

# WORKSHOP 1

## Why focus on data and evidence?

*Thinking about how data can be strategically aligned to support organizational needs.*

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DATA.  
to Action

**ABNN**  
Alberta Nonprofit Network



**Policy Wise**  
for Children & Families

February 5, 2019

### Workshop overview

10 min.	Intro and welcome activity
2 min.	Workshop connections
10 min.	Setting the stage
50 min.	Workshopping pieces of data strategy
	Planning & discovery
	Prioritize, roadmap, make the case
	Encouraging change
10 min.	After Action Review (AAR)

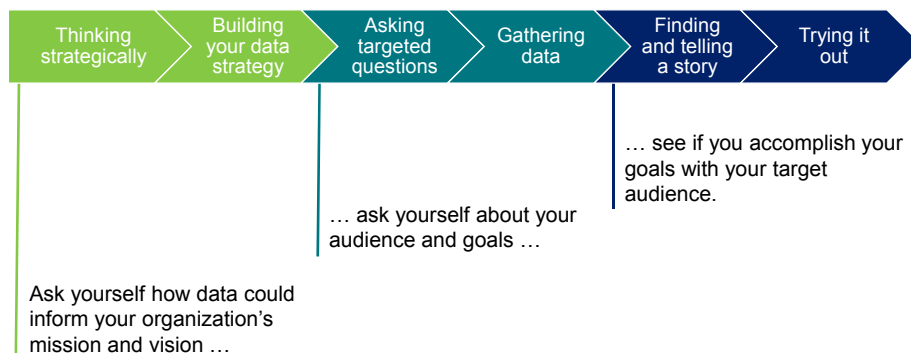
# Welcome activity

Please answer the following questions (see handout on the table).

1. What is a common way that your organization uses data?
2. Does your organization have a data strategy?

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# Workshop connections



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# “Data” is one piece



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# What we know

- 75% of nonprofits collect data; only 6% feel they are using it effectively

Janus, K. "Creating a Data Culture", *Stanford Social Innovation Review*,  
March 2018.

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# What we know

- Less than 50% of organizations' structured data is used for decision making
- Less than 1% of unstructured data is analyzed or used at all
- 80% of analysts' time is spent discovering and preparing data

DalleMule, L. & Davenport, T.H., "What's your data strategy?", *Harvard Business Review*, May-June 2017.

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# Why data strategy?

Traditionally

What data to keep/toss?  
How to structure/ store/  
integrate/ data?  
How to protect and share  
data?

**DATA  
MANAGEMENT!**

Discrete data projects for  
different purposes

**LITTLE  
ALIGNMENT!**

Today

Examine:

WHY data is important  
HOW it can inform and  
support mission and  
visions

**DATA STRATEGY!**

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Setting the Stage

# What's data strategy?

A comprehensive vision across an organization:

- a foundation to support data informed- decision making, service improvement, collaboration.
- a road map to developing data-related or data-dependent capability, infrastructure, reporting.

***Without a data strategy → many data initiatives with no way to align or leverage value.***

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Setting the Stage

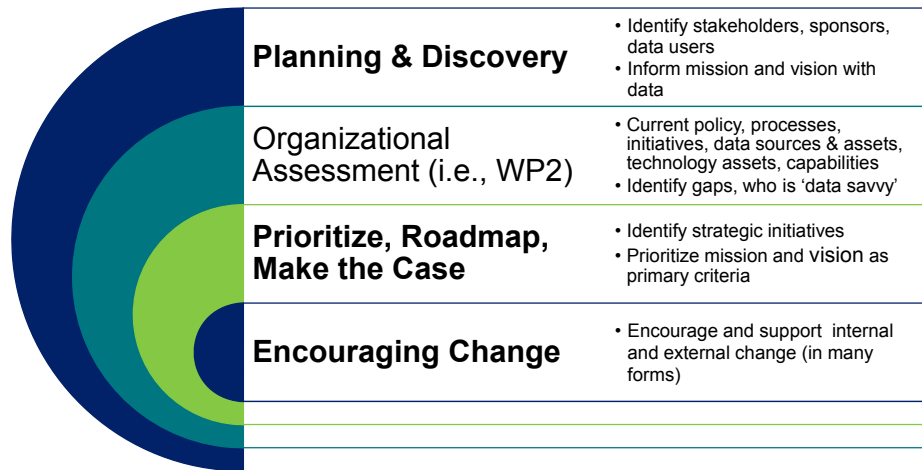
# Table talk

- What do you think about what has been presented?
- Does it represent your organizational reality?

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Setting the Stage

# Workshopping (pieces of) data strategy



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# Identify 'data' users & needs

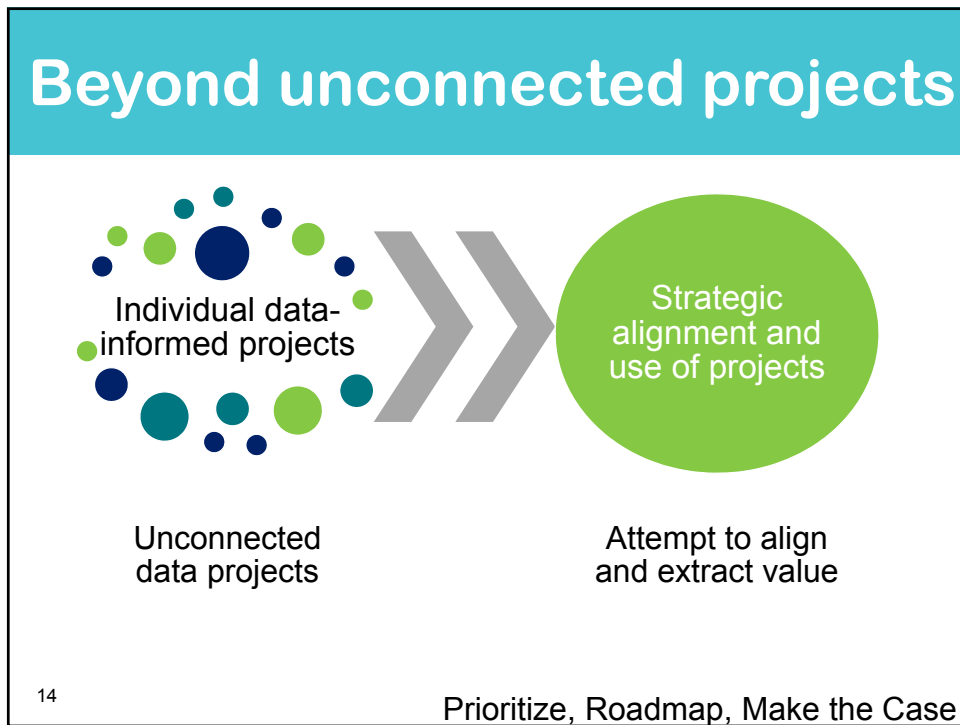
1. Who is asking for data (broadly speaking)?
  - Yellow stickie
2. Why are they asking?
  - Blue stickie
3. What kind(s) of data are they asking for?
  - Green stickie

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Planning & Discovery

		Who is the audience?	
		Internal?	External?
What & Why is information needed?	Short-term (operational) decisions?		
	Long-term (strategic) decisions?		

13 Planning & Discovery



# What's the case?

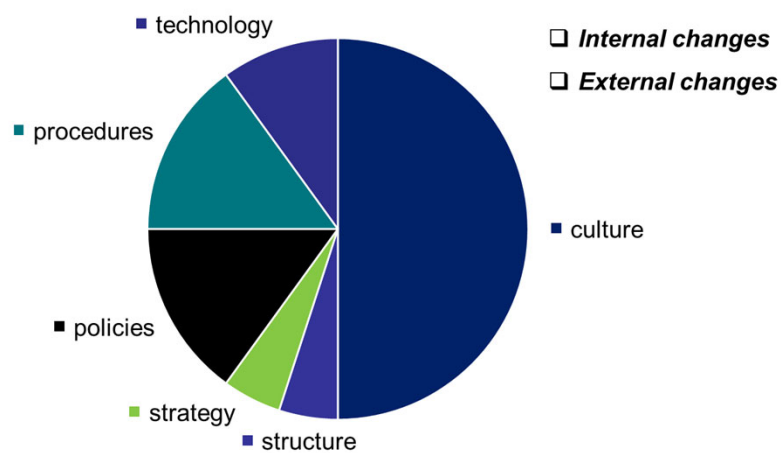
## Creating the 'case' for aligned, purposeful data-informed projects and initiatives?

- What knowledge will be produced (during & after)?
- What outcomes do you hope for?
- Who cares? What difference will knowledge make?
- What is the receiving environment like?
  - e.g., organization, economic, political, social, sectoral?

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Prioritize, Roadmap, Make the Case

# Strategic Use of Data → Changes



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Don't forget about change

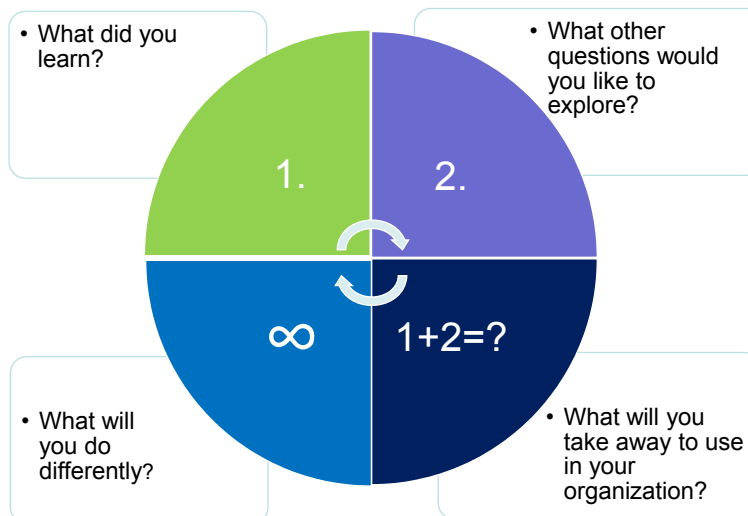


## Take away: what's in a data strategy document?

<b>Background / Context</b>	Describe background that led to Data Strategy, e.g.: change in service direction, increased pressures to report, services integration
<b>Business case</b>	Articulate how and why data can better inform mission and vision (i.e., what the organization does)?
<b>Goals</b>	Identify specific goals. Consider a SMART approach (Specific, Measurable, Agreed upon, Realistic, Time-based)
<b>Implementation roadmap</b>	Connect strategy to implementation actions/resources/tactics over time.
<b>Risks and Success factors</b>	Identify and address risk factors (high/med/low) and success enablers (or accelerators). Note, don't forget about change!
<b>Budget estimates</b>	Include budget estimates. Be realistic and comprehensive.
<b>Measurement metrics</b>	Identify measures to assess whether strategy and implementation is on track, and where adjustments might be needed.

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## How did you find the workshop?



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