

Issues

- § The prevailing culture about data needed to change
- § Data was seen through a limited lens ('someone else's job' rather than being all around everyone in different guises)
- § How to change the mindset into getting data 'right first time'

Methodology and Tools

- § Create a narrative "Our data story"
- § Gather employee stories and analyse them
- § Design of a comprehensive blended virtual and "in person" interactive culture change programme based on employee experiences of data. To be delivered and sustained internally by line managers globally
- § Pilot and implementation plan

Results and Benefits

- § Before the programme was even launched, there was an uplift in data awareness as a result of the high stakeholder engagement levels. This generated real interest and involvement, making the integration into BAU much more acceptable and seamless
- § The programme is being rolled out and there has been widespread support for both the pragmatism and the effectiveness of the programme

