

# NURTURING A PRODUCTIVE DATA TEAM



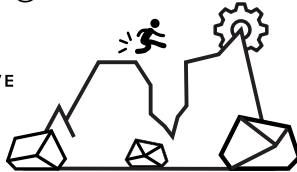
## Infantile Stage

- |             |                          |               |
|-------------|--------------------------|---------------|
| AD HOC      | <input type="checkbox"/> | SCALABLE      |
| FRAGMENTED  | <input type="checkbox"/> | COLLABORATIVE |
| RISK AVERSE | <input type="checkbox"/> | RISK TAKING   |
| PASSIVE     | <input type="checkbox"/> | CREATIVE      |
| UNKNOWN     | <input type="checkbox"/> | ACCLAIMED     |



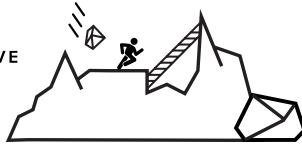
## Juvenile Stage

- |             |                          |               |
|-------------|--------------------------|---------------|
| AD HOC      | <input type="checkbox"/> | SCALABLE      |
| FRAGMENTED  | <input type="checkbox"/> | COLLABORATIVE |
| RISK AVERSE | <input type="checkbox"/> | RISK TAKING   |
| PASSIVE     | <input type="checkbox"/> | CREATIVE      |
| UNKNOWN     | <input type="checkbox"/> | ACCLAIMED     |



## Adolescent Stage

- |             |                          |               |
|-------------|--------------------------|---------------|
| AD HOC      | <input type="checkbox"/> | SCALABLE      |
| FRAGMENTED  | <input type="checkbox"/> | COLLABORATIVE |
| RISK AVERSE | <input type="checkbox"/> | RISK TAKING   |
| PASSIVE     | <input type="checkbox"/> | CREATIVE      |
| UNKNOWN     | <input type="checkbox"/> | ACCLAIMED     |



## Mature Stage

- |             |                          |               |
|-------------|--------------------------|---------------|
| AD HOC      | <input type="checkbox"/> | SCALABLE      |
| FRAGMENTED  | <input type="checkbox"/> | COLLABORATIVE |
| RISK AVERSE | <input type="checkbox"/> | RISK TAKING   |
| PASSIVE     | <input type="checkbox"/> | CREATIVE      |
| UNKNOWN     | <input type="checkbox"/> | ACCLAIMED     |



## Data Team Characteristics

### AD HOC

Working on data projects as they come up and as necessary; general lack of rigid organizational structure and automated processes.

### SCALABLE

Having a system for prioritization and organized completion of data projects; automated processes in place for project maintenance and putting new projects into production.

### FRAGMENTED

Working on projects individually without a central way to share knowledge or collaborate.

### COLLABORATIVE

Working on projects collectively as a data team with central tools, processes, and the ability for multiple people to contribute to the same project.

### RISK AVERSE

As a team, taking on only projects that don't have large impact on the business and that are guaranteed wins; individually for members of the team, not developing or learning new skills and technologies.

### RISK TAKING

As a team, agreeing to take on large, impactful projects where the effect on business is completely unknown; individually for members of the team, taking on new responsibilities and developing new skill sets.

### PASSIVE

Working reactively or only on the most obvious data projects and not thinking outside the box.

### CREATIVE

Coming up with new ways to address business problems with data without being asked (proactive).

### UNKNOWN

Not yet viewed as a go-to team to solve business problems; other teams around the company don't think to approach the data team yet with their questions or problems.

### ACCLAIMED

A track record for coming up with solutions to business problems for data; in-demand across the company among all teams.