

Winning hearts and minds: Change Leadership for Data

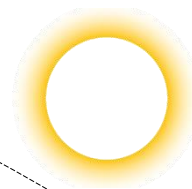
CDAO Brisbane | 8 March 2023



A bit more about Beverley...



oakton



How do you view change?



Setting up the context...

Why is it so difficult with data?



Why is it so important to get it right with data?



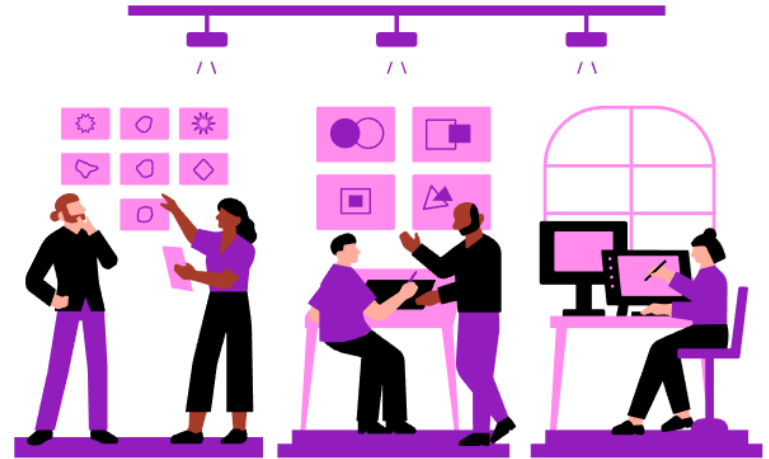
How to get started?

Start with Audience Analysis

Profile the current state

Map out the future state

Plan to measure



Next, build out the communication and engagement plan

Content build

Variety of formats

Engage through questions

Leverage pervasiveness

Make it an event



Lastly, make it everyone's job

Position descriptions

Role models and
champions

Interview questions

Career pathways

Goals and objectives

Capability build



Thank-you