

How to Integrate Data Into Your Daily Decisions to Drive Team Alignment and Agility

Good decisions start with data.

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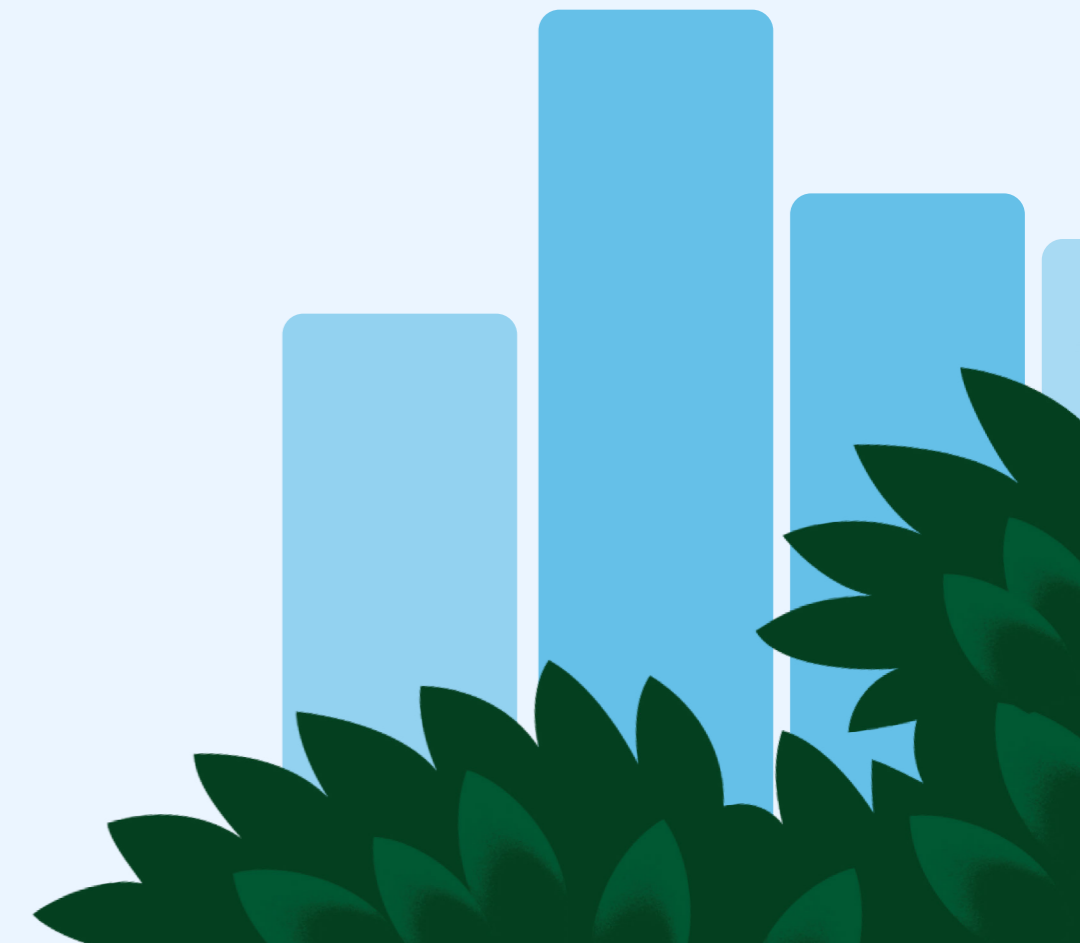
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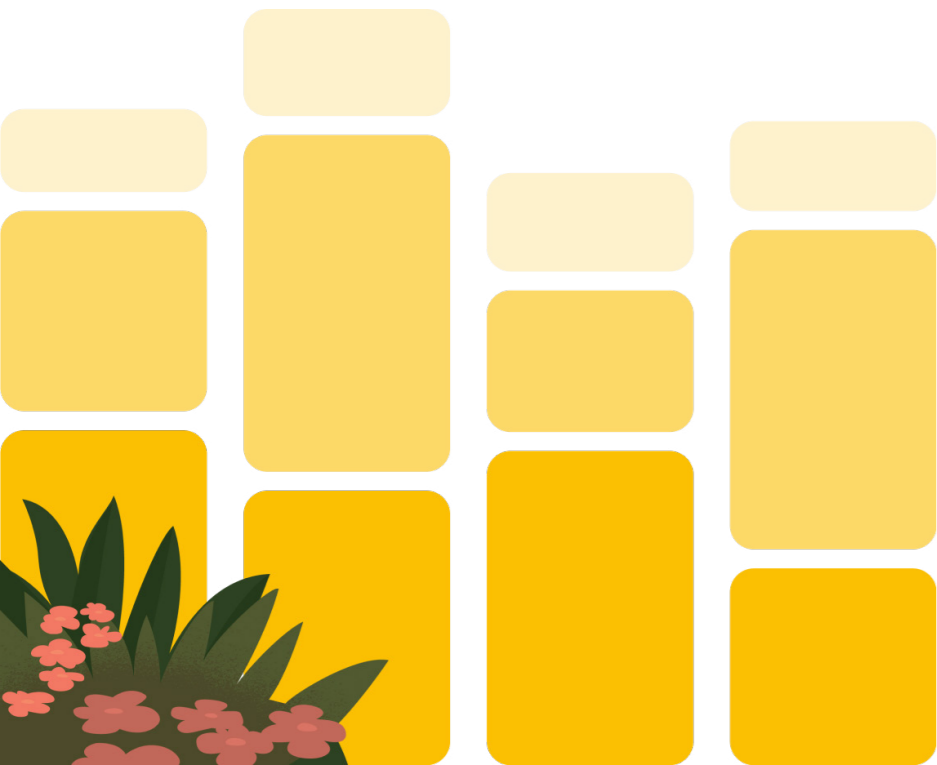
The key to better, faster business decisions? Data.

You've probably experienced disruptions to operations, from customer service and sales to finance, supply chain, and more. As the speed of technological change accelerates, data-driven decision making will play an increasingly important role in your ability to move quickly and decisively, cut costs, and create efficiencies.

Let's explore three ways to easily integrate data-driven decision making into your daily work streams and start making an impact with data.

Data-driven decision making, defined

*Taking action and
influencing innovation
with data and analytics*



The shift: Better understand your business, optimize the impact of your decision making

In today's fast-paced global business environment, successful organizations must make an important and strategic shift in how they approach decision making—from how they operate to who makes decisions and how.

FROM

TO

Centralized decision making



Decentralized decision making

Ivory tower decisions



Front-line decisions made by those closest to customers

Reactive planning and actions that can misalign with business goals, mission, and values



Proactive, outcome-focused planning representative of mission, values, and business priorities

Siloed data, less collaboration, delayed problem-solving



Integrated, accessible, empowering data that encourages collaboration and helps resolve problems

Data-aware stage (low data culture maturity), lagging in ability to analyze data and realize its value



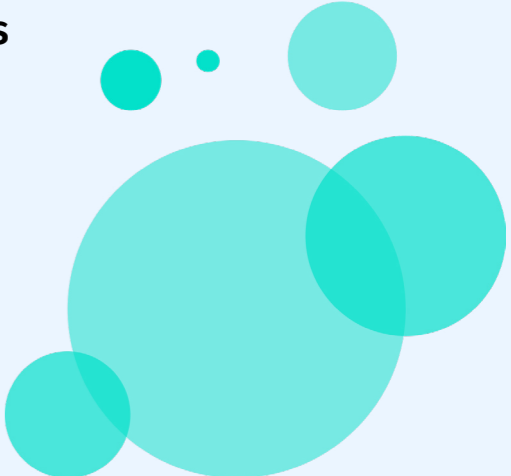
Data-driven (or data leading) with a scaled enterprise data culture

“Organizations in every sector are feeling the impacts of the pandemic and market and global uncertainty. They’re pivoting and making decisions to ensure they maintain relevance and growth. And how companies run their business has changed. 20th century processes for decision making—such as top-down annual planning—no longer cut it. To be successful, leaders must make data accessible to everyone to remain agile, and focus the business on data-informed decisions that make an impact.”

Wendy Turner-Williams

VP, Chief Data Officer

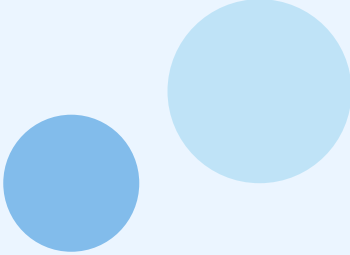
Tableau at Salesforce



3 ways to easily integrate data-driven decision making into daily work streams

What do these strategic shifts look like in action? Here are three ways you can integrate data into your existing work streams and decisions to drive team alignment and agility—while cutting costs and creating efficiencies.

1. Use data regularly and encourage others to do the same
2. Eliminate business and data silos to increase collaboration and efficiency
3. Promote leader-modeled data behaviors to the front lines



Deliver the right data and insights to the right people to solve critical problems and realize maximum value from your organizational data.

1. Use data regularly and encourage others to do the same

What this looks like

Before, data was more of an afterthought, explored once discussions or meetings had already occurred. It took time to reconnect on data reporting to evaluate key changes and insights, propose solutions to problems, and act. And sometimes it was too late: The data was stale, equating to lost time, money, productivity, and effectiveness.

In data-driven organizations, employees have a data-oriented mindset and apply analytical insights with confidence. They have access to trusted, live data sources and use that data often to experiment, test, innovate, and learn.

Think: People coming prepared to meetings with data—not static printouts, but accessing real-time connections to underlying data sources to answer questions as quickly as they're asked. They're integrating data insights into their daily work streams and discussions with their team, manager, and other business groups.

Commit to, adopt, and use analytics solutions to ask and answer questions—and require the same from your teams.

What role can leaders play?

Commit to, adopt, and use analytics solutions to ask and answer questions—and require the same from your teams. Ask for hypotheses to be tested with data. This will foster an environment that encourages trial, error, and learning to produce innovative processes, thinking, and projects. Stick with it and these cultural behaviors and mindsets will eventually scale throughout the business.

Whether it's establishing formal trainings or building internal communities, support data skills with a 360-degree approach so everyone can speak the language of data to interpret insights and influence actions.

Make it real

Start small. Make data a shared language by building data literacy in yourself, your team, and your organization. Sharpen your data skills for free with the [Build Your Data Literacy Trail on Trailhead](#)

Jaguar Land Rover is reimagining the future of modern luxury by expanding the use of data across the enterprise, in every function. Ludwig helps his teams reframe their perception of analytics by replacing the word data with knowledge. And knowledge is power. Once people see the ability to “connect data and pieces of knowledge that previously the human brain couldn't integrate,” they understand the power of data, said Ludwig. It fuels the desire for more knowledge by putting data and self-serve analytics tools in the hands of everyone, without requiring a major IT project.

“Data culture is really knowledge culture.”

Frank Ludwig
Chief Transformation Officer
Jaguar Land Rover

2. Eliminate business and data silos to increase collaboration and efficiency

What this looks like

In isolation, data isn't all that useful. Yet we often see mountains of data sitting on a desktop, in spreadsheets, or in the hands of inundated analysts or data scientists who are disconnected from business use cases.

A better alternative? Break down silos to gain maximum value from your organizational data. Focus on getting data into the hands of everyone. Build and socialize key dashboards and data sets that serve as a single, trusted source of truth across the organization

What role can leaders play?

Start by ensuring everyone across the organization has access to data. These measures are especially crucial to maintaining momentum, collaboration, and performance as organizations navigate hybrid work environments.

- Share data in common, accessible spaces—both physical and online—to increase collaboration.
- Point teams toward a set group of trusted dashboards to inform real-time insights. You can even fold these key dashboards and reports into your corporate intranet.

- Hold internal analytics events or office hours.
- Maintain a physical space where people can access and use data to achieve common goals.

If your organization is further along in its data journey, partner with your analytics team to create governed, self-service data sources that bring data closer to the people solving the problems. Build a Center of Excellence (CoE) team or community of data champions to model positive behaviors or prepare data for analysis. Lean on these champions to lead discussions with data teams, ensuring sources align to decision points and key performance indicators (KPIs), standardizing processes, evangelizing the impact of using data in decisions, and more.

Make it real

Again, start small. Determine what measurements matter most for the business and build a key dashboard or two to track those metrics. Take advantage of the right collaboration platform to make data a shared language for all—not just analysts and data scientists.

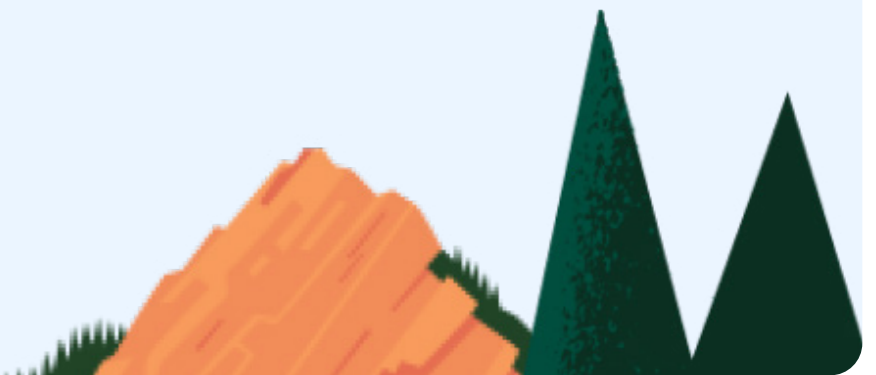
Then break down the silos: Ensure that everyone across the organization has access to those dashboards and hold teams accountable for using that trusted data to inform decisions.

Solve critical problems by breaking down silos to gain maximum value from your organizational data.

Reinvent your business, not the wheel

Jump-start your data-driven decision making with ready-to-use dashboards for every department, industry, or enterprise application.

[Try Tableau Accelerators](#)



3. Promote leader-modeled data behaviors to the front lines

What this looks like

Stakeholders who drive value with data can help develop a culture of decision making at every level of your organization.

The more you open up data access using a self-service analytics platform, and gauge the biggest roadblocks in your decision-making architecture (perhaps with a study or audit), the easier it is to get data to decision makers—whether the C-suite, line of business leaders, or their teams and direct reports.

By empowering employees with the data-powered resources they need to succeed in their work, you can engage your teams, facilitate organizational agility, and develop opportunities for customer-focused innovation.

By empowering employees with the data-powered resources they need to do their jobs, you can engage your teams, facilitate organizational agility, and develop opportunities for customer-focused innovation.

What role can leaders play?

Think about a time when you've needed to win stakeholder buy-in—maybe for building an agile supply chain or allocating budget to a new marketing initiative. These choices are easier to make—and justify—when you bring others along, invite and listen to feedback, and consistently communicate with data to show its value.

Make it real

Identify stakeholders who drive value with data and enlist their help modeling data-driven decision making.

Unsure who to enlist? Look for influencers in your organization to help boost the likeliness of your data-driven transformation's success and focus on those in roles that are directly generating value, such as revenue or operating margin.



Put data at the center of your decision making with trusted, actionable analytics dashboards.

Get faster value across every department and industry

Data and analytics are most impactful when thoughtfully integrated into key functions across the business. Enable teams across your organization with the data and resources to drive and measure impact.



Finance

Finance moves fast. That's why it's necessary to move beyond spreadsheets to a flexible business intelligence (BI) solution as sophisticated as your forecasting, audit, risk, and pricing data. With powerful analytics delivered on a governed platform that IT can trust, you can bring finance data together and report it in a way that fuels business strategy and decisions.

See examples of [finance analytics in action](#)

Supply chain

Supply chains were seriously disrupted during the pandemic. Businesses across different industries had to optimize lean inventory, pivot to put high-demand products in consumers' hands, and analyze impacts of the current environment on their supply chain to avoid risk. Data-driven insights are mandatory to make and modify plans on the fly.

Hear how [Jaguar Land Rover and Ahlers accelerated their data transformations](#) in the face of disruption and uncertainty and the impact to their supply chains.

Plus, see how a [data and analytics solution](#) can enhance supply chain efforts.

Marketing

Is your organization evolving its marketing data analytics to stay on pace with or ahead of the rate of change? Marketing teams are constantly evolving and tasked with delivering creative, smart, thoughtful ideas that engage customers and prospects. Businesses that bring marketing data together gain valuable insights into areas such as digital media spend, website performance, and customer journeys.

See how [analytics transforms your marketing](#)

Sales

Are you trying to forecast quotas and see if you attained them? Do you have a clear understanding of your pipeline or if it's at risk? Data and analytics can help sales transcend report creation and overcome silos by providing clear, actionable insights that illuminate what's working or not, where the strongest leads are, and where to prioritize and scale resources for success.

Explore and understand the [value of sales analytics](#)

The Salesforce logo, consisting of the word "salesforce" in white lowercase letters inside a blue cloud-like shape.

salesforce

Elevate insights and accelerate impactful decisions that **boost business resilience**

Good decisions start with data. On its own, data won't provide all the answers. But empowering your team with the world's leading analytics platform will. Turn your data into actionable insights using Tableau.

Equip your organization to lead with data, starting with these actionable recommendations for folding data into your daily work streams. Further support your mission, values, and priority performance measures by integrating analytics into key functions across the business.

Learn more at <https://www.tableau.com/tableau-business-leaders>





Tableau helps people see and understand data. Tableau offers visual analytics with powerful AI, data management and collaboration. From individuals to organizations of all sizes, customers around the world love using Tableau's advanced analytics to fuel impactful, data-driven decisions.

Tableau also integrates with Salesforce Customer 360—a customer relationship management (CRM) platform that connects the business with a shared view of customer data—giving every department access to the most powerful, comprehensive, and intuitive analytics features embedded directly into workflows. By bringing your customer data to the center of your work, you can grow your relationships with your customers and employees.