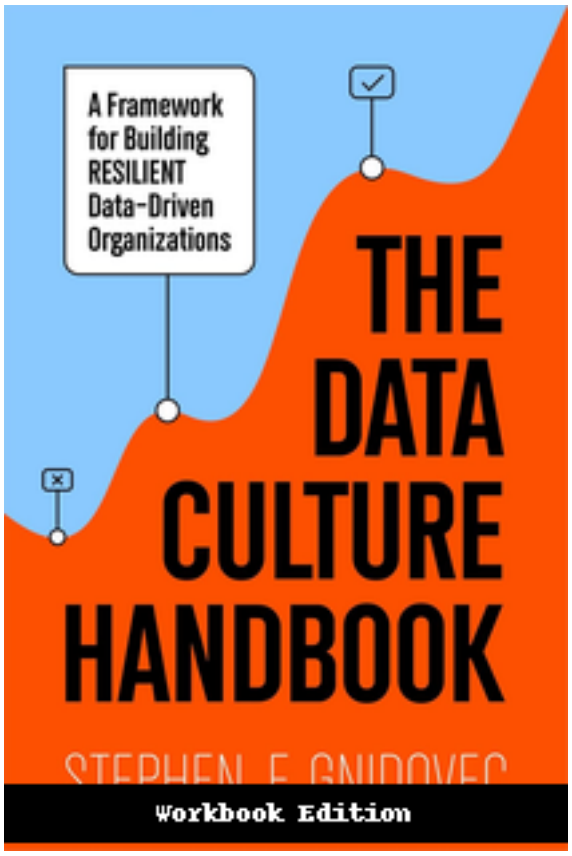

The Data Culture Handbook: The Workbook

Practical Activities, Assessments, and Reflections to Build and Strengthen Your Data Culture

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GREAT LAKES
ANALYTICS

Introduction to the Workbook

This workbook is your practical companion to The Data Culture Handbook, guiding you from ideas into action. Each chapter contains a short Data Culture Assessment to help you evaluate where your organization stands, followed by two activities to apply what you have learned. The assessment uses the 1, 3, 9 scale, adapted from FMEA in Lean Six Sigma, which makes it easier to spot high and low outliers than traditional scales. When completed in a group, averaging results can highlight hidden problem areas that might otherwise go unnoticed. Use the space provided to take notes, reflect, and turn your insights into practical steps forward.

Table of Contents

1. Introduction to the Workbook

2. Chapter 1: Understanding Data-Driven Cultures

3. Chapter 2: Assessing Your Current State

4. Chapter 3: Setting Clear Goals and Objectives

5. Chapter 4: Building a Data Governance Framework

6. Chapter 5: Fostering Collaboration Across Teams

7. Chapter 6: Encouraging Data Literacy

8. Chapter 7: Overcoming Resistance to Change

9. Chapter 8: Measuring Progress and Adapting

10. Chapter 9: Advocating for Data Culture

11. Chapter 10: Sustaining a Data Culture

12. Conclusion: Navigating Through Your Data Journey

13. Notes

Chapter 1: Understanding Data-Driven Cultures

Data Culture Assessment – 1, 3, 9 Scale

Statement	Score (1, 3, or 9)	Notes
Leadership Support for Data Initiatives		
Clarity of Data-Driven Vision		
Cross-Department Collaboration		
Alignment of Data Goals with Business Goals		
Employee Engagement with Data Initiatives		

- Example: Leadership actively sponsors data projects, allocates budget, and promotes data use publicly.
- Example: Teams trust data accuracy and rarely question reports or dashboards.

Activities

1. Myth Busting

Identify three common myths about data in your organization and provide a practical, data-forward alternative for each.

2. Stakeholder Mapping

List your key data stakeholders and map their current level of engagement.

Chapter 2: Assessing Your Current State

Data Culture Assessment – 1, 3, 9 Scale

Statement	Score (1, 3, or 9)	Notes
Data Accuracy		
Data Completeness		
Data Timeliness		
Data Accessibility		
Data Governance Clarity		

- Example: Data errors are rare and quickly corrected.
- Example: Users can easily access reports without delays or manual requests.

Activities

1. Gap Action Plan

Identify the lowest score. Write one specific improvement action, who will own it, and when it will be completed.

2. Stakeholder Map

Draw a 2×2 grid with “Influence” on the X-axis and “Interest in Data” on the Y-axis. Plot key stakeholders. Identify who to engage first.

Chapter 3: Setting Clear Goals and Objectives

Data Culture Assessment – 1, 3, 9 Scale

Statement	Score (1, 3, or 9)	Notes
Clarity of Vision Statement		
KPI Alignment with Strategy		
Feasibility of Goals		
Stakeholder Buy-In on Metrics		
Flexibility of Metrics		

- Example: Goals are realistic and achievable with current resources.
- Example: KPIs clearly measure progress toward business objectives.

Activities

1. Goal Adjustment Plan

Pick the lowest score and rewrite that goal, KPI, or vision element to make it more realistic or aligned.

2. KPI Priority Grid

List all current KPIs. Label each as Primary, Supporting, or Irrelevant. Cross off at least one irrelevant KPI.

Chapter 4: Building a Data Governance Framework

Data Culture Assessment – 1, 3, 9 Scale

Statement	Score (1, 3, or 9)	Notes
Clear Ownership		
Policy Awareness		
Data Quality Monitoring		
Access Control		
Issue Resolution Process		

- Example: Data owners are assigned for each critical dataset.
- Example: Policies about data privacy are communicated organization-wide.

Activities

1. Governance Gap Fix

Pick your lowest-scoring governance element. Document one immediate action to strengthen it and name the person/team responsible.

2. Governance Awareness Audit

Select 5 random team members. Ask them 3 questions about data rules/policies. Record their responses.

Chapter 5: Fostering Collaboration Across Teams

Data Culture Assessment – 1, 3, 9 Scale

Statement	Score (1, 3, or 9)	Notes
Interdepartmental Communication		
Shared Data Platforms		
Conflict Resolution Around Data		
Project Co-Ownership		
Celebration of Cross-Team Wins		

- Example: Teams share dashboards and insights regularly across departments.
- Example: Conflicts about data are resolved by consensus or governance processes.

Activities

1. Collaboration Barrier Bust

Choose your lowest score. List the main reasons it's low and one immediate step to remove at least one barrier.

2. Win Mapping

List your last 3 collaborative data successes. For each, identify the key behavior or tool that made it work.

Chapter 6: Encouraging Data Literacy

Data Culture Assessment – 1, 3, 9 Scale

Statement	Score (1, 3, or 9)	Notes
Baseline Data Skills		
Training Opportunities		
Comfort with Analysis Tools		
Critical Thinking with Data		
Data Storytelling Skills		

- Example: Employees complete basic data skills training annually.
- Example: Staff can confidently use tools like Excel, Power BI, or Tableau.

Activities

1. Skills Lift List

From your lowest score, list 3 specific skills or topics that would help raise it.

2. Storytelling Practice

Take one current data point and write a 3-sentence story around it.

Chapter 7: Overcoming Resistance to Change

Data Culture Assessment – 1, 3, 9 Scale

Statement	Score (1, 3, or 9)	Notes
Openness to Experimentation		
Support from Key Influencers		
Communication of Benefits		
Addressing Concerns		
Consistency in Change Efforts		

- Example: Staff openly try new analytics tools or workflows.
- Example: Key influencers model data adoption and advocate for change.

Activities

1. Objection Inventory

List the top 3 objections you've heard to data initiatives. For each, write one fact-based counterpoint.

2. Influencer Engagement Plan

Identify one internal influencer who can help champion change. Plan one conversation or action with them this week.

Chapter 8: Measuring Progress and Adapting

Data Culture Assessment – 1, 3, 9 Scale

Statement	Score (1, 3, or 9)	Notes
Defined Metrics		
Regular Review Cadence		
Action from Results		
Flexibility in Measurement		
Transparency of Results		

- Example: Data culture metrics are reviewed monthly with leadership.
- Example: Results lead to updates in processes or training programs.

Activities

1. Metric Check-Up

Pick your lowest-scoring metric practice. Write down one improvement you could implement in the next review cycle.

2. Results Communication Map

Choose one recent metric result. Map out who needs to know it and how you'll share it.

Chapter 9: Advocating for Data Culture

Data Culture Assessment – 1, 3, 9 Scale

Statement	Score (1, 3, or 9)	Notes
Confidence in Speaking About Data		
Ability to Tie Data to Strategy		
Storytelling with Examples		
Influence on Decision-Makers		
Consistency in Advocacy		

- Example: Advocates share success stories linking data use to business wins.
- Example: Data culture discussions happen regularly in meetings.

Activities

1. Advocacy Soundbite

Write a 2-sentence pitch for why your organization should invest in data culture.

2. Case Study Bank

Collect 2–3 short success stories where data made a measurable difference.

Chapter 10: Sustaining a Data Culture

Data Culture Assessment – 1, 3, 9 Scale

Statement	Score (1, 3, or 9)	Notes
Ongoing Leadership Engagement		
Embedded Practices		
Continuous Training		
Celebration of Milestones		
Adaptability to Change		

- Example: Leadership sponsors refresher training and recognizes data milestones.
- Example: Data-driven decisions become embedded in daily workflows.

Activities

1. Sustainment Audit

From your lowest score, write down one long-term action to keep that area strong.

2. Tradition Builder

Create a recurring event or ritual that reinforces data culture (e.g., monthly “Data Wins” meeting).

Conclusion: Navigating Through Your Data Journey

Data Culture Assessment – 1, 3, 9 Scale

Statement	Score (1, 3, or 9)	Notes
Clarity on Next Steps		
Alignment Across Teams		
Resources in Place		
Confidence in Leadership Support		
Commitment to Continuous Improvement		

- Example: Teams clearly know their next steps and have resources in place.
- Example: Leadership regularly reinforces the importance of data culture.

Activities

1. 90-Day Plan

Write down 3 concrete actions you'll take in the next 90 days to move your data culture forward. Assign owners and dates.

2. Reflection Letter

Write a letter to yourself dated one year from today, describing the progress you've made in data culture.

Closing Thoughts

Thank you for taking the time to work through The Data Culture Handbook: The Workbook. Your willingness to reflect, assess, and plan is the first step in building a lasting data culture. Revisit these assessments regularly to track progress and identify new areas for growth. Share what you have learned with your team so these ideas can inspire collective action. Above all, lead by example and show that data-driven thinking can drive both innovation and results.