



Sample Engagement Plan: Foster a Data-Driven Culture*

Key Challenge: The desire to be data-driven does not equate with the creation of a data-driven culture.

	Month 1	Month 2	Month 3
Review Objective Research 	<ul style="list-style-type: none"> Outline your target outcomes with advice and resources within The Future of Data and Analytics Is Now. 	<ul style="list-style-type: none"> Learn how your peers have implemented a data-driven culture. Read Build a Data-Driven Enterprise. 	<ul style="list-style-type: none"> Learn how leading teams champion data literacy across the organization. Read Fostering Data Literacy and Information as a Second Language.
Deploy Toolkits & Guides	<ul style="list-style-type: none"> Complete the maturity assessment ITScore for Data and Analytics to identify key areas for improvement. 	<ul style="list-style-type: none"> Take inventory of the roles and skills you'll need to build your team with Must-Have Roles for Data and Analytics, 2018. 	<ul style="list-style-type: none"> Save time documenting and communicating your data & analytics strategy using the Toolkit: Best of Data and Analytics Strategies
Talk to an Expert • Discuss how you can take a business-oriented approach to your data and analytics strategy. 		<ul style="list-style-type: none"> Learn how leading organizations are instilling data-driven thinking and behaviors in their organizations. 	<ul style="list-style-type: none"> See how your peers are driving business value from modern analytics and BI platforms.
Attend Events & Learn from Peers	Hear directly from the experts and network with peers at: <ul style="list-style-type: none"> Gartner Symposium/ITxpo Gartner Data & Analytics Summit 		

Expected Outcome: Find an approach to build a data-driven culture to drive digital business forward.

*Note: This engagement plan is illustrative only and some links may only be accessible to current Gartner clients. Engagement plans can be customized to address unique client needs and priorities.