Beyond Numbers: How to Build a Data Culture

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My Data Story

What my colleagues think I do.

What I think I do.

What I actually do.

My Personal Story

Building a Data Culture

Creating a Data Culture - Stanford Social Innovation Review
https://ssir.org/articles/entry/creating_a_data_culture ▼

Mar 2, 2018 - The good news is that you don't have to be a **data** scientist to tell a good **data** story. All organizations have the capacity to create a **data culture**, no matter how big or small, or **data** savvy or not, they are. Organizations can improve their **data cultures** in at least four ways: 1.
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Five building blocks of a data-driven culture | TechCrunch
https://techcrunch.com/2017/06/23/five-building-blocks-of-a-data-driven-culture/ ▼

Jun 23, 2017 - Being data-driven pays! To be data-driven requires an overarching **data culture** that couples a number of elements, including high-quality data, ...

How Can Nonprofits Switch to a Data-Informed Culture? | Beth's Blog
www.bethkanter.org/switch-data-driven/ ▼

Aug 17, 2011 - It comes down to organizational **culture**. The **nonprofits** that embrace measurement have a **data**-driven **culture**. That is they make decisions ...

You Don't Need a Data Scientist, You Need a Data Culture
https://datatherapy.org/2017/12/06/building-a-data-culture/ ▼

Dec 6, 2017 - Organizations don't feel confident that they can work with data at all, so to **build a data culture** we prioritize building confidence through small, ...
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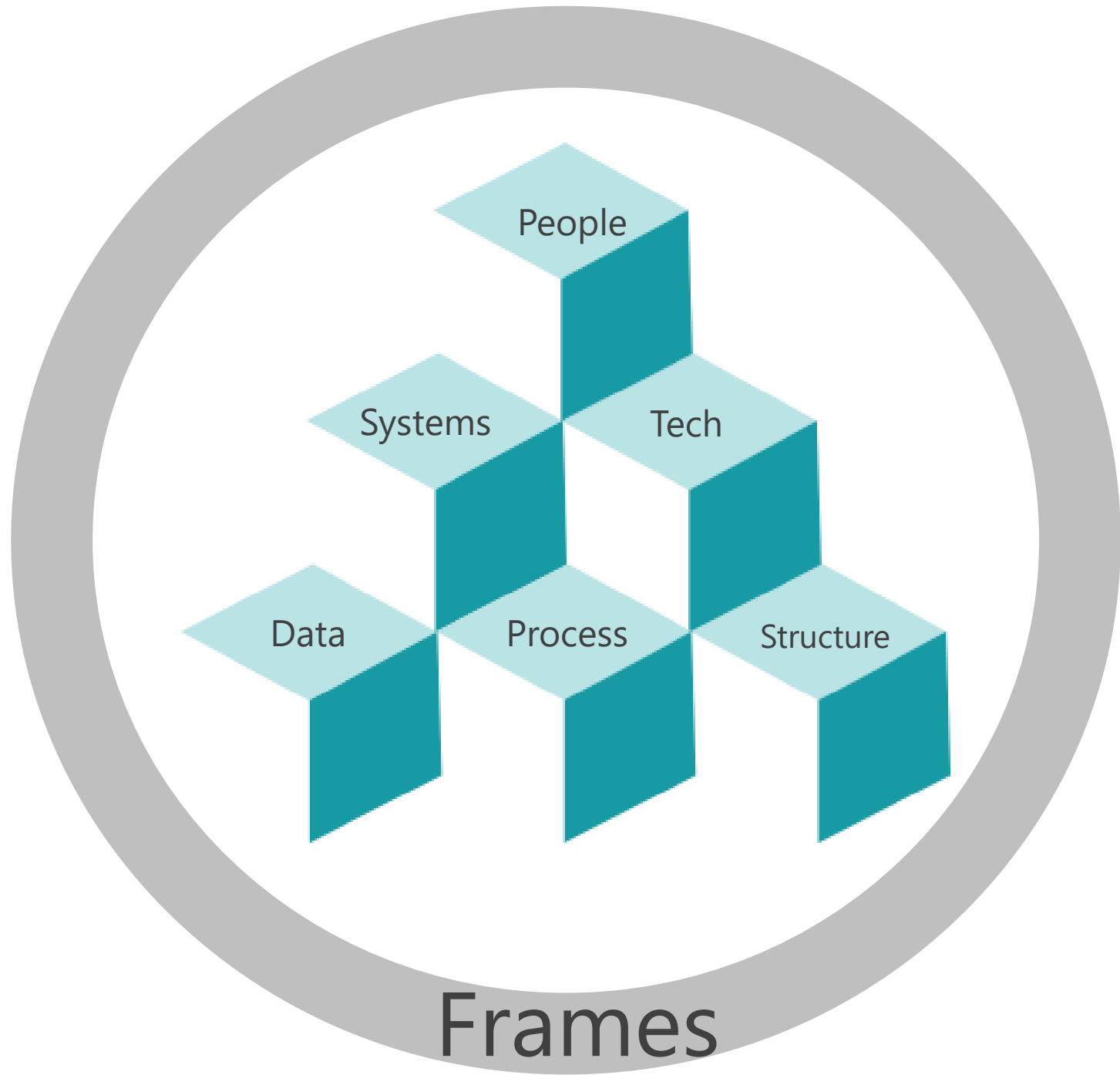
"**Frames** are mental structures that shape the way we see the world. As a result, they shape the goals we seek, the plans we make, the way we act…"

– George Lakoff (Don't Think of an Elephant, xv)

Family Benefits

- Filling for adoption or stepparent
- Joint foster care
- Equitable division of property if divorced
- Child support
- Claim for custody if divorced

Estate Benefits

- Inheriting spouse's estate
- Tax exemption from leaving spouse property
- Spouse priority for making financial and medical decisions

Consumer Benefits

- Family rates for health, homeowners' and auto insurance
- Tuition discounts

Tax Benefits

- Joint income tax returns
- "Family Partnership" under federal tax

Housing Benefits

- Living in "family only" zones
- Renewing leases signed by spouse

Death Benefits

- Right to burial and funeral arrangements
- Consent for after-death examinations

Government Benefits

- Social Security for spouses
- Medicare for spouses
- Disability benefits for spouses
- Veterans and military benefits for spouses

Medical Benefits

- Visiting your spouse in ICU or during visiting hours
- Making medical decisions if spouse is unable to

Equal Rights and Benefits

Family Benefits
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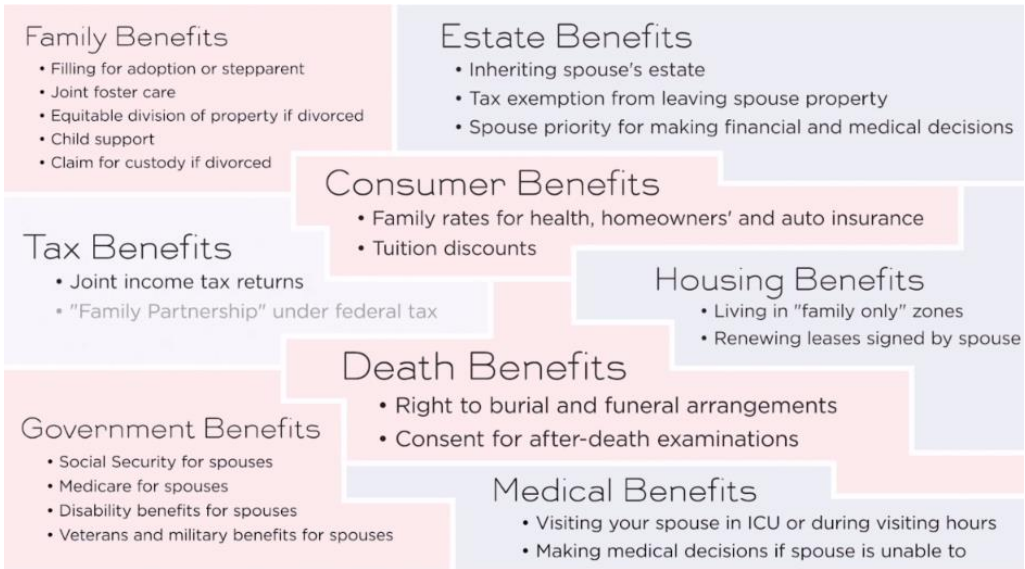- Consent for after-death examinations

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Love.
Commitment.
Family.

Equal Rights and Benefits.

Love. Commitment. Family.

Let's Collect Some Data

- Text RELLAK327 to 22333
- URL: https://pollev.com/rellak327

What do you think of when you hear the word "data?"

Start the presentation to see live content. Still no live content? Install the app or get help at **PollEv.com/app**

What do your colleagues think of when they hear the word "data?"

Dominant Data Frame

Data is overwhelming.
scary.
[insert team here]'s job.
fine the way it is.
too complicated.

Data is ~~overwhelming.~~
~~scary.~~
~~[insert team here]'s job.~~
~~fine the way it is.~~
~~too complicated.~~

Data is a valuable asset.

overwhelming.

scary.

[insert team here]'s job.

fine the way it is.

too complicated.

Changing the Frame

- Find the "data champions"
- Teach the "language of data"
- Foster relationships between data authors and data consumers
- Engage in regular on-boarding and training

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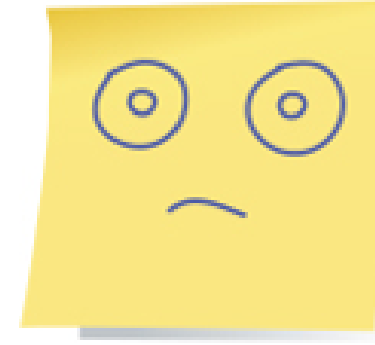
Find the "Data Champions"

Committed   **Supportive**   **Undecided**   **Unaware**   **Opposed**

Case Study: Data Champions

Big idea: What if we collected data from our 500+ campuses and figured out which experiences in Hillel lead to the best outcomes?

- "Pilot" campuses
- Win together, fail together
- Shared learning

Changing the Frame

~~"Data is overwhelming."~~

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- **Teach the "language of data"**
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Teach the "Language" of Data

- Output
- Outcome
- Impact
- Metric
- Measure
- Logic model
- Distribution
- Data point
- Axis

- Interval
- Frequency
- Central tendency (mean, median, mode)
- Correlation
- Range
- Outlier

Teach the "Language" of Data

- Formal trainings
- Team meetings
- Ad-hoc or informal meetings
- Internal newsletters or forums
- Emails

Teach the "Language" of Data

CEO/Founder Employment Type for 10/21 Program

Hi Rella - I'm in a meeting right now and was wondering if you could send me a quick number. Can you let me know how many people from this program are the CEO or founder of their current organization?

Thanks!

Teach the "Language" of Data

Absolutely! 20 people (20%) of total program participants.

I'm not sure what prompted that question but in case it's helpful, I am including below a table showing the number and percentage of individuals in each employment category, as well as a tree map so you can easily see how it breaks out visually.

A tree map uses the same principle as a pie chart in that it shows you proportion and parts of a whole, but I find it's a lot easier to read than a pie chart.

Let me know if you have any other questions.

Send   Discard

Teach the "Language" of Data

Employment Type	#	%
Employed, Mid-Senior to Senior-level position	31	30.68%
Employed, Founder/CEO	20	19.71%
Self-employed	17	17.36%
Employed, Early to Mid-level position	17	17.02%
Employed, Executive/C-suite position	5	5.49%
Consultants	4	3.70%
Student	3	3.02%
Not Employed	1	1.00%
Other	2	2.02%

Employed, Mid-Senior to Senior-level position
30.68%

Self-employed
17.36%

Employed, Early to Mid-level position
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Employed, Founder/CEO
19.71%

Employed, Executive/C-suite position
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Not

Student
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Other
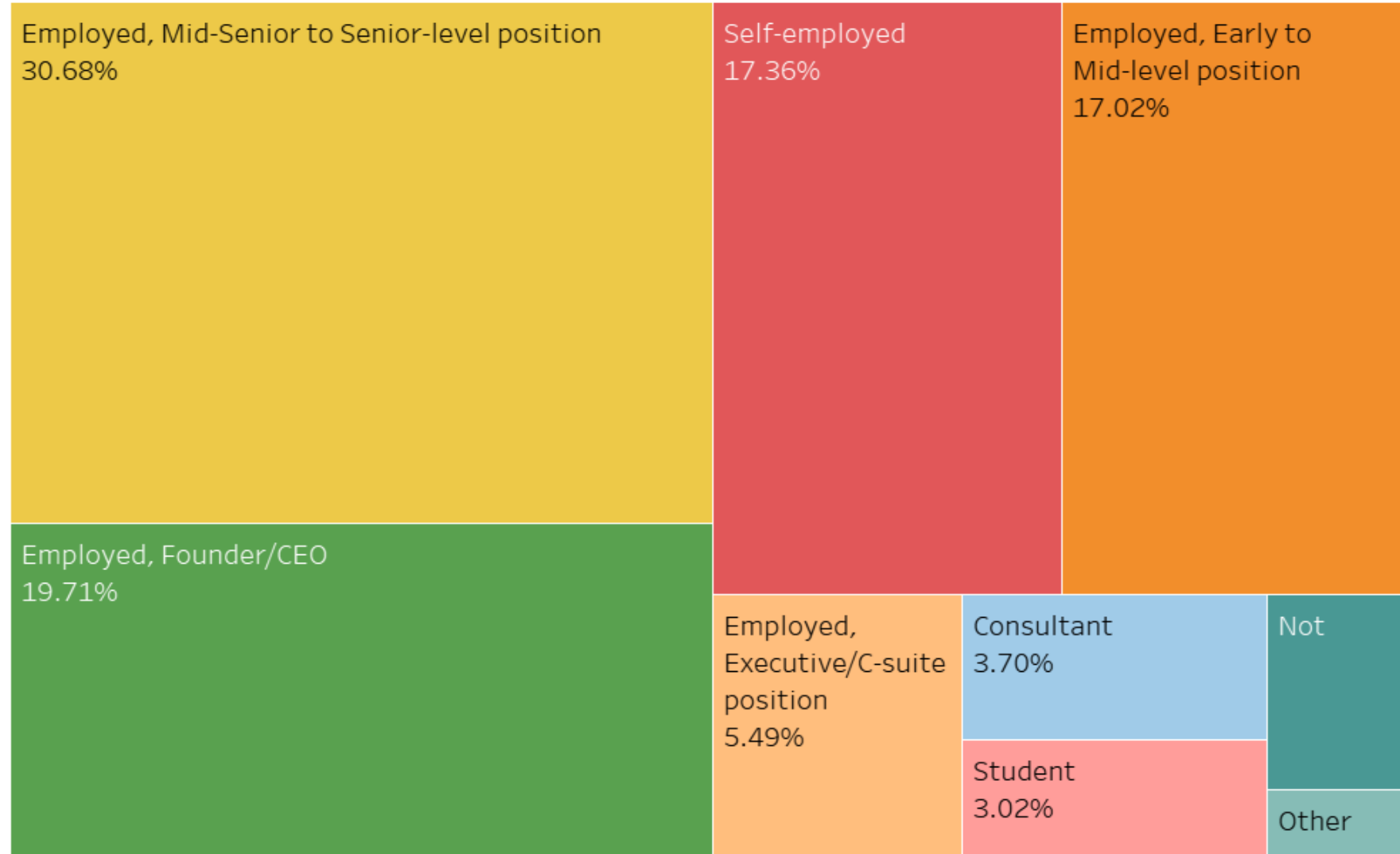
Teach the "Language" of Data

Using this method shows:

- Value of looking at data points in context
- Scope of the data we have
- A new type of data visualization
- How a data visualization can be helpful
- Data words within context

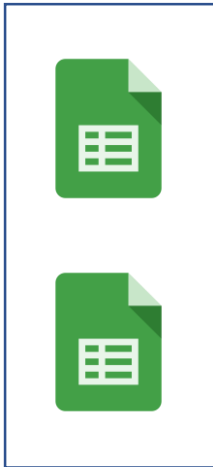This method also supports small doses of data proximity.

Changing the Frame

~~"Data is overwhelming."~~

- Find the "data champions"
- Teach the "language of data"
- **Foster relationships between data authors and data consumers**
- Engage in regular on-boarding and training

Foster Relationships

Data

Analysis

Data
Author(s)

Data
consumers

Linear

Foster Relationships: User Story

Title

User should be able to save story

Traditional
User Story

As a user
I want to save a story I'm reading
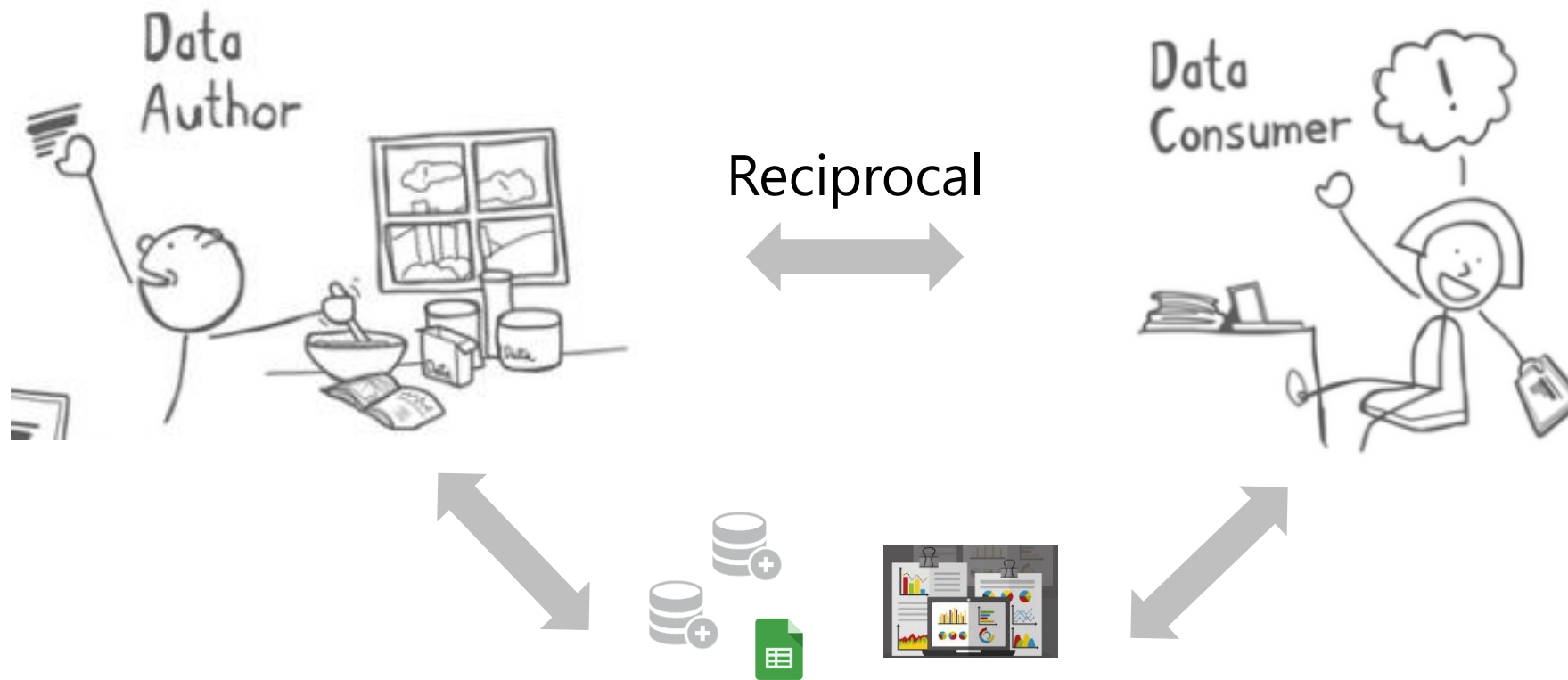Because I found it useful

Scenario

Given that I'm reading a story
When I tap the *icon* to save a story
Then save it to my 'Saved Stories'

Additional info

INFO
icon = bookmark icon
Design - [URL for design / assets]

Foster Relationships

Reciprocal

Changing the Frame

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On-boarding and Training

On-boarding

- New team members
- Changes to existing technology or processes

On-boarding and Training

Training

- Formal
- Informal
- Refreshers
- Peer model

Changing the Frame

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Case Study: Hillel International

Big idea: What if we collected data from our 500+ campuses and figured out which experiences in Hillel lead to the best outcomes?

- "Pilot" campuses
- Win together, fail together
- Shared learning
- A lot of trial and error between campuses and data authors
- Leverage data champions for on-boarding and training
- Let the snowball roll

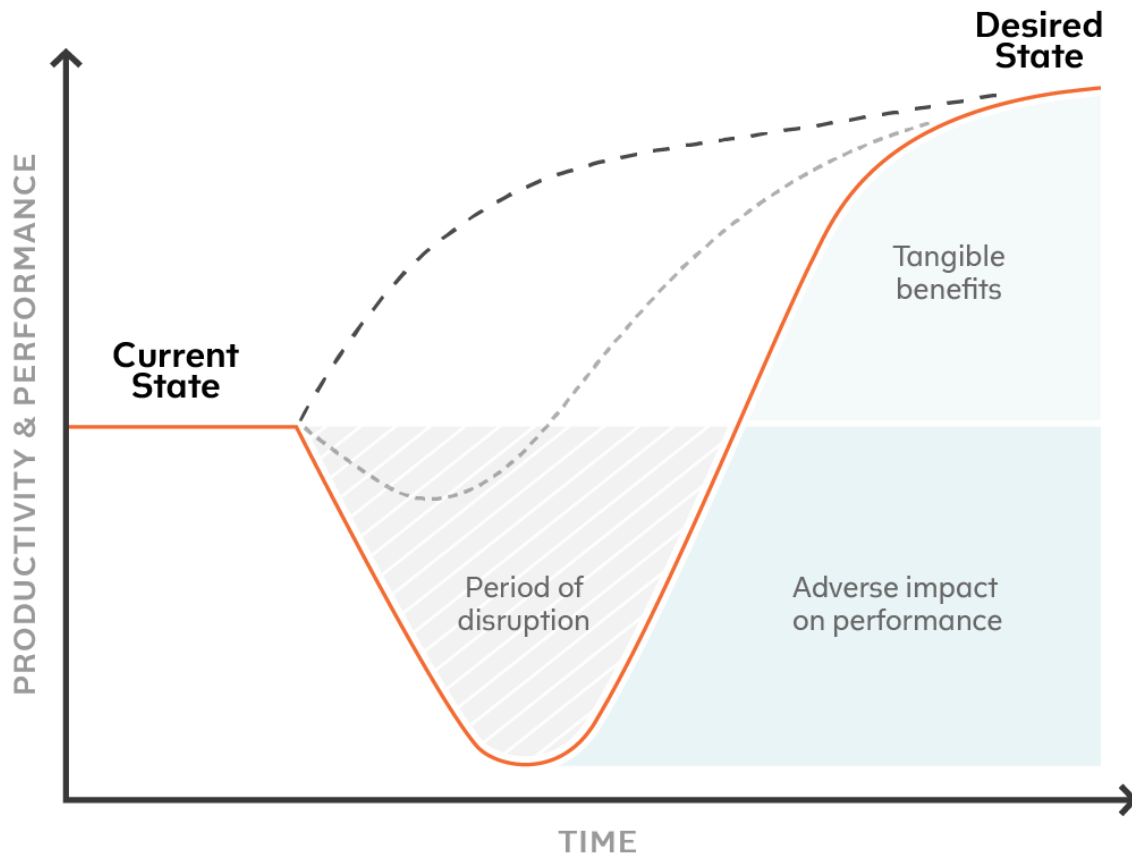Result: 6 interactions at Hillel or 1 immersive experience yield the maximal outcomes.

Keep in Mind

Be Realistic

The J-Curve

Understand the Moveable Audiences
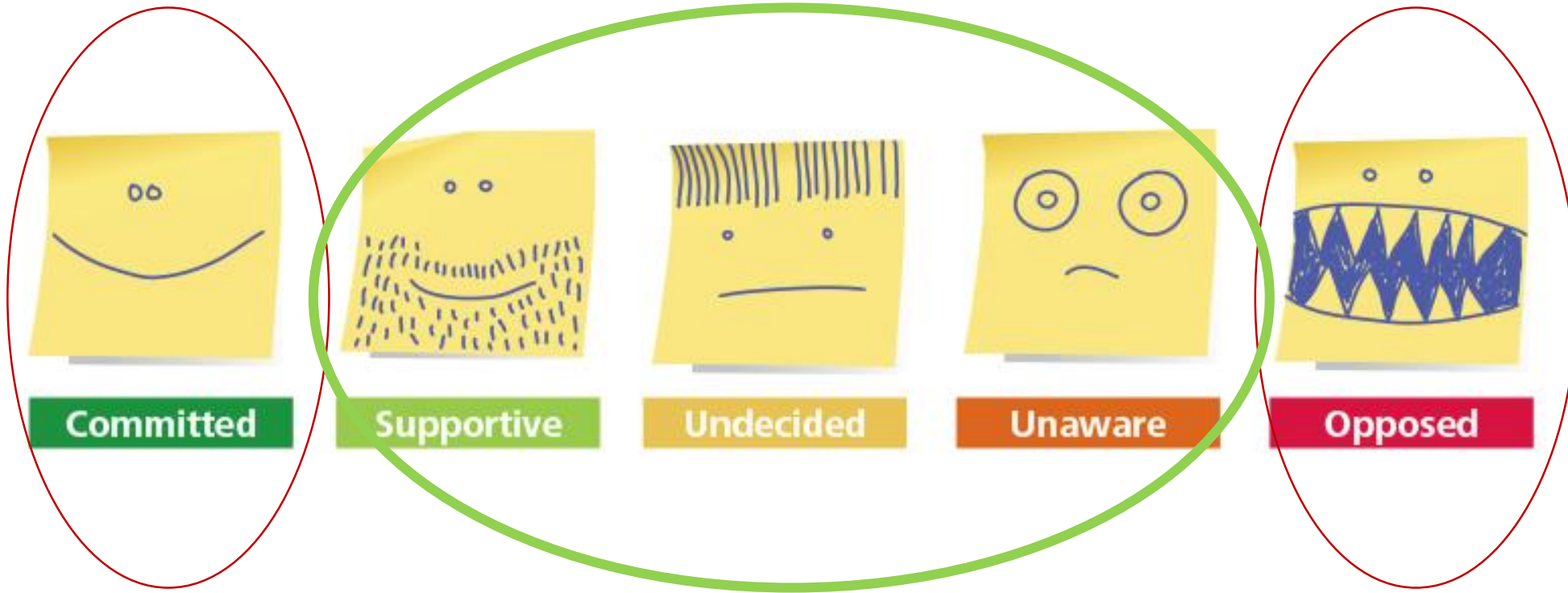
Make it Fun

North Star: Data Culture

https://www.juiceanalytics.com/writing/4-components-of-the-data-fluency-framework
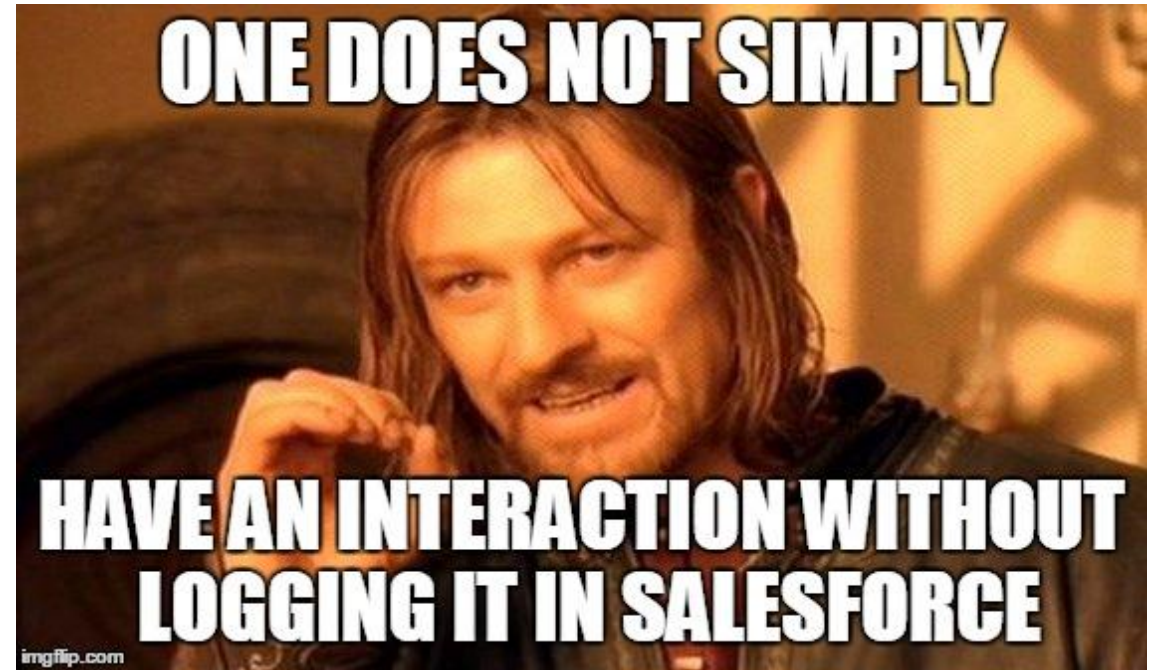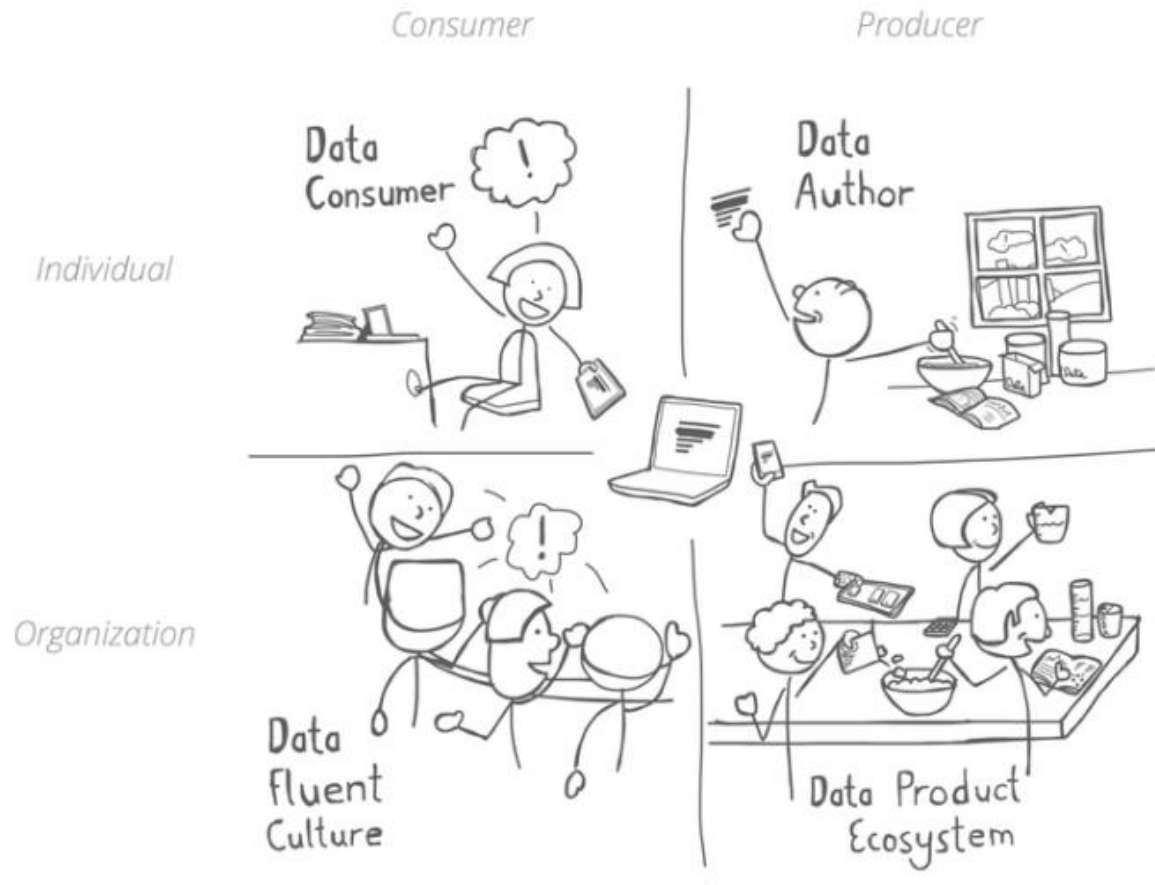
Questions?

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SCHUSTERMAN
FAMILY FOUNDATION

www.schusterman.org

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