



Signs of a Good Data Culture

1. Organization uses data analysis to steer operational decisions; it uses data not just for reporting requirements, but as evidence when making the case for operational strategies.
2. Organization finds ways to incentivize better and more consistent data entry.
3. Organization is implementing innovative workarounds for legacy technologies that can't be immediately replaced.
4. Organization is engaging in long-term technology planning and replacement of legacy technologies.
5. Organization is using advanced data analysis tools.
6. Data analysts are consulted about operational direction and/or are present at higher management levels.
7. Organization is making data analyses available to a wider base of people in the organization. Non-data people are consuming data analyses.
8. Organization is able to judge accurately the quality of new technical hires.
9. Processes are in place to measure data consistency. Someone is responsible for consistency within the organization.
10. Organization is finding ways to automate manual tasks.
11. Organization leaders talk about data and understand its usefulness, including discussing/assessing performance with their staff using data.
12. Organization is producing data visualizations.
13. Organization is producing segmented data analyses.
14. Well-defined training for use of tech systems.