glazed look!



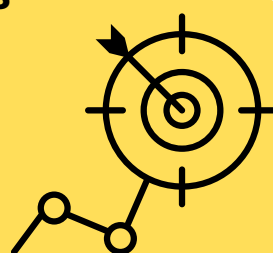
## 4. UNCLEAR OF WHAT GOOD LOOKS LIKE

Without a clear vision of success, it's difficult to know if you're on the right track. Define what good looks like for your data initiatives and set measurable goals to track progress. Remember to pivot when the writing is on the wall!



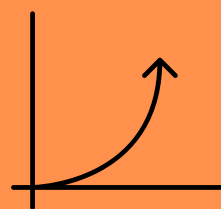
## 5. CREATING A FUNNEL OF IDEAS AND IT TAKES 1YEAR+ TO GET THROUGH IT

A long backlog of ideas can stagnate progress. Focus on quick wins and agile approaches to demonstrate value early. Build momentum & credibility by having a bimodal approach.



## 6. FORGETTING TO MEASURE THE CURRENT STATE

You are going on a journey and so it is important to stop and record your starting point. This will help build up your play book to demonstrate improvements / justify investments.



## 7. LACK OF A PROACTIVE BUSINESS SPONSOR

Having a proactive business sponsor can make or break your data initiatives. Ensure you have strong support from all levels. Pay more attention to the actions than their words! Are they really championing your cause? Can they help secure the necessary resources?



## SO .... START WITH THE BUSINESS PROBLEM

What are today's problems that YOU can help solve? Engage with business leaders and folks on the ground to identify challenges and explore how data can provide solutions.

IF YOU FIND THIS GUIDE HELPFUL, DROP A THUMBS UP OR SHARE IT WITH SOMEONE WHO NEEDS TO HEAR IT.

Remember, avoiding these deadly sins can accelerate your results!