



Proving and Improving in Low-Maturity Data Environments

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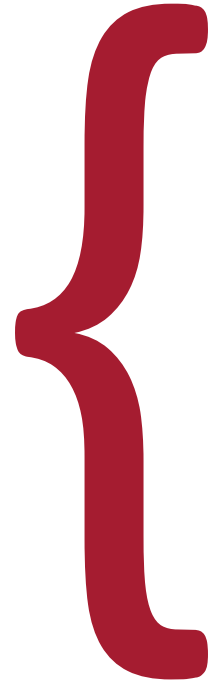
Who's in the room?

Let's Meet and Discuss Our Current Roles

- Select a bingo card from your table
- In rounds, meet, discuss the prompt, and see what's similar
- Those who cross-out five in a row can win a special prize

Welcome!

Agenda



Who's in the Room?

Features of Low-Maturity Data Environments

The Data Strategy Delivery System (DS²)

DS² Game: Are You Smarter than a Bot?

Application

Closing

Why We're Here

- Review features of low-maturity data environments
- Introduce a Data Strategy Delivery System (DS²) framework to operate within the features of a low-maturity data environment
- Apply the the DS² framework to real world scenarios
- Leave with practical tools to help you deliver data solutions quickly, while increasing your ability to mature

A Couple Caveats

- Low-maturity not equivalent to high dysfunction
- Data maturity is not global; organizations are not monoliths

Features of a Low-Maturity Data Environment

Domains of Data Maturity



Features of Low-Maturity Data Environments

Impatient users and business owners

Too many problems to fix; too little time

Misaligned expectations across stakeholders

Low data trust; stubborn doubt re: data quality

Nimble, cross-functional, and flat org structure

As organizations grow, data capability lags behind operational needs.

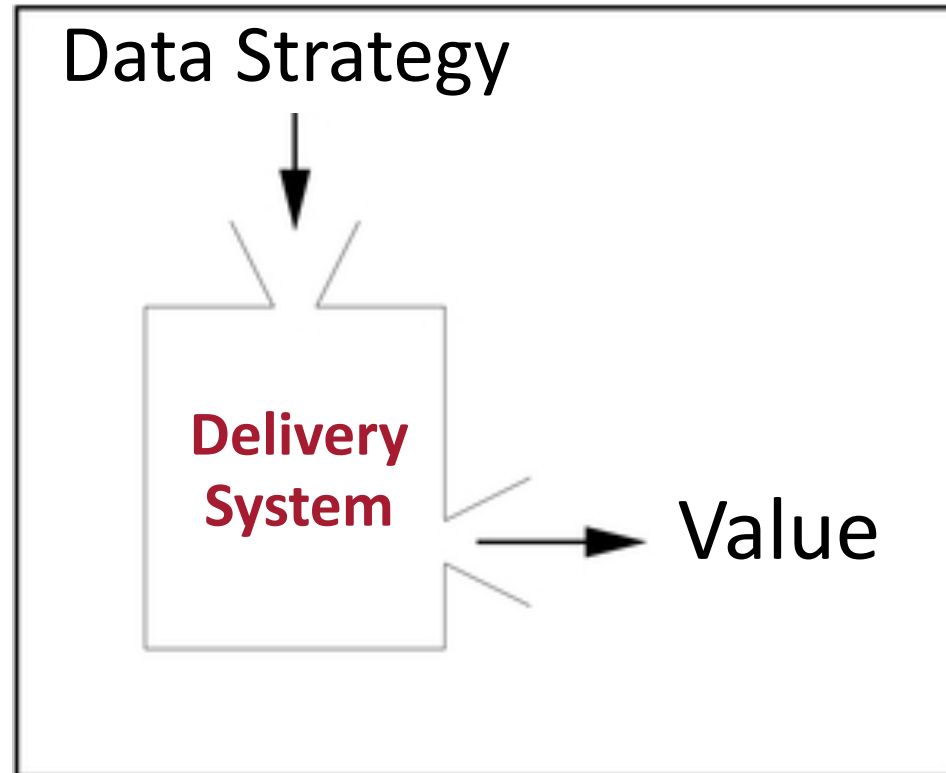
Discuss at your tables

Which feature(s) of a low-maturity data environment have you encountered most recently? How so?

| |
|--|
| Impatient users and business owners |
| Too many problems to fix; too little time |
| Misaligned expectations across stakeholders |
| Low data trust; stubborn doubt re: data quality |
| Nimble, cross-functional, and flat org structure |

The Data Strategy Delivery System (DS²)

What's a delivery system?



The Delivery System is the machinery through which we convert the data strategy into value.

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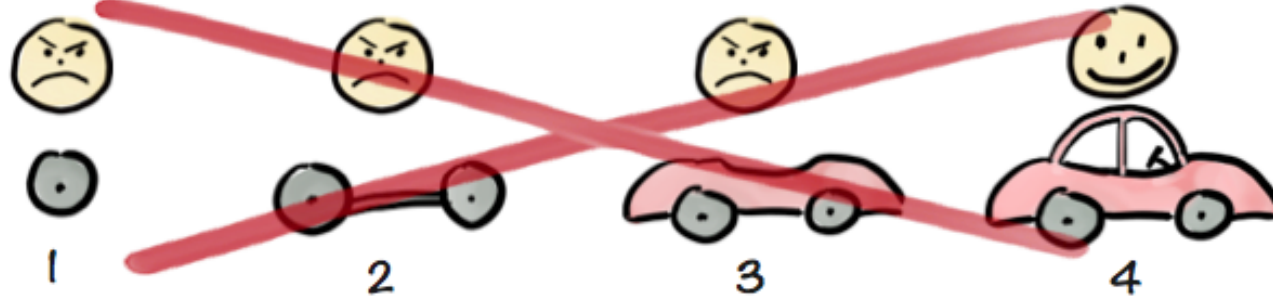
The Framework: A Delivery System Designed for a Low-Maturity Data Environment

| <i>Low-Maturity Data Environment</i> | <i>Data Strategy Delivery System (Routines, Structures, Processes, Culture)</i> |
|--|---|
| Impatient users and business owners | Rapid sprint cycles optimized for stackable quick wins |
| Too many problems to fix; too little time | Obsessively catalog pain points; forced choice of reqs |
| Misaligned expectations across stakeholders | Rigorous process to scope/align success criteria |
| Low data trust; stubborn doubt re: data quality | Ultimate premium put on data accuracy; not breadth |
| Nimble, cross-functional, and flat org structure | Team culture of rigorous feedback, steel-on-steel input |

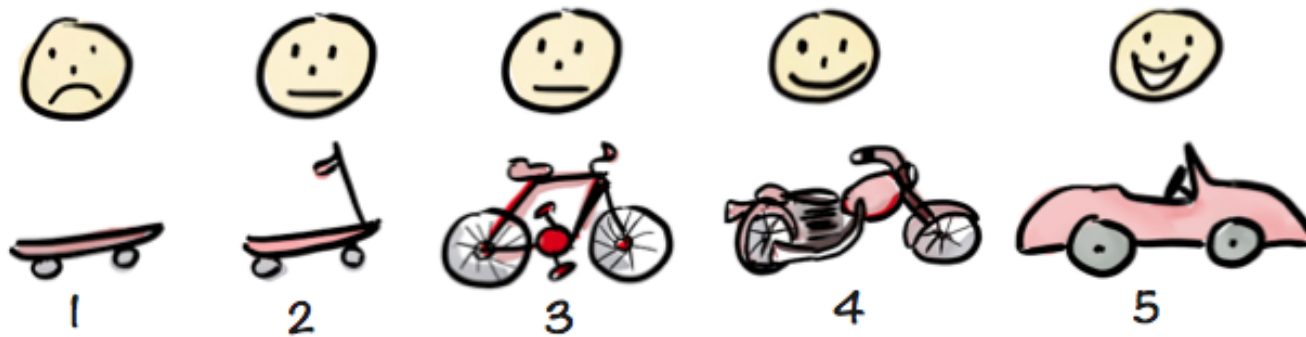


Impatient Users \leftrightarrow Stackable Quick Wins

Not like this....



Like this!

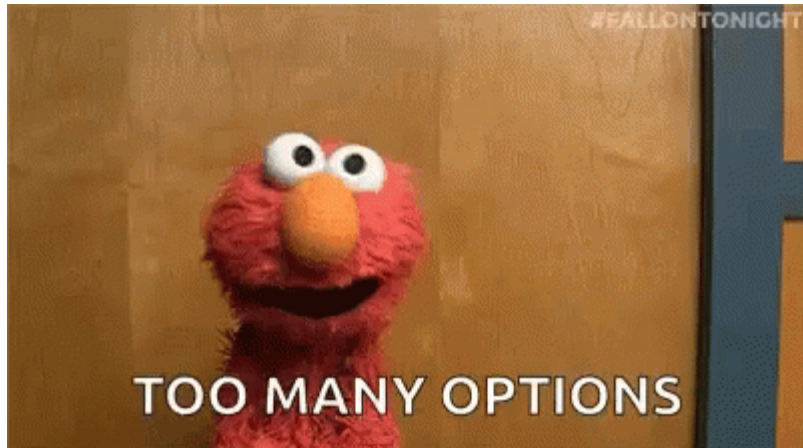


Kinberg 2016

Impatient users are a cause *and* an effect of low maturity environments.

Build the smallest product that gets them where they need to go. **Stackable quick wins satisfy user needs now, en route to scalable solutions later.**

Too Many Problems \leftrightarrow Prioritize Choices



Catalog Pain Points; It's an Art, not a Science!

- Some will be shared directly (“I need...”)
- Others will be shared indirectly (“My nightmare scenario is if Google Drive goes down in the middle of the night”)

Visible, Cooperative, Shared Prioritization

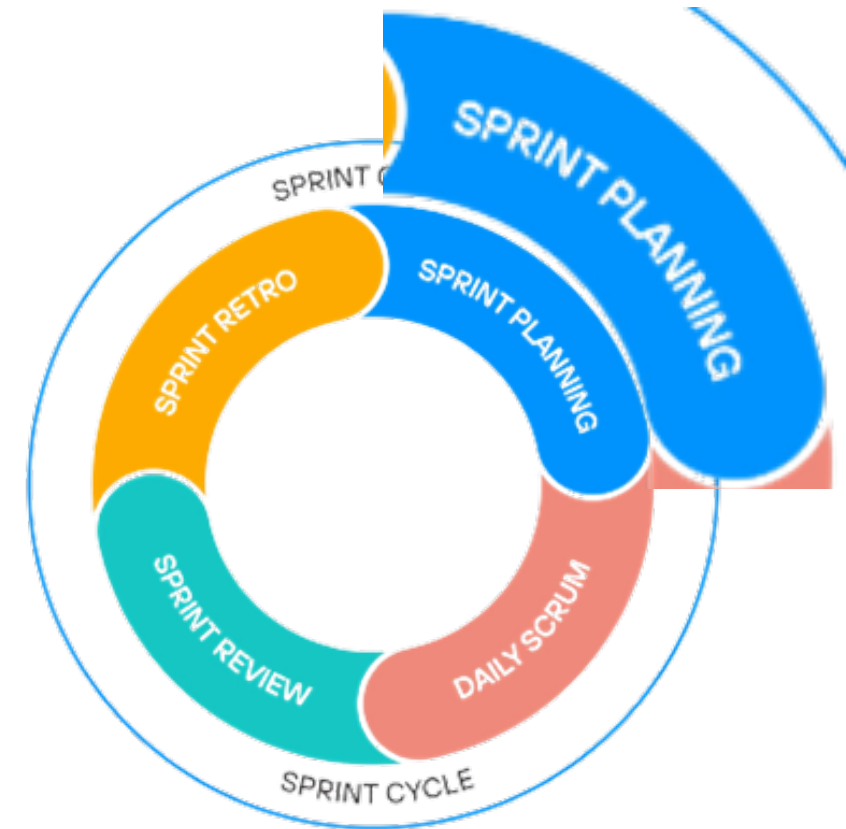
- Work with teammates/leadership to understand what matters most, when
- Use tools like “now, next, future”, or MoSCoW, or Eisenhower Matrix

Variable Expectations ↔ Unifying Success Criteria

Planning for the work is as important, if not more important, than the work that will get done.

Alignment happens continuously.

Vendor management best practices even within internal organizational structures.

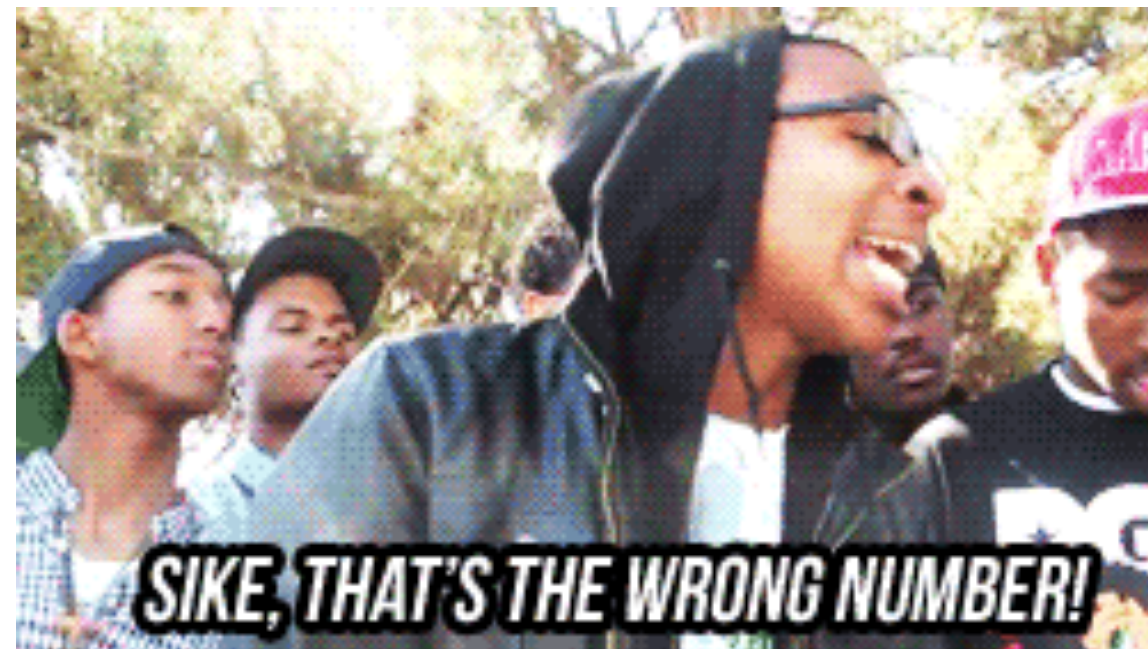


Low Data Trust \leftrightarrow Premium on Accuracy

Low-maturity context: disparate data sources all over. Not to be trusted.

Accurate data builds trust. And gives accurate insights, informed decisions.

Inaccurate data leads to conversations about data quality; or worse – good decisions made with bad information.



Flat Org Structure ↔ Feedback + Engagement



Low-maturity context: everything is not fully working, not fully defined.

Capitalize on more nimble org structure and stronger relational ties.

Seek feedback. Invite all users into the conversation. Make the work visible.

Two Case Studies

Case Study 1: Coaching Hub

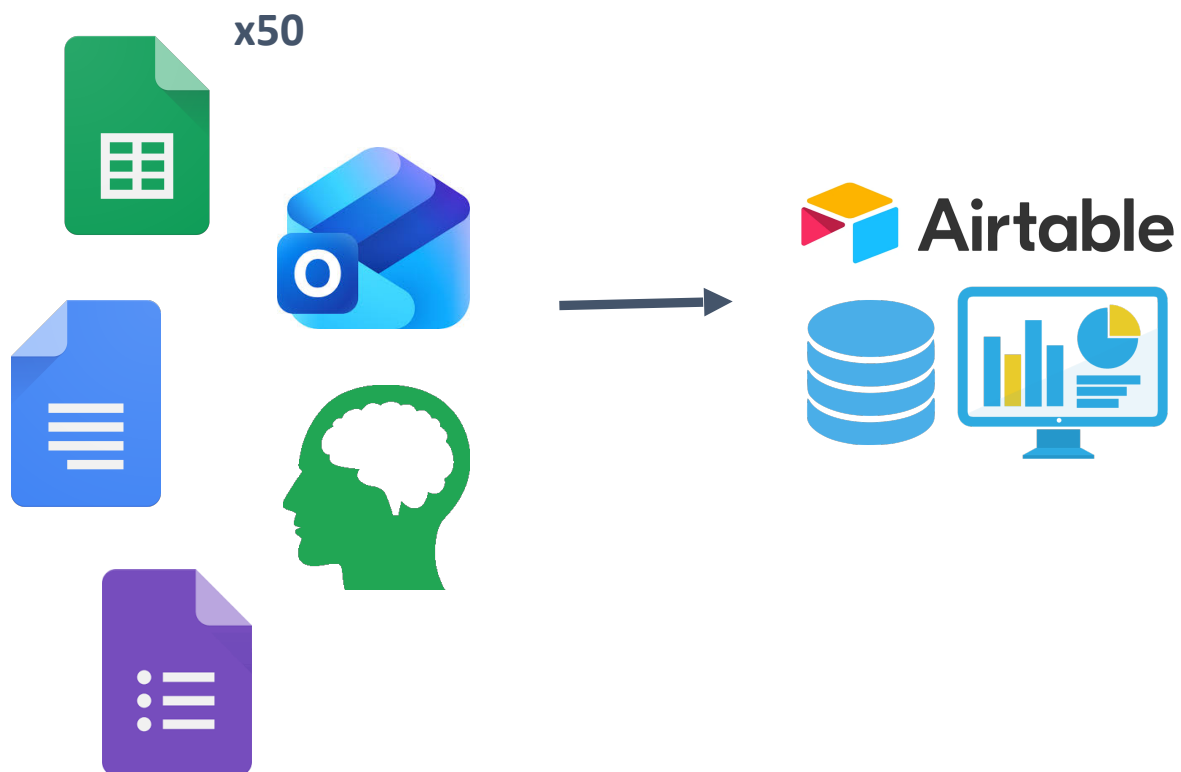


Goal: To identify *who we are coaching, when, and how*

what is the *quality and impact* of our coaching

and *where we invest next*













Case Study 1: Coaching Hub



| <i>Feature of Low-Maturity Environment</i> |
|--|
| Impatient users and business owners |
| Too many problems to fix; too little time |
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| Nimble, cross-functional, and flat org structure |

Case Study 1: Coaching Hub

Impatient users = Rapid sprint cycles optimized for quick wins

| Stage | Sprint | Status | What Gets Built |
|---|----------|---|---|
|  Skateboard | SY25.03 |   | An internal test database |
|  Scooter | SY25.04 |   | Pilot hub with only 33 schools |
|  Bicycle | SY25.05 |  In Progress | Further develop hub w/ Coaching Team for adoption |
|  Motorcycle | SY26.01 |  Planned | Hub is iterated on and expanded to all schools |
|  Car | SY26.02+ |  Vision | Build-out hub continuously updated with nice-to-have requirements |

Low data trust = Ultimate premium put on data accuracy; not breadth

Too many problems to fix with too little time = Obsessively catalog pain points; forced choice of reqs

Case Study 2: Organizational Learning Agenda



Goal: Identify internal **learning priorities**

Create a processes to **support team learning and knowledge sharing**

Improve the **quality and strength** of our program model and supports

Case Study 2: Organizational Learning

Agenda



Feature of Low-Maturity Environment

Impatient users and business owners

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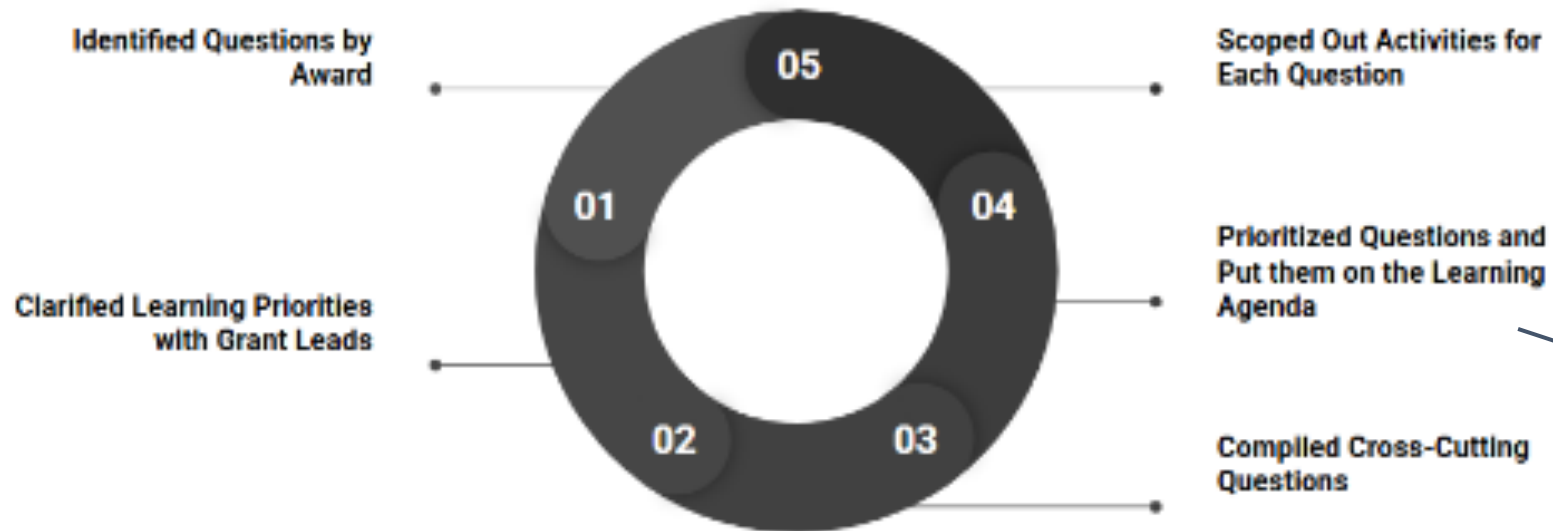
Misaligned expectations across stakeholders

Low data trust; stubborn doubt re: data quality

Nimble, cross-functional, and flat org structure

Case Study 2: Creating an Organizational Learning Agenda

Question Development Process

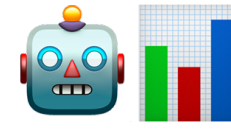


Obsessively catalog pain points; forced choice of reqs

Rigorous process to scope/align success criteria

The Data Strategy Delivery System Bot

Data Strategy Delivery System Bot



Claude 4.6 Sonnet ▾ with 70% variability ▾ <<

New session

Welcome! This space is built for real-world, low-maturity data environments where systems are messy and time is limited.

Instead of waiting for ideal conditions, we will focus on defining a small, high-value data product that you can deliver quickly.

To get started, what are you trying to understand or improve with your data right now?

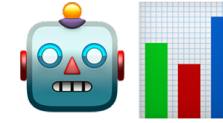
📄 🚩 📄 💡 🔊 Read aloud

Write a message

📎 🗑️ 📄 ⬆️

AI can make mistakes, including bias. Check important

Data Strategy Delivery System Bot



bit.ly/ASUdsds

Playlab

Your Data Strategy Delivery System Bot

Welcome! This space is built for real-world, low-maturity data environments where systems are messy and time is limited. Instead of waiting for ideal conditions, we will focus on defining a small, high-value data product that you can deliver quickly

Start

**Are You Smarter Than a
Bot?**

(Of course you are!!!)

Game: Are You Smarter Than a Bot?

1. In small groups, select a game card and think through a solution to the scenario.
2. Copy and paste the scenario into the bot to see how your solution compares to the design.



bit.ly/ASUdsds

Discussion

Applications to Your Context

1. Which features of the Data Strategy Delivery System feel highest leverage for the work you're doing next?
2. This concept is a work-in-progress. What's missing? What feature(s) of your delivery system would you recommend to others?

Closing



Thank You