

FbD Project preparation - Getting to know each other

Thanks for your interest in the Futures by Design project. We are curious to get to know you better!

First of all, thanks for registering for the Futures by Design project via our website. We will do our best to support you on your journey towards becoming a more data-driven company. To help you in the best way possible we want to get to know you and your company a little bit better, therefore we created this document with some introductory questions about your company.

To start working on with data you need two things, to begin with:

1. A digitally available and structured dataset
2. A concrete issue, which ties in with the available data

We will get to these points during the next steps of the project.

What could I possibly do to start working with data within my company?

Go back to the drawing board! With the following 4 steps, you will ensure that you can successfully start working on becoming more data-driven within your company.

Step 1: Describe the challenges your organization faces

Becoming more data-driven is a means to reach an end, it is not an end by itself. Therefore, we would like to first get a better idea about your company before we start focusing on your data.

Complete the following questionnaire

This questionnaire helps you to describe the challenges in your organization. Only fill in the parts that fit your organization. Ultimately, in a later stage, you determine which challenge to focus on from a data-driven approach.

Examples of challenges are things that (manually) take a lot of time, are difficult to estimate or predict, or simply cost the organization a lot of money.

1. The biggest challenge we face in our marketing activities is:

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2. The biggest challenge we face with our staff is:

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3. In terms of maintenance, the biggest challenge we face is:

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4. In terms of capacity and / or logistics, the biggest challenge we face is:

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5. The biggest challenge we face with our financial management is:

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6. In terms of _____ (fill in), the biggest problem we face is:

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Step 2: Involve your employees/colleagues

Now that you have defined some initial challenges within your company, it is time to involve the right people in the organization. Discuss with your employees/colleagues if they face the same challenges and what they think of creating value with data to tackle these challenges.

Tip: Involving the right people is crucial for the success of the project. The sooner you involve people, the better!

Checklist

1. I spoke internally with (function is sufficient, names are not necessary):

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2. Employees/colleagues see the need to solve the discussed challenge. [yes / no], because

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3. Employees/colleagues are generally [skeptical/sympathetic] about the use of data to solve this problem.

They provide the following input on this:

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Step 3. Discuss your plans externally: with customers, partners, and competitors

Suppliers, customers, and competitors can have very valuable insights for your specific problem. Maybe they have experience with certain software or knowledge of a certain way of working that can be very valuable.

1. I have spoken outside my organization with (the relationship is sufficient, names are not necessary);

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2. My relationships see the need to solve the problem. [yes / no], because

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3. My relationships are generally [skeptical / benevolent] about using data to solve this problem.

They provided the following input on this:

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4. As a result of the external input, I have collected the following tips:

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Step 4: Contact local HSKT hub an informal data consult to discuss your findings and next steps

After you have got a better idea about the possible challenges within your organization and feedback form internal and external parties on your challenges and ambition to solve them using data, it is time to further discuss your ideas with your local HSKT hub. Your local hub will talk with you about your company and the challenges that you have defined, this will help them understand you better and allows them to better guide you through the next steps of the project.