


Why is it so darn challenging to become data-driven

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Credit: [Data & AI Leadership Executive Survey 2022](#)

[Harvard Business Review](#)





Executive Summary

Becoming data-driven is a priority for many organisations. However, only a small fraction of companies become truly data-driven, and the rest end up with mixed results and get stranded on the way.

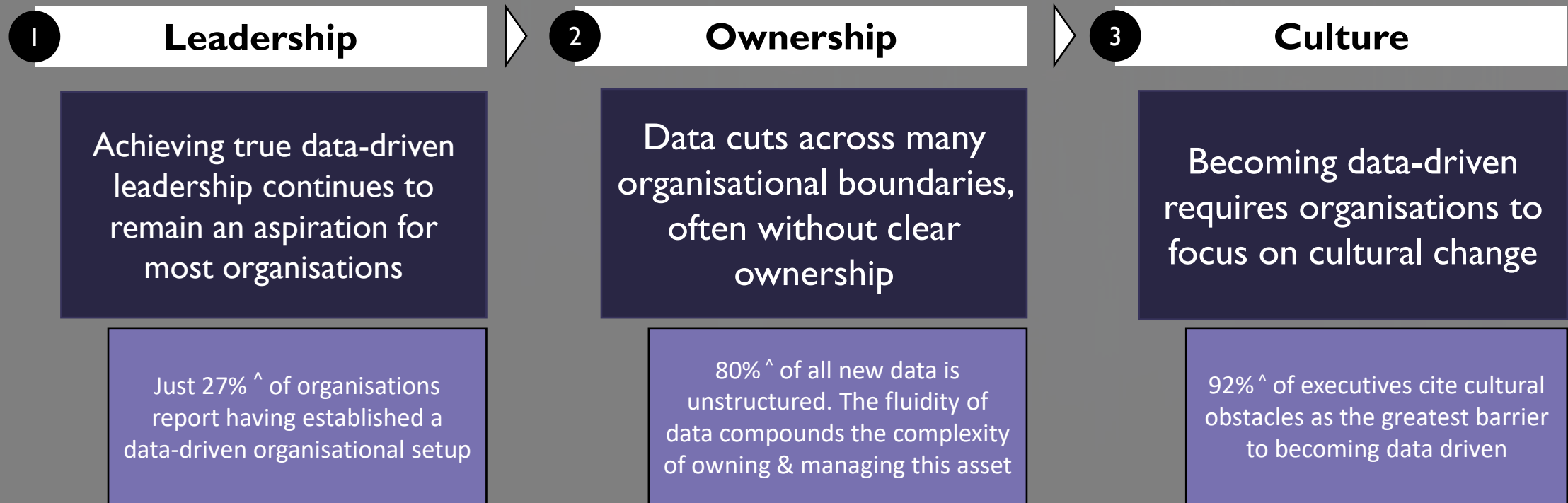
Why is this the case? According to the *New Vantage Partners Data & AI Leadership Executive Survey 2022*, [company culture is the hardest hurdle to clear than any technology challenge when it comes to becoming and being data-driven](#). On top of that, the continuing proliferation of data and growing concerns over privacy and data ownership make things even more challenging.

This key findings report based on the *Data & AI Leadership Executive Survey 2022* offer three principles to guide us towards achieving success in becoming a data-driven organisation.

There are 7 macro-observations that summarises the current state of play in becoming & being data-driven

- 1 Investment in Data and AI initiatives continue to grow as efforts deliver measurable **technical results/ outcomes**
- 2 Achieving data-driven leadership remains an **elusive aspiration** for most organisations
- 3 Organisations are **targeting data investments** in key areas of need – e.g., scalable data platforms, data quality, data health, data enrichment, data literacy etc.
- 4 AI initiatives are accelerating, but implementation of **AI into widespread production and practice remain low**. Business process change and reimagination are critical factors in achieving success in AI
- 5 Becoming data-driven requires an **organisational focus on cultural change** – it cannot be achieved through a technology led project
- 6 **Data ethics** is becoming the next major frontier for leading organisations
- 7 The Chief Data and Analytics Officer (CDAO) role continues to grow and evolve. The role **now requires to focus on delivering business growth** through data & analytics

There are 3 key barriers that slow down the progress of becoming & being data-driven



Source: Data & AI Leadership Executive Survey 2022

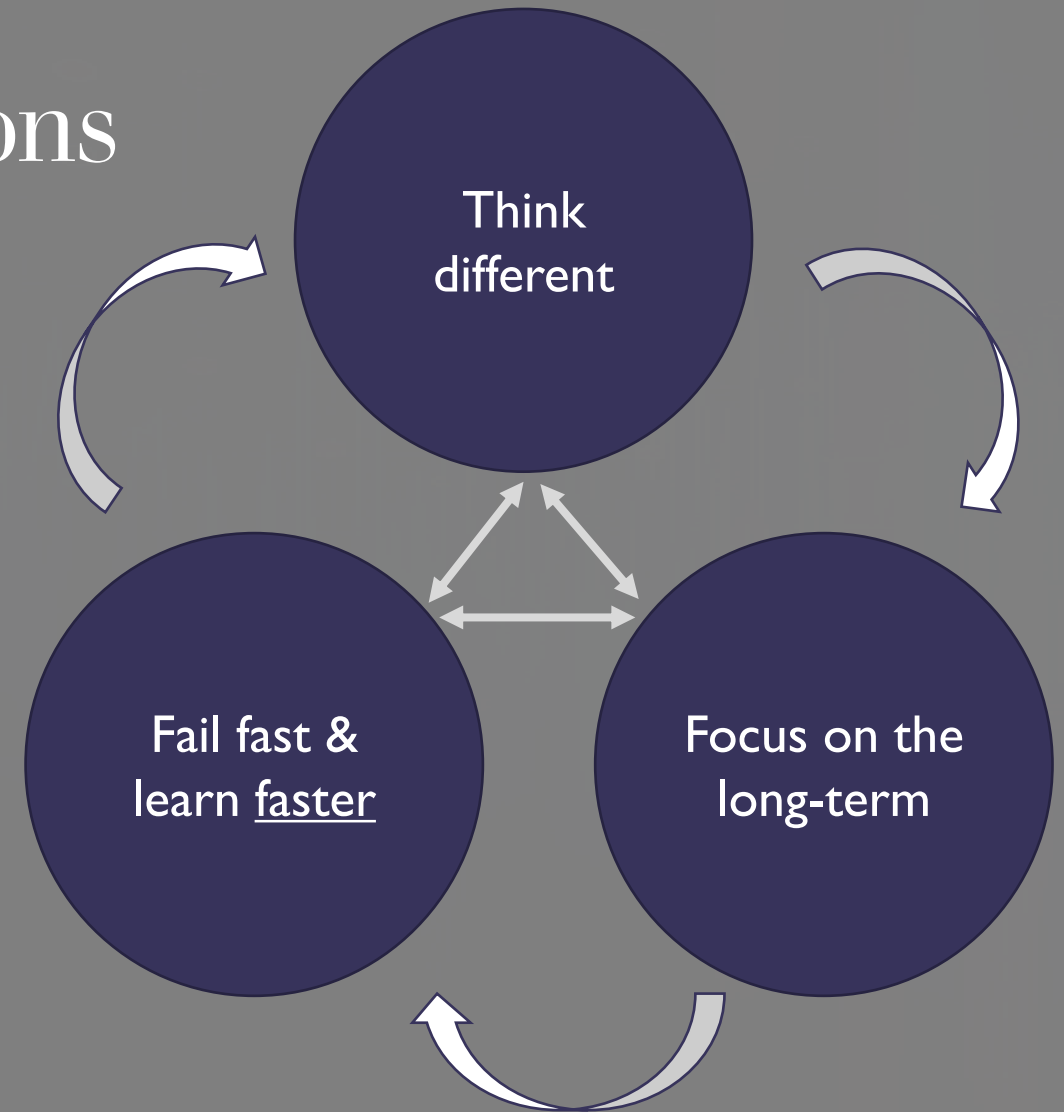
^ - Figures have been rounded to the nearest whole number

Adopting interconnected principles can help organisations become data-driven

Focus on the long-term: Data leaders know that the data journey is a transformation effort. It's not a technology program, and it takes time to unfold. Becoming data-driven is a process. Data-driven companies recognise that success is achieved iteratively. Successful organisations that have become data-driven opt in for the long game, and focus on the long-term

Think different: Data leaders recognise that becoming data-driven requires a different mindset. Organisations must be prepared to think differently. There is no shortage of analytic algorithms or data technologies that promise to change the world of data and analytics. These need to be matched by critical thinking, human judgement, and a view to creative innovation

Fail fast & learn faster: Data leaders understand that individuals and organisations learn through experience, which often entails trial and error. Having a culture of a growth and experimentation mindset is the foundation of innovation. Companies that are prepared for faster iterative learning — fail fast, but they will learn faster. They will gain insight and knowledge before their competitors through rapid learning and iteration

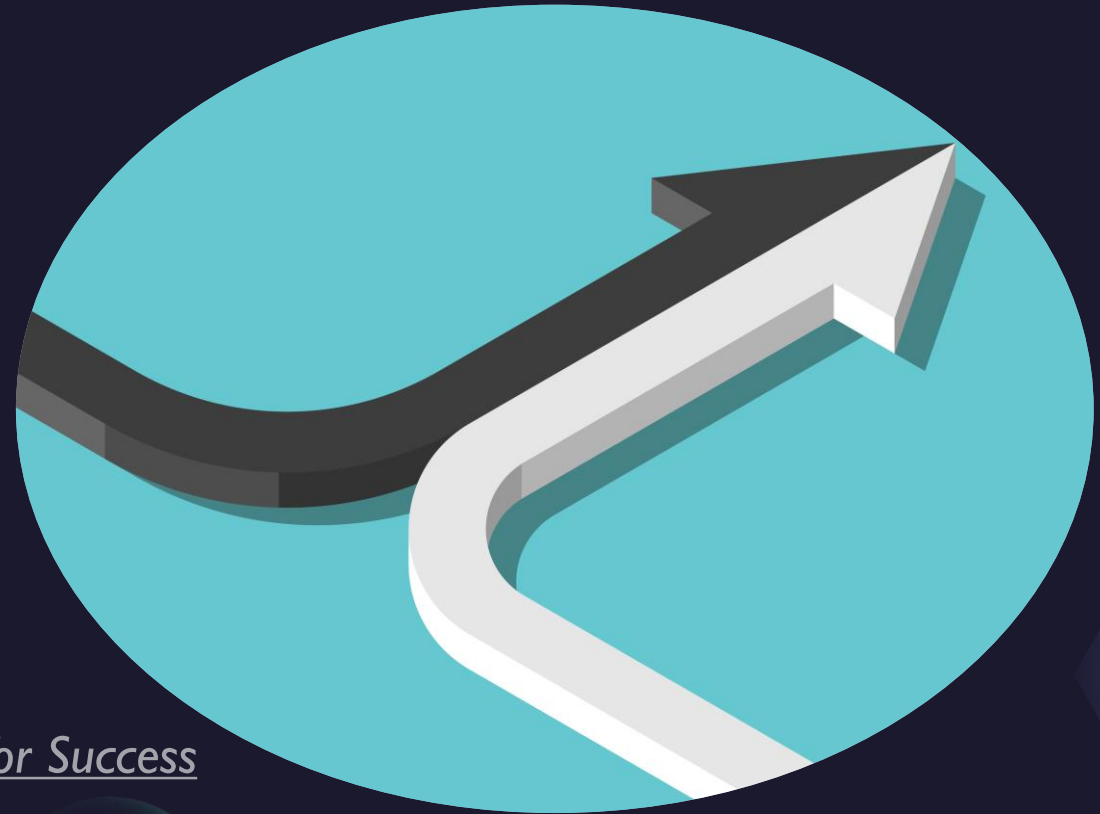


It is important to remember that data culture is not a destination-based journey. It needs to be approached & cultivated as a never-ending endeavor with continuous ebbs and flows.



From: [Data Analytics – Focusing on the Right Factors for Success](#)

When a business starts to make progress on its data culture, we will see the cohesion between data strategy & business strategy.



From: Data Analytics – Focusing on the Right Factors for Success



For more details

- [Data & AI Leadership Executive Survey 2022](#)
- [Why Becoming a Data-Driven Organization Is So Hard](#)
- [Data Analytics – Focusing on the Right Factors for Success](#)