Data zero to hero

Self-evaluation checklist

Lexer

Rate your organisation on the 10 critical factors to achieving a data-led culture.

0 - 10

Do you have an Agent for Change?	☐
Do you have a budget to invest in insights?	☐
Do you have senior support?	☐
Do you have company-wide engagement?	☐
Is there universal access to data within your organisation?	☐
How would you rate the relationship and collaboration between Marketing, I.T. and Legal in your organisation?	☐
Do you have theories or data experiments that you want to test already?	☐
How open is your business about data?	☐
How comfortable is your organisation with change?	☐
I have a data strategy and I'm ready to execute.	☐

Total score _____

Zero	Aware	Able	Savvy	Hero

0   10   25   50   75   100