



# THE INSIDER

MONTHLY NEWSLETTER

## Securing buy-in for your data strategy

Hi there,

In a recent data strategy workshop, a participant mentioned,

*"Leadership wants to introduce a data analytics strategy  
but don't really support the effort."*

This is SO common. Leaders and executives talk about the importance of data but then fall short on support — leaving data initiatives to flounder, data teams unclear on their mission, and untapped potential in company data.

Why does this happen? It's NOT that they lose interest — it's that they need someone to translate your data plans into something *personal* to them.

This month, we talked with John Swift, one of our resident data strategy experts, on what it takes to get the trust and support needed to drive your strategy forward. (BTW – give John [a follow](#) for more advice like this!)

Let's dive in!



**[Tracey Doyle](#)**

Chief Marketing Officer, Analytics8

*"A strategy that solves data issues for only one part of the organization isn't a strategy at all — it's a missed opportunity."*

*- John Swift, Analytics8 Principal Consultant*

## How to gain support for your data strategy

### 1. Start with the execs 🙌 What makes them tick?

Align your data strategy with a specific problem or metric that your executives care about.

Whether their goal is to drive growth, improve customer satisfaction, or optimize operations — show how your data initiatives will directly address this.

Then - highlight the risks of doing nothing.

By tying your data efforts to tangible outcomes, you demonstrate that your strategy is not just relevant but essential to the company's success.

### 2. Next, turn your attention to department heads.

Give department heads a compelling reason to get on board with your data strategy using a personalized approach.

Identify a critical issue each department head is facing. Operational bottlenecks? Customer churn? Demonstrate how your data strategy directly tackles their biggest headaches.

Show your investment in their success by including their key departmental metrics in the data strategy — things not seen on the org's financials, such as improved response times, % reduction in errors, and increased NPS scores.

Then - highlight the risks of continuing with the status quo.

### 3. Then, focus on teams and individual contributors.

Break down silos! Encourage teams to actively seek input from other departments before making decisions. This cross-functional approach prevents blind spots and ensures more comprehensive solutions.

Tie daily tasks to big wins. Help employees see how their everyday tasks contribute to larger company goals and success stories. This connection turns routine work into a motivating force for achieving strategic outcomes.

Turn success into a standard. Use recent wins to set new benchmarks across the organization, demonstrating what they're capable of.



Thank you to this month's Insider contributor 🙌

### *John Swift, Analytics8 Principal Consultant*

With more than 20 years of experience, John brings a wealth of expertise in data strategy, data management, and data team inner workings.

He thrives on complex data problems and is motivated by a good breakthrough moment.

[Connect with John on LinkedIn](#) to stay updated on practical tips and strategies that will benefit your data initiatives.



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