

How to talk to your CEO about building a data-informed culture

A culture of data fuels innovation and growth for your business. Building a data-informed organization starts at the top: with your CEO. Use these points to explain to your execs why building a better data culture is worth your time and effort:



We'll better understand our customers

When you have a data-informed culture, everyone in your organization is able to access key growth metrics like conversion, churn, engagement, retention. Not just that, they can analyze the user inputs (in the form of event data) that actually impact these metrics. This gives product owners the foundation they need to make smart decisions.



We'll make better decisions

When you're data-informed, everyone has access to a shared base of core knowledge. Data access means you don't have to wait to answer the questions you have, and there's less chance of making decisions driven by your own biases or cognitive fallacies.



We'll scale effectively

Any growing organization faces the challenge of knowledge transferral. A data-informed team can solve this by operating within a shared framework that defines key behaviors of their users. These frameworks—like Facebook's "7 friends in 10 days"—are powerful motivational devices but they need to be maintained. A strong emphasis on being data-informed at the top of the chain is crucial to encouraging data-informed decision-making throughout.

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