

TELLING YOUR DATA STORY

It's Soft Skills
Time

Leveraging the 3Vs of
Data Storytelling
for Data Management



Scott Taylor
The Data Whisperer



June 2019



TELLING YOUR DATA MANAGEMENT STORY

- My Data Story
- Why You Need a Data Story
- Relevance of Data Management
- Types of Data Storytelling
- Leveraging the 3Vs
 - Vocabulary
 - Voice
 - Vision
- Putting it all in play!



Every Enterprise Has a Data Story to Tell

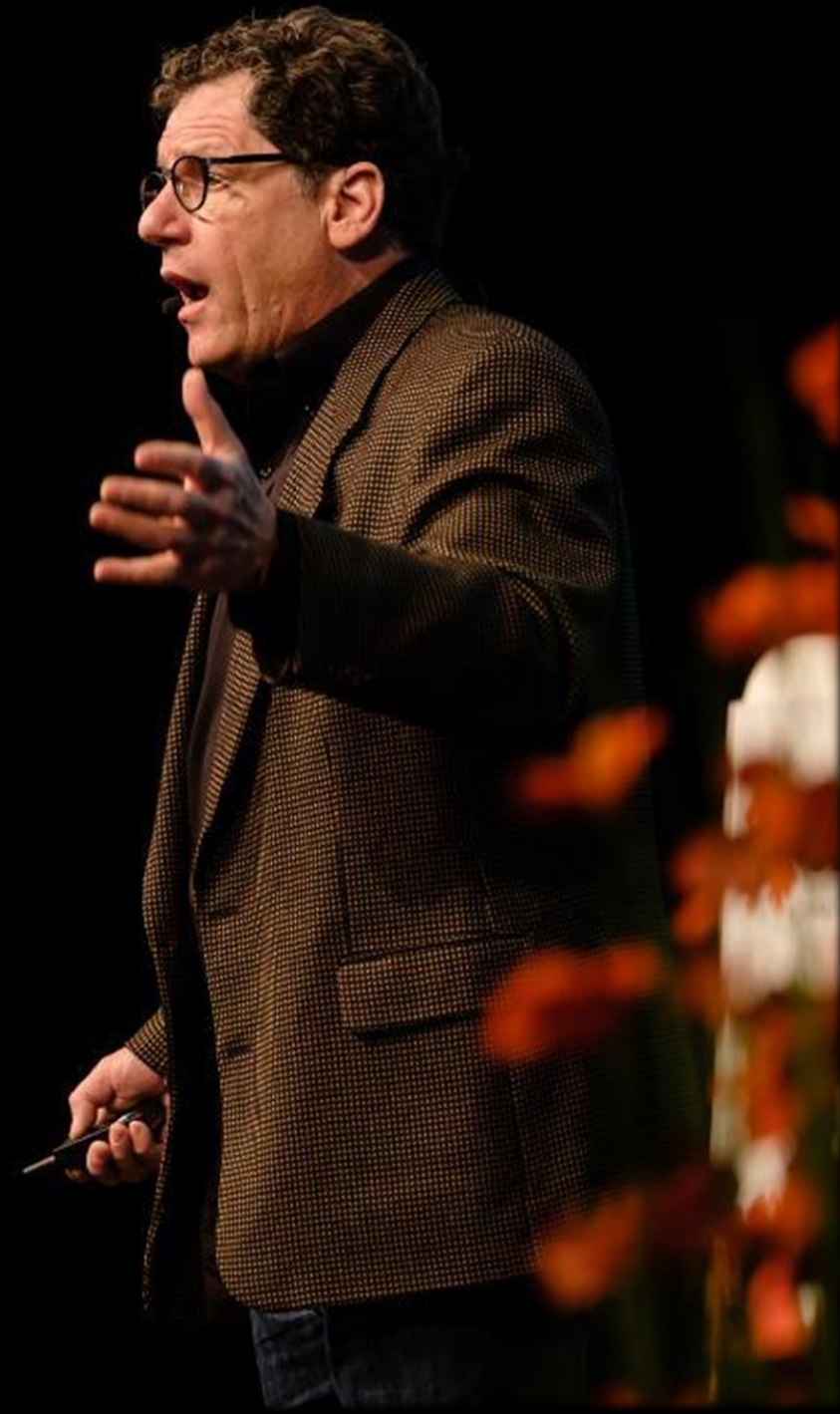
About WHY Managing Data is of Strategic Importance

Truth about Data

**You must determine
the TRUTH first**

**Before you derive
MEANING**

NOTE: Nothing Personal



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SPOILER ALERT:
NO WHISPERING

- Data Evangelism As-a-Service
 - Strategic Business Value of Data Management
 - WHY rather than HOW
- 25+ Years / Iconic Data Brands
- Sorting LEGO



nielsen

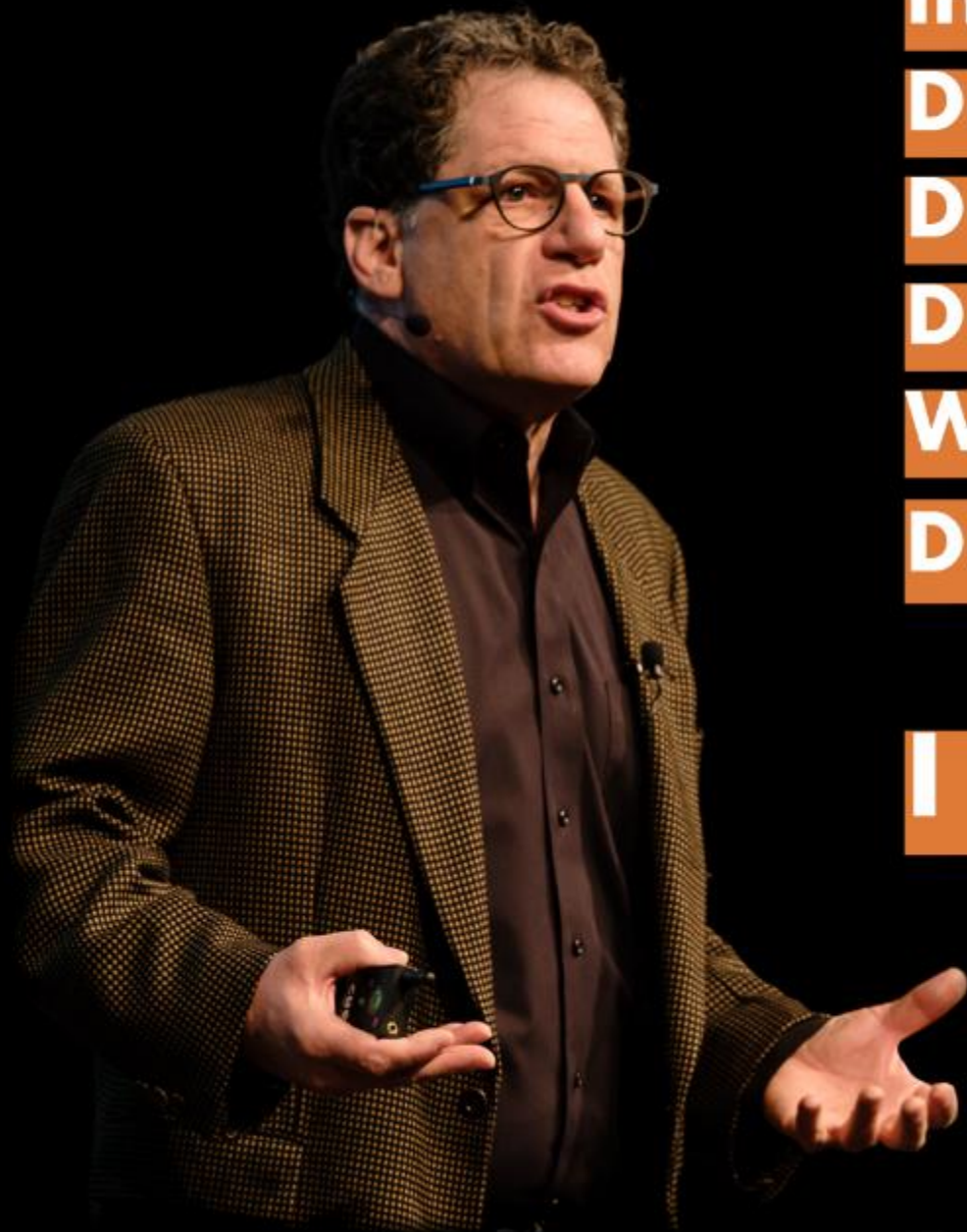
dun & bradstreet

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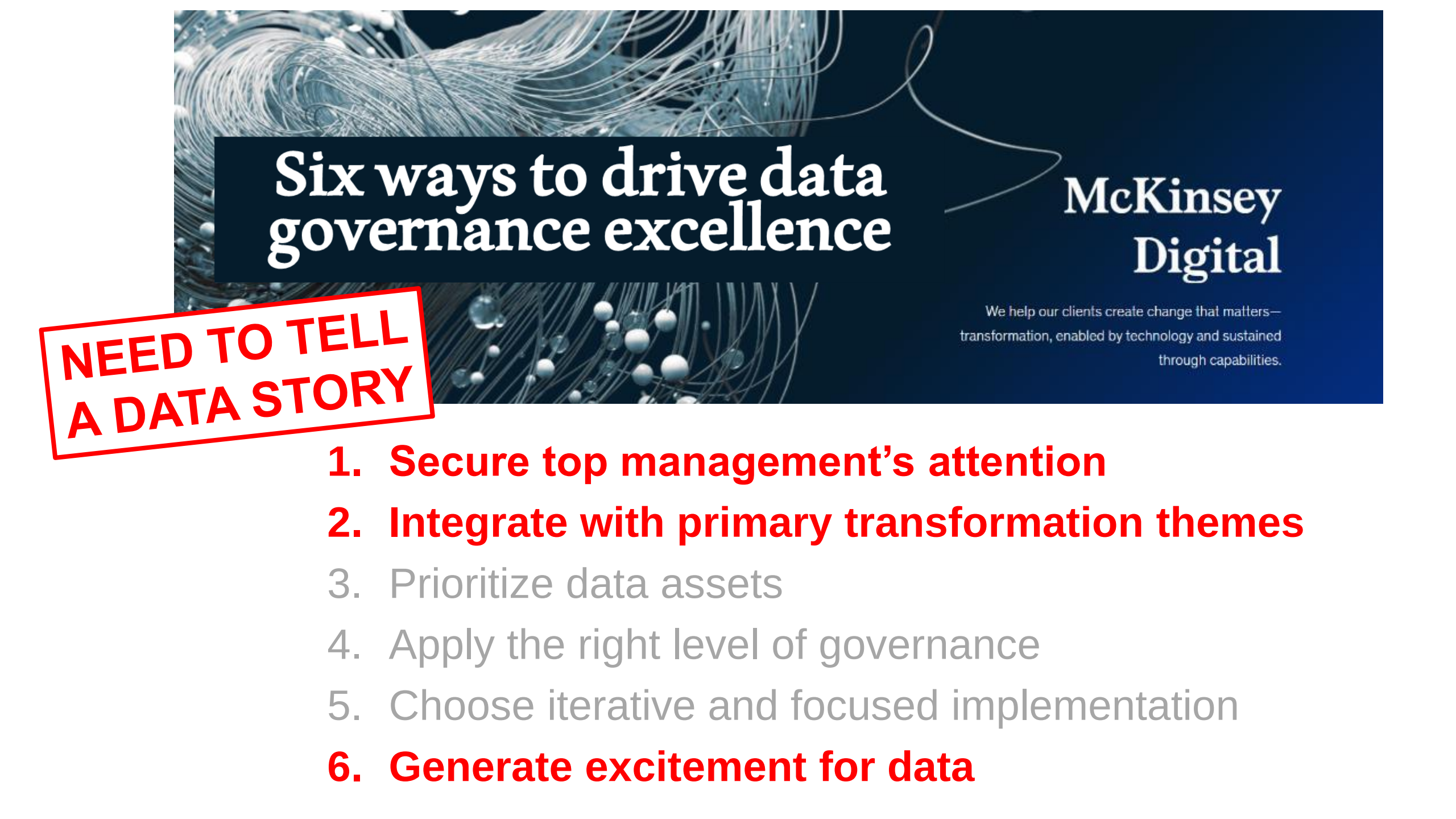
The Truth about Data Management

**In all this talk about
Data Science
Data Literacy and
Data Storytelling
Where is the voice of
Data Management?**

I don't hear it



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Six ways to drive data governance excellence

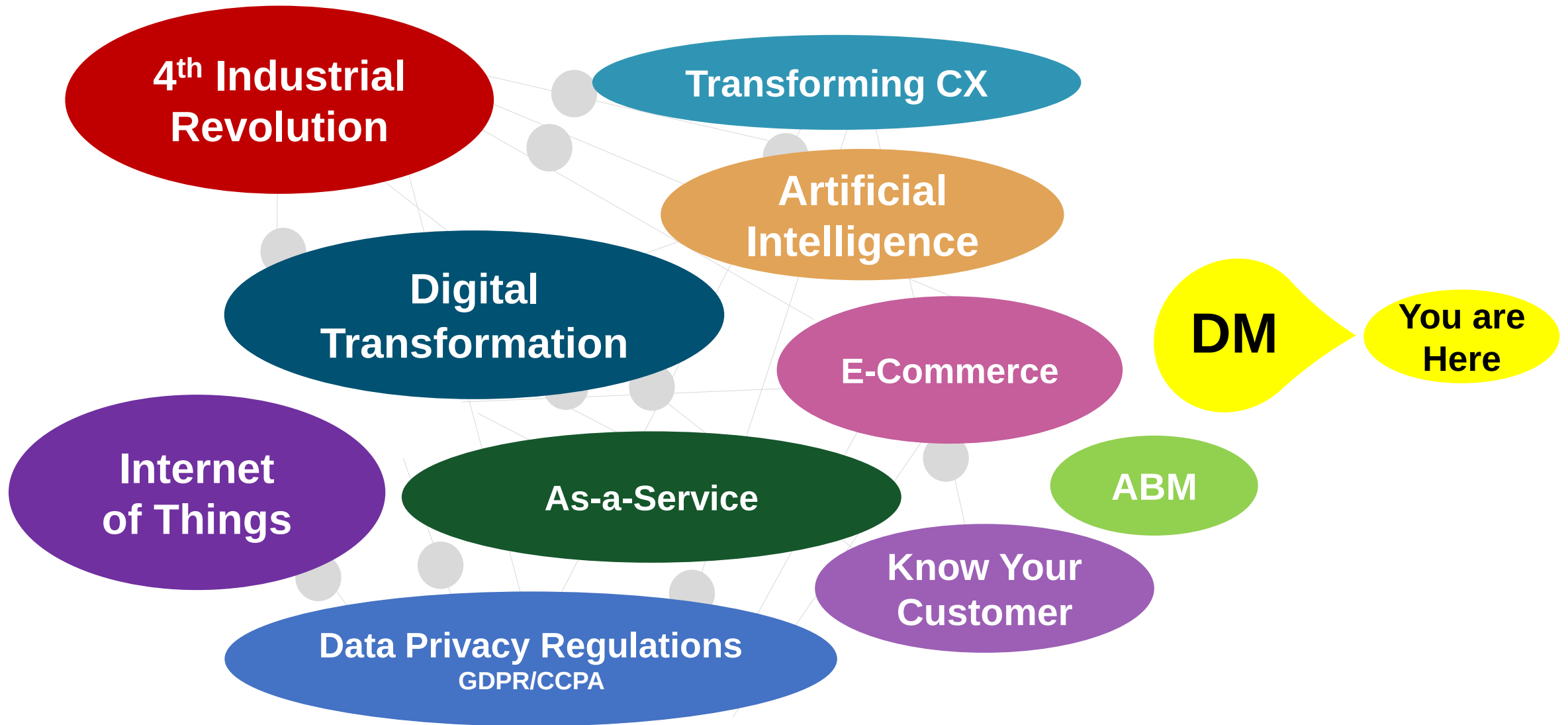
McKinsey
Digital

We help our clients create change that matters—
transformation, enabled by technology and sustained
through capabilities.

**NEED TO TELL
A DATA STORY**

- 1. Secure top management's attention**
- 2. Integrate with primary transformation themes**
3. Prioritize data assets
4. Apply the right level of governance
5. Choose iterative and focused implementation
- 6. Generate excitement for data**

Data Management is Macro-Trend Agnostic



The Truth about Data Management

The value of

- Every digitally transformative customer-facing initiative
- Every as-a-service offering
- Every foray into e-commerce
- Every enterprise software implementation

Is inextricably linked to the
successful output of
DATA MANAGEMENT efforts



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The Golden Rule of Data

*Do unto your data as you would
have it do unto you*

Data Management
GI

ERP
CRM
FinTech
ML
BI
AI

Business Intelligence
GO

The Truth about Master Data



**If this is your
Data Management**



**Then expect this from
Business Intelligence**



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The Data Whisperer**



The Truth about Data Management

**“Good decisions
made on bad data,
are just bad decisions
you don’t know about yet”**



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Two Types of Data Storytelling

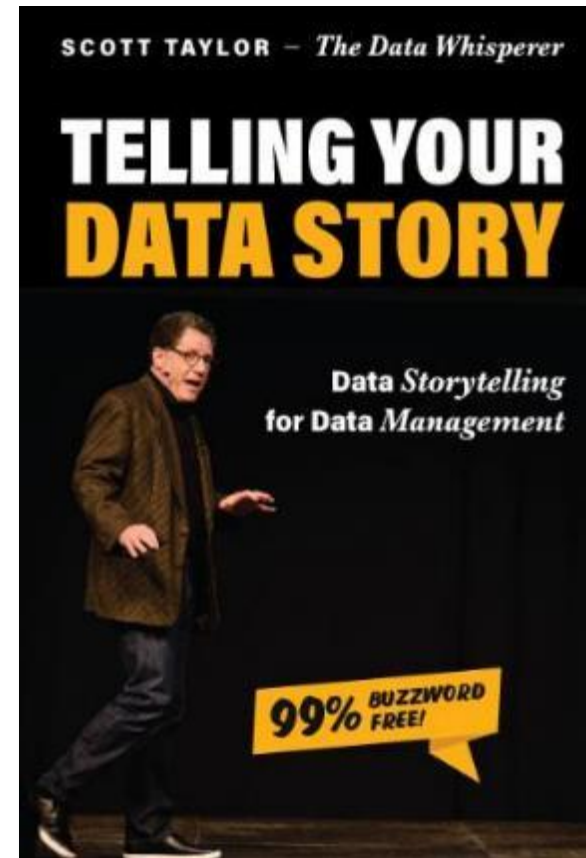
ANALYTICS

- Business Intelligence



DATA

- Data Management



Two Types of Data Storytelling

ANALYTICS

- Business Intelligence
- Derive **Meaning**
 - Data Literacy
 - Data Science
 - Machine Learning
 - Artificial Intelligence
 - Visualization
- *WITH* data
- Using it

DATA

- Data Management
- Determine **Truth**
 - Data Governance
 - Data Quality
 - Master Data
 - Reference Data
 - MDM/RDM/PIM/DAM
- *ABOUT* data
- Making it

Data Story False Starts



Data Quality Initiatives



Data is the New Oil



More data now than ever...

The old data stories need to change

Starting Your Data Management Story

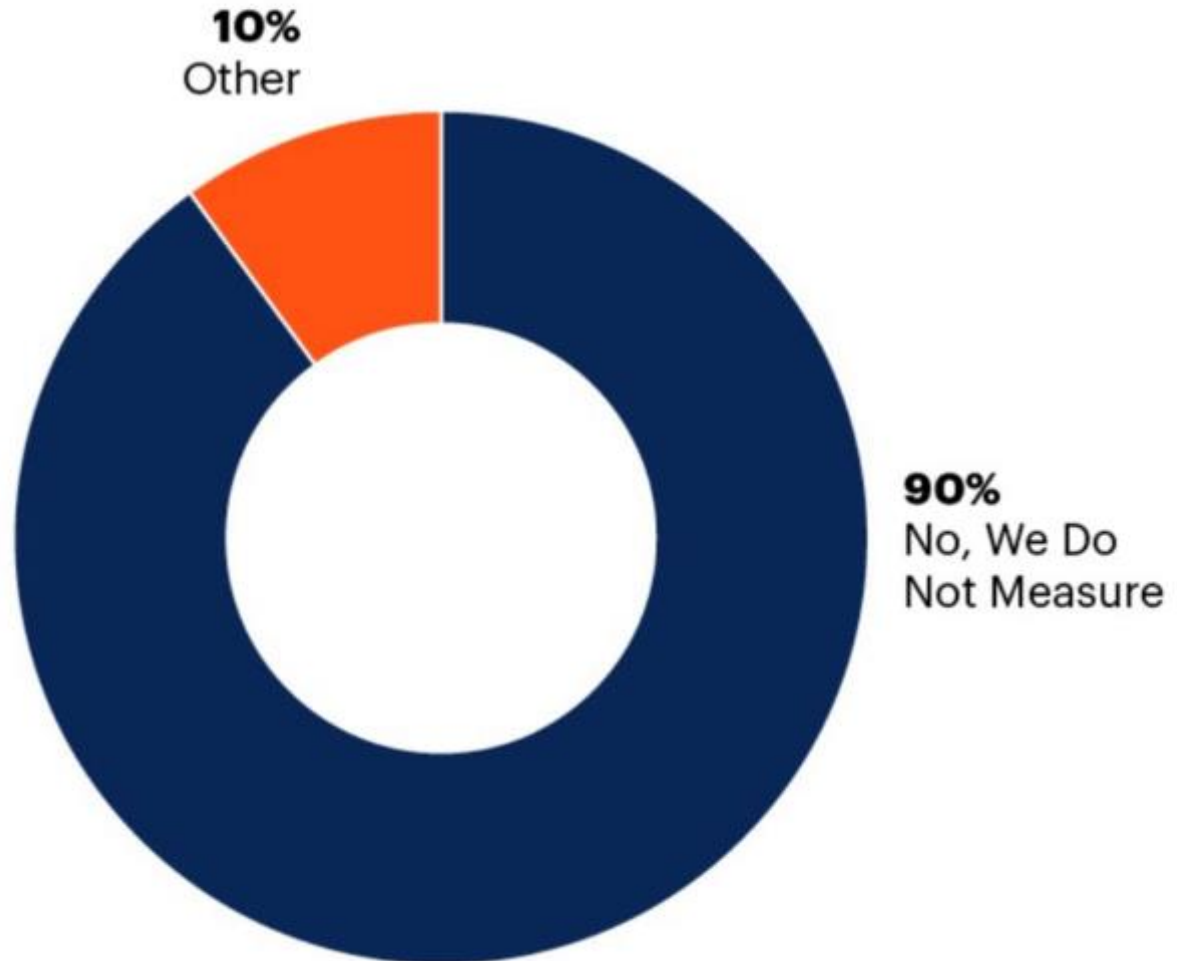
Hans or Don?



Fable or Pitch?

Starting the Data Management Story

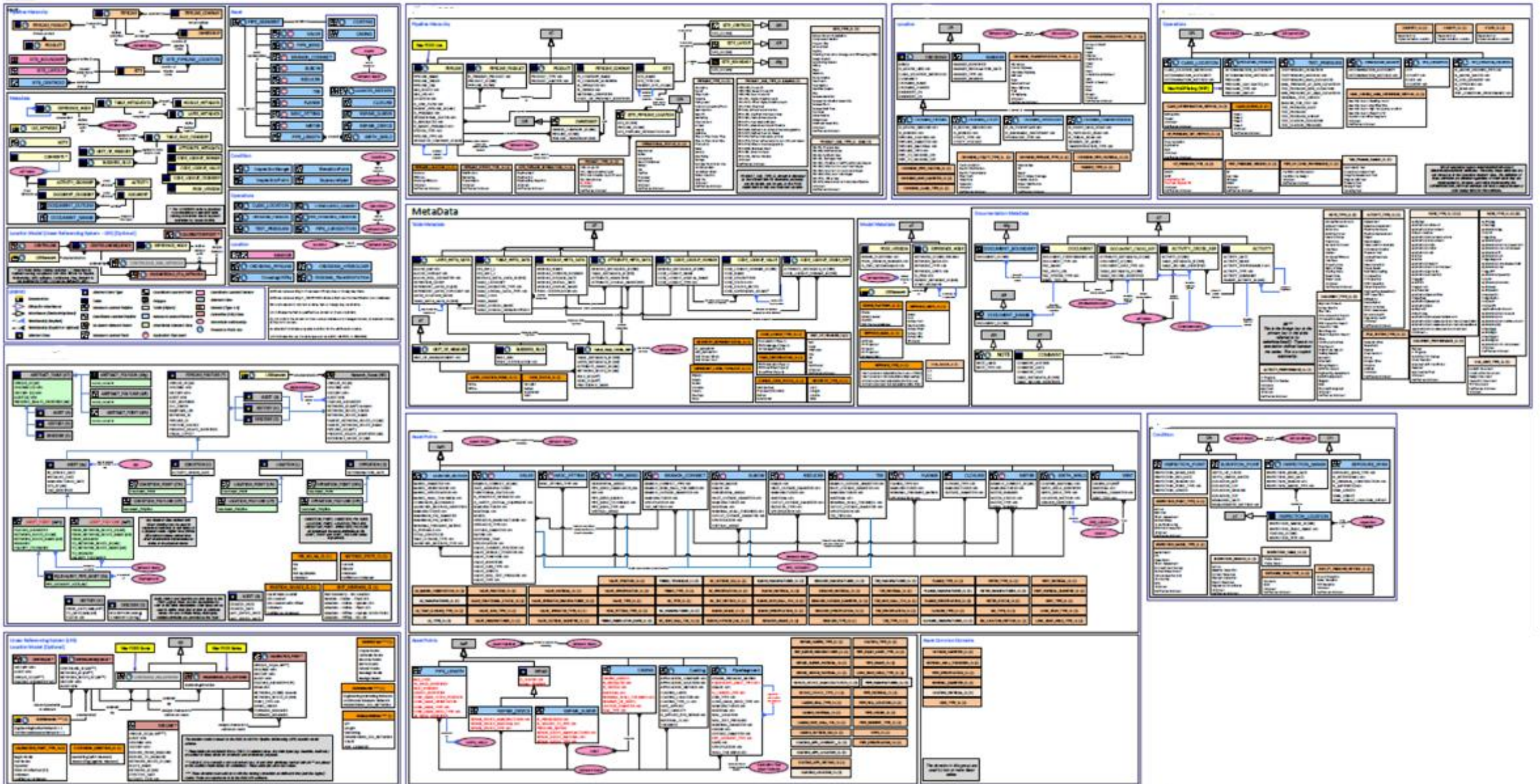
Organizations Measuring the Value of Master Data



Starting the Data Management Story



Starting the Data Management Story



Every Enterprise Has a Data Story

Provide **Value**
to your **Relationships**
through your **Brands**
at **Scale**

- **Scale**
 - Tech
 - Data
- **Value**
 - Grow
 - Improve
 - Protect

Relationships

- Customer
- Vendor
- Partner
- Prospect
- Consumer
- Citizen
- Patient

Brands

- Product
- Offering
- Service
- Location
- Banner
- Finished Good
- Ingredient
- Material

UMMM...HOW'S
YOUR DATA?



Leverage the 3Vs of Data Storytelling

- **Vocabulary**

- Establish an Accessible **Vocabulary**

- **Voice**

- Harmonize to a Common **Voice**

- **Vision**

- Illuminate the Business **Vision**

Establish an Accessible **Vocabulary**

- The Words You Use Are Important
- Legacy Lexicon
 - “Quality, Cleansing, Freshness, Hygiene”
- Use Definitive Words
 - “Structure, Standards, Coverage, Interoperability”
- Enterprise Terminology For
 - Relationships
 - Offerings
 - Hierarchies
 - Segmentation
 - Market Geographies
- Industry Vertical Nomenclature



**VOCABULARY TIP:
START WITH YOUR
EXISTING BUSINESS
GLOSSARY**

Harmonize To a Common **Voice**

- Share and Propagate Narrative “Elevator Pitch”

- Avoid In-depth Technical Explanations
- Avoid cliché false starts
- Consistent Tone and Tenor
- Create Communication Vehicles
- Internal “Marketing” Programs

- Reflect Your Brand Positioning

- Business Topics

- Grow – *Increase Sales*
- Improve – *Reduce Costs*
- Protect – *Mitigate Risks*



VOICE TIP:
SEEK OUT OTHER
STORYTELLERS IN
YOUR ORGANIZATION

- Marketing
- Sales
- Communications

Illuminate the Business **Vision**

- Enable Strategic Intentions of the Enterprise
- Major Initiatives Regarding
 - Relationships
 - Brands
- It's About THE BUSINESS
 - AND *YOU ARE THE BUSINESS*



VISION TIP:
WHAT DO YOUR
LEADERS SAY?

- Annual Report
- Strategy Statement
- Company Meetings
- Investor Day Presentations

Leverage the 3Vs of Data Storytelling



EXAMPLE Data Reality

<u>D-U-N-S</u>	<u>Business Name</u>	<u>Number of Duplicates</u>
697088370	PANASONIC MOBILECOMMUNICATIONS	185

Vision

Voice

Vocabulary

Vision

We aspire to be the premier partner of choice for our customers, suppliers, employees and shareholders by accelerating their success through our global technology marketing and distribution resources, services and culture.

Company Fast Facts

- Doing business in 90+ countries
- 800+ suppliers
- 100,000+ customers

Our Strategic Framework

Employee Engagement

Customer Engagement

Enterprise Effectiveness

Brand Management

Capital Allocation and Structure

Operating Groups

- Market-led
- Profitable growth
- Differentiated customer experience
- Localized productivity and efficiency
- Talent development

Living Happily Ever After

- **Every Enterprise has a Data Story**
 - Value to your RELATIONSHIPS
 - Through your BRAND
 - At SCALE
- **Two Types of Data Storytelling**
 - ABOUT Data
 - Data Management
 - Determining Truth
 - WITH Data
 - Business Intelligence
 - Deriving Meaning
- **Balance the HOW with the WHY**
- **Avoid the False Starts**
 - Quality, DITNO, So much data...
- **Leverage the 3Vs of Data Storytelling**
 - Establish an Accessible Vocabulary
 - Harmonize to a Common Voice
 - Illuminate the Business Vision
- **An Effective Narrative Captures the Hearts and Minds of your Business**
 - Unify and Motivate YOUR Team!

Last Page in the Book

Hardware comes and goes,

Software comes and goes,

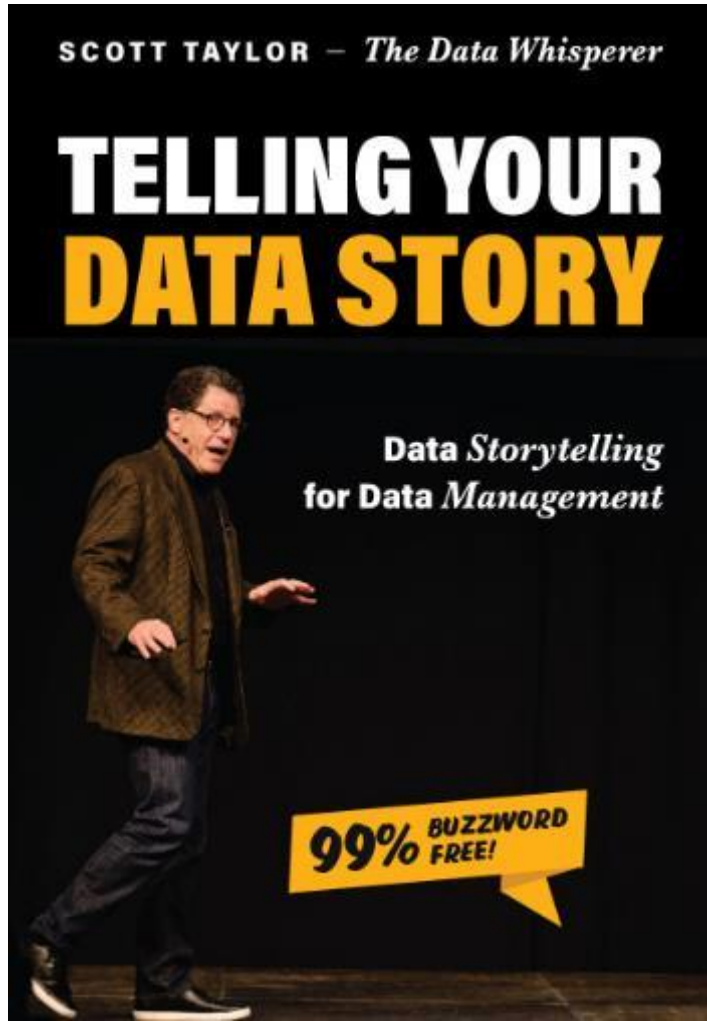
Data remains.



Scott Taylor
The Data Whisperer



Let Me Help You Tell Your Data Story!



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Bruce Lee
Public Relations Leader |
Media Relations & Training |

Scott is the best and most entertaining public speaker I have ever encountered - period.

PLEASE GIVE ME A RECOMMENDATION

TELLING YOUR DATA STORY

Thank
you!

Leveraging the 3Vs of
Data Storytelling
for Data Management



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