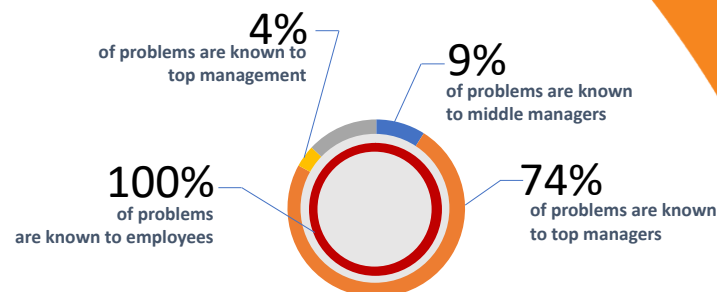


Transforming Data Into Results

Even with the proliferation of data within companies, the vast majority of data collected and created isn't used to improve the business, react quickly to issues, or uncover trends. Dashboards, scorecards, and KPIs all seek to do those things but, almost every time, they fail because they still require person-power to crunch the numbers and do the analysis.

In most companies, 96% of problems are not known to top management. Of course, not every issue needs to be escalated to that level, but it gives you an idea of just how little information flows up the chain of command.



How Business Intelligence Drives Business Transformation

Start Here: Define Winning

Define winning at every level of the organization — everyone should be able to say, “I know I’m winning if...”

1 Connectivity

Build connections to all of the data available across all channels — from in-house systems or spreadsheets to cloud-based apps.

2 Aggregation

Create a secure, centralized database of everything that provides a real-time, current snapshot, and historical context of your information.

3 Normalization

When data is created and maintained by different users and groups, references to individual items like companies, departments, warehouse zones, and employee names will be different. That kind of difference makes connecting data sources highly complex.

4 Real-Time Scorecard

Keeping score of who is winning, who is excelling and who needs help — all in real time for everyone to see — creates a huge differentiator in your working environment. Leverage how people prefer to know the rules and if they are winning, and by how much.

5 Rules and Triggers

Rules and Triggers define your business and automate portions of your business intelligence. Keeping informed about when things go wrong, when things go right, when actions need to be taken, etc. is the key to operational excellence.

6 Systematize

Receive your most up-to-date KPIs in your inbox every morning. And use rules and alerts so the system automatically alerts the right people when things go awry — any shift, any time.

7 One Version of Truth

Use good leadership and management principles to drive a common use of metrics and scorekeeping, allowing everyone to have a single version of the truth across departments, systems & people. Ensure everyone knows why the numbers are important and publicly recognize performance on a regular basis.

8 Harmonized Incentives

Allow people to personally benefit from the hard work, good ideas, and improvements within the business. Improved retention, better results, employee engagement, and ownership result from a common purpose and mutual reward system.

Transform your culture and your data strategy

TRADITIONAL APPROACH	TRANSFORMING APPROACH
Managerialism, institutionalism, representative governance	Informal, opt-in decision making; self-organization; networked governance
Exclusivity, competition, authority, resource consolidation	Open source collaboration, crowd wisdom, sharing
Discretion, confidentiality, separation between private and public spheres	Radical transparency
Professionalism, specialization	Do-it-ourselves, "maker culture"
Long-term affiliation and loyalty, less overall participation	Short-term, conditional affiliation; more overall participation

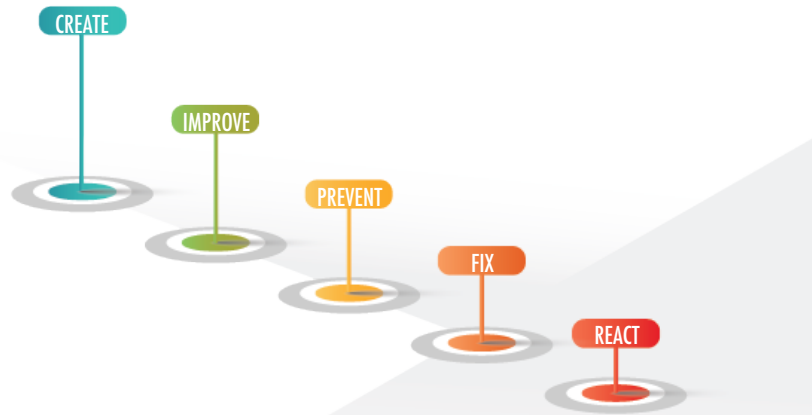
SOURCE JEREMY HEIMANS AND HENRY TIMMS HBR.ORG

The key is turning the raw data you are already sitting on into actionable insights. Business Intelligence, powered by Artificial Intelligence, is the fastest and easiest way to achieve that goal. But it also requires a change in business mindset: giving everyone appropriate access to the data, creating incentives around the improvements and desired behaviors, democratization of knowledge, and information sharing, just to name a few.

Creating a transformational culture is an integral part of your data strategy!

Other transformation tools:

Spectrum of Impact



With a culture of data sharing and common goals, people adjust their time on the Spectrum of Impact from React/Fix to Improve/Prevent — and then into Create.

Rules of Engagement

