A Chief Data Officer Lens to Evaluation

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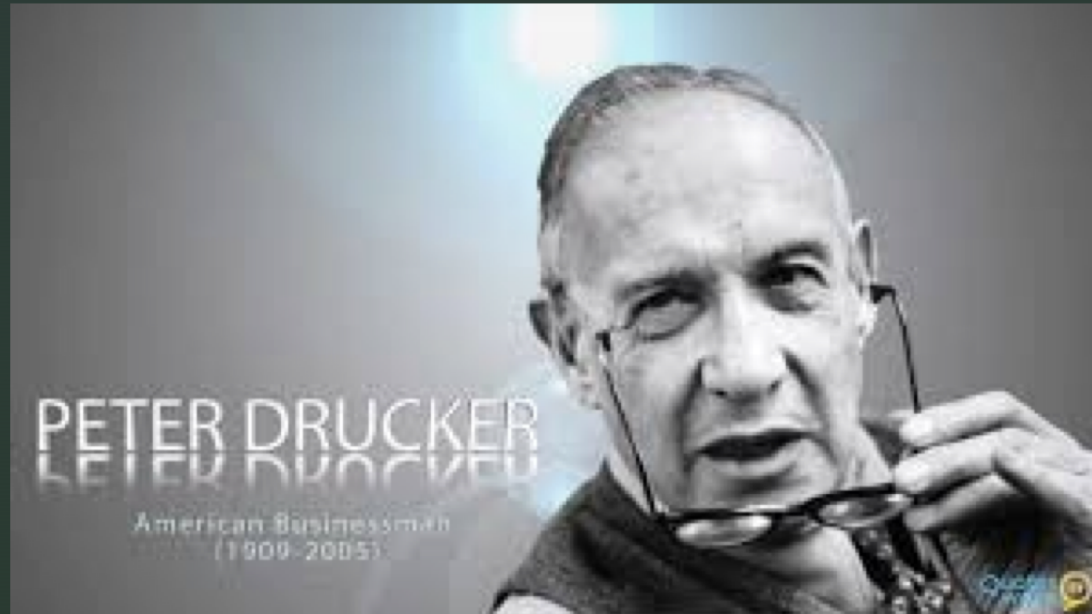
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Chief Data Officers (CDO) oversee the collection, management, and storage of data throughout an organization. They are responsible for analyzing and deriving insights from data to make strategic decisions. They form a part of a company's executive team.

CDO are champions for global data management, governance, quality, and vendor relationships across the enterprise. They oversee the enterprise information management (EIM) program, data scientists and data stewards, and data service providers.

Write Down 3 Numbers

1. Number of questions for the evaluation client.

2. Number of questions on a single day (you).

3. Number of questions asked by 3-6 years old children on a single day.

Peter Drucker — American Businessman (1909-2005)

There is nothing so useless, as to doing efficiently that, which should not be done at all.

The Difference Between **Effectiveness** And **Efficiency**

Effective *(adj.) – Adequate to accomplish a purpose; producing the intended or expected result.*

Efficient *(adj.) – Performing or functioning in the best possible manner with the least waste of time and effort.*

The difference between effectiveness and efficiency can be summed up shortly, sweetly and succinctly – Being **effective** is about **doing the right things**, while being **efficient** is about **doing things right**.

The 3-Facets of Data (3-FD)

The Strategy

The Story

The Policy

Focus on your audience's needs!

Elevate your message!

Evaluate the impact!

- **What** questions are we trying to answer with the data?

- **Who** is the audience for the data?

- **How** are the data intended to be used?

- **What** is the story we can tell with the data?

- **What is** the story behind the story?

- **How** can we use the data to build a powerful narrative?

- **What** documented impact is supported by the data?

- **Is there** a policy in place informed by the data?

- **Is there** a need for a policy as suggested by the data?