

# Data-Driven Decision Making

Unit 3: The Role of Leadership



# Course Overview

- ▶ Unit 1: Introduction to Data-Driven Decision-Making
- ▶ Unit 2: Transforming to a Data-Driven Decision-Making Enterprise
- ▶ **Unit 3: The Role of Leadership**
- ▶ Unit 4: Types of Data
- ▶ Unit 5: Deriving Data Insights
- ▶ Unit 6: Creating Effective Visualizations
- ▶ Unit 7: Database Marketing and Customer Relationship Management
- ▶ Unit 8: Data-Driven Uses and Misuses



# Unit 3 Learning Outcomes

- ▶ explain why leadership is considered the leading critical success factor in becoming a data-driven decision-making organization
- ▶ contrast the role of leadership with other success factors, such as, a well-defined business challenge, the right personnel or integrating data findings into the organization
- ▶ summarize what comprises good leadership in implementing data-driven decision-making



# Why are Learning Outcomes Important?

- ▶ Every learning outcome ties back to course materials and content.
- ▶ Assessments are tied to each learning outcome.
- ▶ Test preparation



# Unit 3 Topics

- ▶ The Role of Leadership
- ▶ Leadership and Other Critical Success Factors
- ▶ Effective Leadership



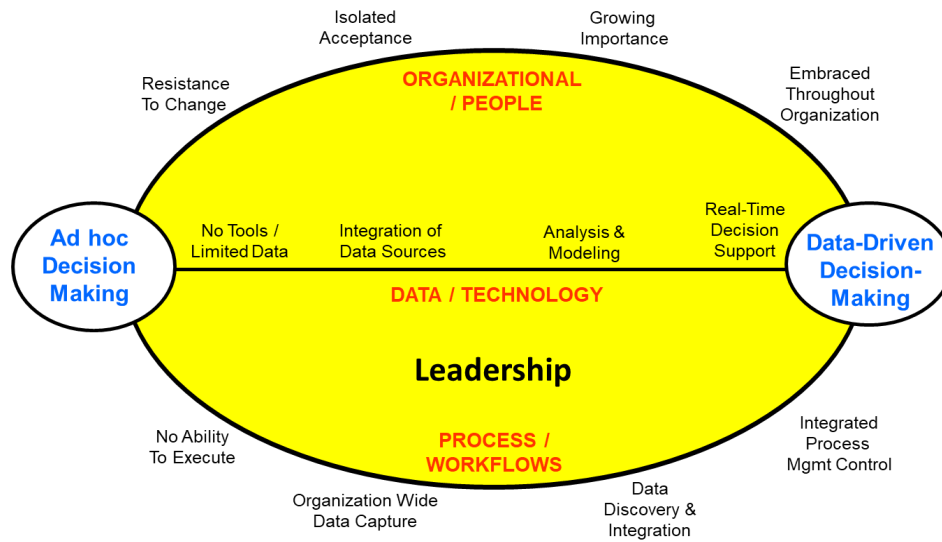
# Unit 3 Vocabulary

- ▶ autocratic
- ▶ business knowledge
- ▶ chief analytics officer
- ▶ chief data officer
- ▶ data manager
- ▶ data scientist
- ▶ decentralized organization
- ▶ democratic
- ▶ desire to lead
- ▶ diversity
- ▶ drive
- ▶ employee-centered
- ▶ empowerment
- ▶ extraversion
- ▶ global awareness
- ▶ honesty
- ▶ inquiry
- ▶ integrity
- ▶ intelligence
- ▶ interpersonal competence
- ▶ laissez-faire
- ▶ leadership
- ▶ open-mindedness
- ▶ organizational community
- ▶ self-confidence
- ▶ self-esteem
- ▶ strategic opportunist
- ▶ task-centered
- ▶ transparency
- ▶ trust



# The Role of Leadership in DDDM

## Data-Driven Decision-Making Change Model



# Critical Success Factors of Leadership

## Organizational Culture

- ▶ Empowerment
- ▶ Trust
- ▶ Transparency
- ▶ Inquiry

## Roles / Positions

- ▶ Chief Data Officer
- ▶ Chief Analytics Officer
- ▶ Data Scientists
- ▶ Data Manager





# Leadership Styles in DDDM

- ▶ Autocratic leaders
- ▶ Democratic leaders
- ▶ Laissez-Faire leaders



# Effective Leadership in DDDM

- ▶ Strategic opportunists
- ▶ Globally aware
- ▶ Able to manage decentralized organizations
- ▶ Multiculturally aware
- ▶ Community builders



# Conclusion

## Unit 3 Learning Outcomes:

- ▶ explain why leadership is considered the leading critical success factor in becoming a data-driven decision-making organization
- ▶ contrast the role of leadership with other success factors, such as, a well-defined business challenge, the right personnel or integrating data findings into the organization
- ▶ summarize what comprises good leadership in implementing data-driven decision-making



# What's next?

Unit 4: Types of Data

