

THE DATA-INSPIRED MATURITY QUIZ

Answer these ten questions to gauge your organization's maturity in evidence-based decision-making.

SPREAD OF DATA LITERACY AND DATA USAGE

1. Can all employees, regardless of role or level, correctly read and understand data? Do they perceive data not merely as information, but also as a language of possibility?
2. Do employees share data as widely as feasible across organizational areas in usable and impactful ways? Does this sharing also spark cross-departmental curiosity and "what if" dialogues aimed at uncovering transformative opportunities?
3. Is there an acceptance, even an appetite, for engaging with detailed data or novel analytical approaches in pursuit of deeper understanding and transformative ideas? Is this mainly on the working-level or also in the boardroom?

INQUIRY AND EXPERIMENTATION MINDSET

4. Beyond formal R&D, do teams regularly seek out and experiment with new approaches and scientific findings to discover and apply the latest innovative solutions in their respective domains?
5. Are the underlying hypotheses of key decisions and company strategy clearly formulated and potentially refutable by data?
6. Is it culturally acceptable to rigorously question the underlying hypotheses and facts supporting decisions? What about questioning the very assumptions underpinning the business?
7. When someone questions a decision's impact or rationale, are answers like "we can only know if we try" or "we need to conduct an experiment" culturally acceptable? Is learning from "smart failures" and calculated risk-taking celebrated as progress?

INTEGRATION INTO DECISION-MAKING AND TAKING ACTION

8. In management meetings and strategic decision-making, does the organization assess insights for probability and impact? Are insights that challenge conventional wisdom or suggest transformative opportunities given serious consideration and championed, even if initially ambiguous?
9. Are evidence-based insights easily integrated into new processes, improved products, and optimized customer experiences? Does data sometimes act as a catalyst to redesign decision-making processes and create entirely new value propositions?
10. Does the display of intellectual honesty offer a clear path to reward and career progression?

