From failure to success

Turning around failing data programs, initiatives and use-cases

Michaela Shea, Head of Data Strategy and Engagement

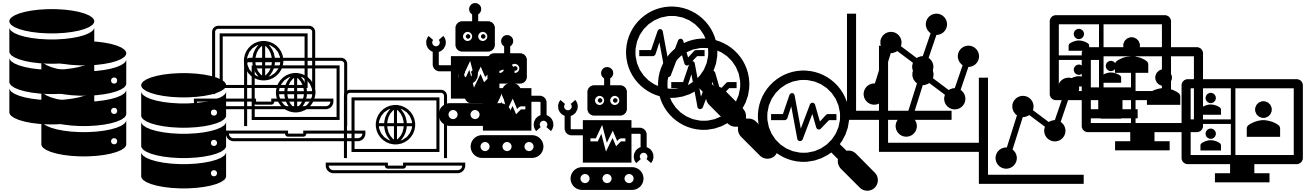
From failure to success – a decade in data transformation

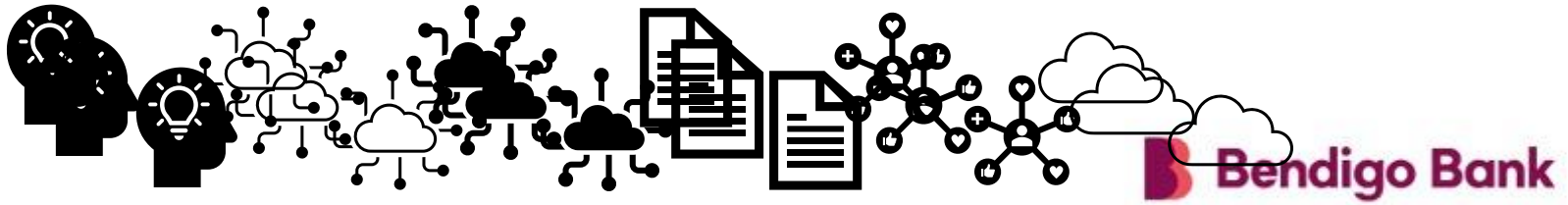
5 companies

SUNCORP nab agl RETURNED & SERVICES LEAGUE AUSTRALIA Bendigo Bank

9 Chief Data Officers

>100 initiatives





From failure to success – a decade in data transformation

Success factors

- Business outcome, not a tech outcome
- Start with the end in mind
- Build in quick wins

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O’Reilly’s 2021 AI Adoption global survey

- Lack of skilled people and difficulty hiring
- Availability of quality data
- Difficulty in identifying appropriate use-cases
- Culture

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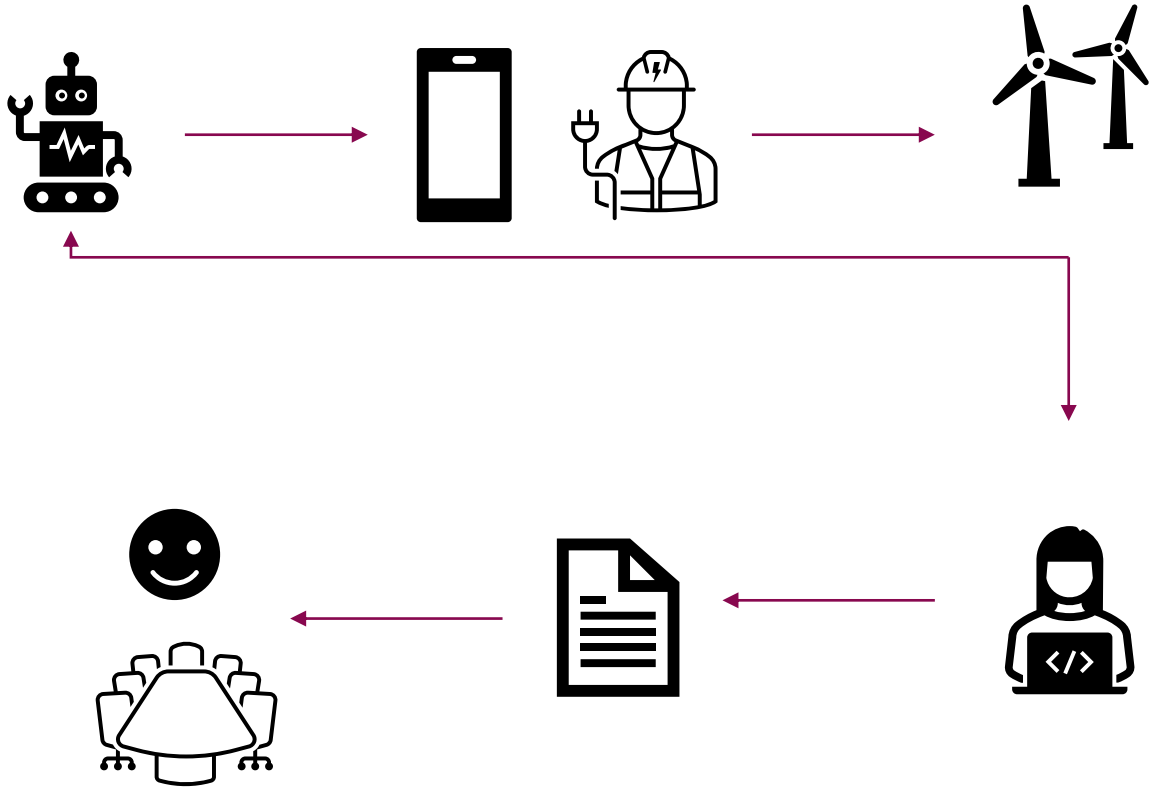
Example 1: Maximising energy production from wind turbines



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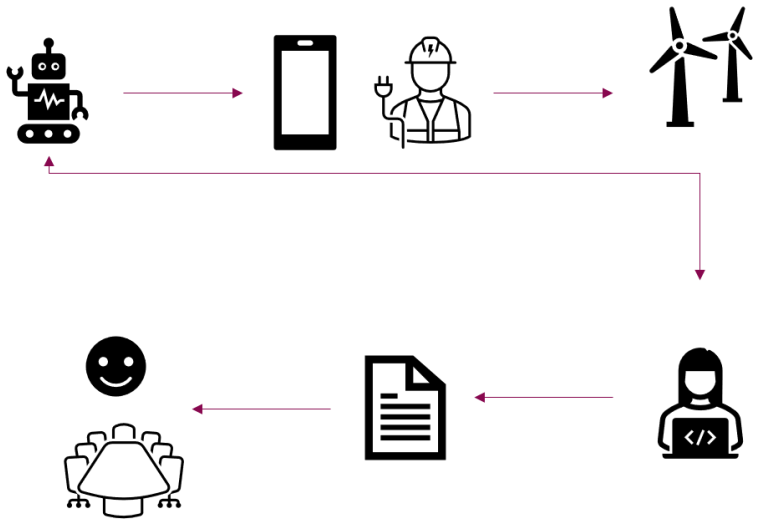
Lesson

- Start with the end in mind



Wheel of clarity

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Example 2: Single source data hub

Lesson

- Business outcome, not a tech outcome
- Build in quick wins

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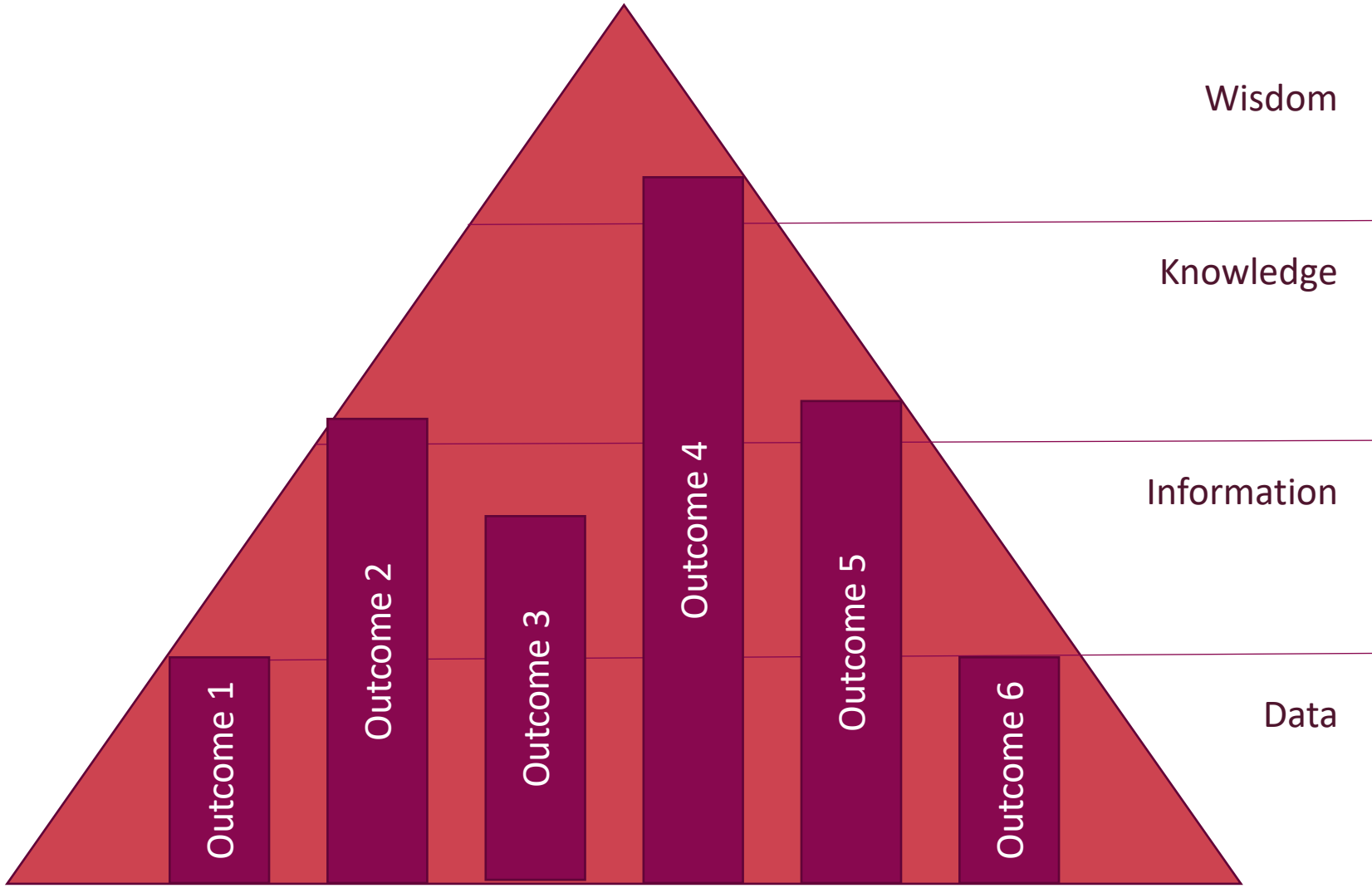
The dilemma: Build data pipes first, or focus on use-cases.

Chief Data Officer's Playbook by Carruthers & Jackson 2020



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Example 3: Data Governance – new data catalogue

Lesson

- Build in quick wins

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Thanks for your time

Please connect on LinkedIn

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