

Data leadership unpins everything your organisation does with data and is a keystone to improving your data maturity.

What are the things you should be thinking about to help you on your data leadership journey?

- **Build two-way relationships with your executives**

It is critical to have the support and sponsorship from your executive team, but that doesn't mean that communications and guidance is a one-way street. Executive teams need the insight of their data leaders to help make the right decisions as much as data leaders need executive support. Keeping that in mind will help build a collaborative and productive relationship that ultimately benefits the organisation.

- **Develop a good data strategy unique to your organisation**

It can be tempting to take a templated approach to developing a data strategy, but strategy comes in all shapes and sizes and cannot be copied. What works for one organisation might not work for you. How then do you know you have a good data strategy? A litmus test to check can be found from Richard Rumelt: "A good strategy should have a clear diagnosis of the challenge faced, a guiding policy setting out how to address the challenge and a set of actions to focus energy and resources." If you have those components in your strategy you are on the right path.

- **Identify, grow and support the right data culture**

You may have heard about data-driven organisations but there are other types of data cultures and establishing which one is most suitable for you is important. There are very few truly data-driven organisations, in

fact most don't need to be, and adopting a data-led or data-informed culture can be liberating yet powerful for organisations whose purpose is beyond data.

- **Keep it simple**

Improving data strategy doesn't need to be complicated. Taking a step back, assessing what your organisation's actual needs are and then developing a plan to meet those needs is a simple course of action any of us can take.

- **Assess your data maturity using a framework**

If you don't know where to start, using a data maturity framework to assess your data leadership is a sensible place. It will tell you how well it's currently performing, along with the other capabilities you need to consider as a whole.

- **Seek out insights you can trust**

Housemark offers a range of products and services to help you ensure your organisations data leadership is performing at the level you need it to.

Housemark has a Data Maturity Framework designed specifically for the housing sector.

We'd love to work with you - speak to our data leadership expert Daz Chauhan

Data Maturity Framework

What is Data Maturity?

Data maturity describes an organisation's ability to use data effectively. A high level of data maturity is attained when data is deeply embedded into the fabric of an organisation and is incorporated in every decision.

What is a Data Maturity Framework?

The core of a Data Maturity Framework is a collection of capabilities combined into a model, representing the key data concerns of an organisation. Each capability is split into performance levels described by characteristics of increasing ability at each level.

Why do I need a Data Maturity Framework?

A Data Maturity Framework can be used to assess, baseline and benchmark an organisation's ability to use data strategically and subsequently help them achieve their strategic objectives by developing roadmaps based on their current level of maturity.

Further Reading

[How to Be an Effective Executive Sponsor – Harvard Business Review](#)

[What Is Data Strategy? – Dataversity](#)

[Planning for data leadership success? You need a BUDDIE – Edate Onerhime](#)