**DELL**Technologies

# Building a data culture for more intelligent decision making

A data-driven approach empowers startups to make smarter, better informed decisions – but encouraging your team to seek out data often requires a change in culture and mindset.

To reap the benefits of using data in your business, data-driven thinking needs to become an automatic process for every employee. Follow our checklist to start building an inclusive and effective data culture.

### 01: Check the quality of your data

Data integrity is essential for intelligent decision making. Audit how you collect and store data to check that it's accurate, up to date and complete.

### 02: Lead by example

A data culture has to start from the top. Share how you're using data as part of your decision making, whether the decisions are operational or strategic.

### 03: Democratise access to data

Limited access to data is the most common obstacle to building a data culture. Avoid data silos and democratise access to ensure that key metrics are easy to find.

### 04: Provide training to improve data literacy

Training should not only teach basic data skills, but also educate employees on using data responsibly and scrutinising outputs for more effective decision making.

### 05: Choose the right intelligence tool

Business intelligence tools make it easy to visualise and analyse your data, turning complex data sets into more digestible, accessible insights for your team.

### 06: Review and improve your processes

Regularly evaluate employee attitudes and skills to identify areas of improvement, and explore how new technologies could support your data culture.

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