

Data: The 2022 Superpower

What sets you apart from the competition when it comes to health, mental wellness, business, trust, and brand agreeability? To make informed decisions and to improve, we must measure and report. Much like getting back your blood test results. The dashboard for direction, and the 180 degrees turn you need to take at the right time.

How do you know that you are invested in the right sponsorships and that they have the required impact? How do you deal with public sentiment towards your brand, the underlying word-of-mouth and brand preference reasons?

Only by measuring the quantity of the ingredients you need; you can bake a cake.

And you must source this from a credible supplier, else you end up with the dentist when you in fact have a broken leg. In my experience working with big brands, there are many lessons to learn from (and with) them. The message is clear; only when you measure, can you improve. Only when you use the statistics to your benefit, can you grow. Rising brands are the ones that keep their heartbeat consistent and fit. When they go through a tough exercise, they have the necessary resilience to recover quickly – because they have trained the body how to respond and how to recover well.

Do you trust the values, and is it reflected in the measurement? If we're using data to manage our public reputation, to drive business innovation, and to facilitate high-level decision making – we are assembling an army. We need to understand what we're asking for, and how to apply the intelligence – as a team. Digitalisation has led to data-integration across institutions, departments, and partnerships.

Companies need to comply with government legislation concerning their area of commerce. For all sectors in society, data quality starts with robust data governance. We ask ourselves is it well-organised, relevant, accurate, and most importantly; understandable. Do we 'talk data' or do we facilitate the understanding of what it means. In general, there exists a sense of 'fear', or is it ego, of asking questions about relevant data. It is received, but is it well processed and understood? Look at our gen Z, millennials (and your four-year-old) – how quick they are to use a smart device to find what they are looking for. To figure and gain and understanding of how the game works. To explore if there are alternative options. To find what they like and understand. Perhaps we are used to be on the receiving side, and not so much on the 'delving side'. The year 2022 is asking us to pick up the shovel and to dig deeper.

Reviewing our key performance indicators (KPIs) by asking what they really mean to our institution, workforce and clients. It reinforces agility and a learning culture. You learn to receive and process the unexpected. You learn to adapt and to change

And then we need to ask why. Why change, and how can we change for the better.

Love,

Natasja