

FROM SKEPTICISM TO VALUE

THE 7 STAGES OF DATA PROJECTS

The path to success with data isn't always an easy one, individually or as an organization. But don't give up if you feel stuck! The *7-Stages of Data* can help you identify where you or your organization are in this journey, and how to make progress.



(1) SKEPTICISM

"I don't need data to understand how things work."
"Data can be manipulated to say anything you want."

How to move on? See successful examples from peers or similar orgs.



(2) IRRATIONAL EXUBERANCE

"Let's build an AI/data science capability that will transform our business."
"We've got amazing data. Let's start monetizing it!"

How to move on? Learn the reasonable limitations of data.



(3) CONFUSION

"Who is going to lead the project?"
"I don't have the skills or team to dive into this data."

How to move on? Find a starting point that is within reach.



(4) DISCOVERY OF PURPOSE

"It is clear what first step would provide value."
"We've defined our key question."

How to move on? Make a plan to execute.



(5) DOUBT

"This data is a bigger mess than I imagined."
"I don't know if we'll be able to find insights with this data."

How to move on? Make sacrifices to ambition in the name of progress



(6) DENIAL

"Other people don't understand the insights I've found."
"These results are not what they were expected or hoping for."

How to move on? Recognize what can be learned from the data, and that it is the first step in a journey.



(7) ACCEPTANCE

"We've made real progress and are smarter for it."

How to move on? Find the next important question to address.