

THE DATA-INSPIRED MANIFESTO

Data should help us uncover better ways to create value and foster innovation. Having been on this journey, and guiding others on it, has revealed the importance of valuing:

Curiosity and exploration over reactive reporting and predefined metrics

Data-inspired organizations use data to ask “Why?” and “What if?”, not merely “What?” and “How much?”. They focus on uncovering new questions, not just answering old ones.

Transformative impact and systemic change over incremental optimization of the status quo

While optimization is valuable, true inspiration arises when organizations use data to reimagine core business models, customer experiences, and even societal challenges.

Human-data symbiosis and empowered judgment over algorithmic dictation or pure intuition

The most powerful insights emerge when data augments human expertise, creativity, and ethical reasoning, and data, in turn, inspires new avenues of thought.

Holistic understanding and connected insights over siloed analyses and fragmented knowledge

Inspiration often sparks at the intersection of diverse data streams, revealing emergent patterns and opportunities invisible from a narrow perspective.

Purpose and conscious creation over unquestioned data collection or innovation for its own sake

A data-inspired approach demands consideration of impact, biases, and ethical implications, ensuring data serves to build a better, more equitable future.

To be clear: The elements on the bottom of each pair have their importance and utility in certain contexts. However, a data-inspired organization understands that cultivating and prioritizing the approaches at the top is essential for achieving true transformation and breakthrough impact.

