



Data-Driven Culture: What's Holding You Back?

Data and organizational culture have a strong relationship. The quality and accessibility of data influence individual behavior, which, in turn, influences culture. Culture, however, is one of the main inhibitors to fostering a data-driven, digital-first approach to your business.

Top Barriers to Adopting a Digital-First Strategy¹



Knocking Down the Silos

Organizational silos—structural and cultural—prevent a data-driven culture from taking hold. Silos block easy access to data and inhibit the ability to deploy information where it can have the biggest impact.

Internal barriers to digital transformation²



“ Organizational silos usually lead to bad culture and bad communication. Data is the connective tissue between the silos. ”

— Steven John
CIO, AmeriPride

Who Leads the Transition to a Data-Driven Culture?

The CIO plays a critical role in enabling a data-driven culture, because only the CIO has a wide enough lens on the enterprise to see:



All the data and technology



The cultural changes necessary to eliminate siloed thinking



The enterprise-wide road map to success

Who should own change management (i.e., adapting organizational culture) for digital business transformation?³



“ It's up to the CIO to build and lead a team that uses data to innovate and move the business forward and to banish problems of legacy systems and processes by recasting them as products of legacy thinking. ”

— Graeme Thompson
CIO, Informatica

CIOs should take advantage of the opportunity to lead their organization's transformation into the data-driven enterprise of the future. To learn the seven imperatives for driving cultural transformation, download [The CIO's Guide to Developing a Data-Driven Culture](#).