Design your data strategy

Six steps to building a data-driven organization, from ideation to execution

1. **Understand your business objectives**
   - Connect your data strategy with the business strategy
   - Identify the most compelling use cases
   - Know the tools in your toolkit
   - Familiarize yourself with your organization’s digital transformation strategy

2. **Assess your current state**
   - Surface and dissect to discover blockers and gaps
   - Examine data to uncover what you have and what you need
   - Take inventory to know who’s on board and what they bring
   - Prioritize critical data elements for governance

3. **Map out data strategy framework for the future**
   - Define your data’s target state
   - Identify where application modernization, automation and AI can optimize your strategy
   - Measure progress toward your goals
   - Capture your data strategy highlights—and share them

4. **Establish controls**
   - Map—and navigate—real-world scenarios
   - Outline a data governance policy based on quality, privacy and security
   - Identify your data advocates
   - Standardize your nomenclature

5. **Create integrated solutions**
   - Set your sprint cycles
   - Collect small wins in the form of MVPs
   - Create a central catalog to find—and share—inights
   - Encourage adoption from all directions by empowering data consumers

6. **Scale your team and processes**
   - Communicate results for maximum visibility
   - Hire (and reskill) talent to stay agile
   - Foster data literacy— all the time
   - Build strong partnerships across the organization

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