

[ORGANISATION NAME]

[Organisation] Data Strategy [Year]

[Presented to] - [Date]

THE SO WHAT OF THIS DECK

Take the agreed strategy to your board or executive team with this template, leading with the business objectives and the decisions you need from them.

Our data strategy on a page

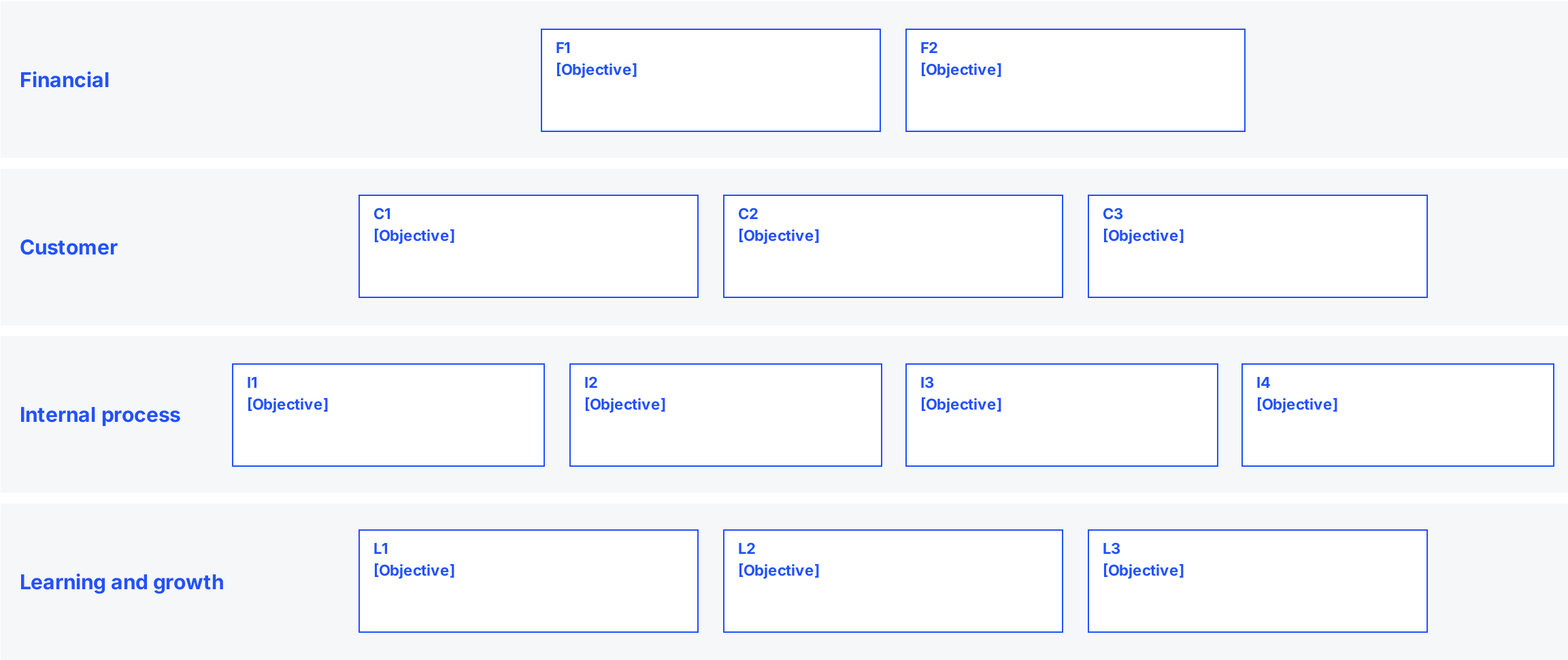
VISION [One sentence]	STRATEGIC THEMES [Three to five]	DATA OBJECTIVES [Five to six]
POSTURE [Offence share and why]	SCORECARD HIGHLIGHTS [Four measures]	INITIATIVES [Funded, with gates]
OPERATING MODEL [Forums and owners]	RHYTHM [Reviews]	THE ASK [Decisions, funding]

From our vision to our data strategy

Vision	[Our vision]
Mission	[Our mission]
Strategic choices	[Where to play; how to win]
Themes	[Theme 1; Theme 2; Theme 3; Theme 4]
Data objectives	[D1; D2; D3; D4; D5]

Our strategy map, and where data enables it

[Highlight the objectives that depend on information.]



Our posture: [x]% offence, [y]% defence

[Why this balance, in one sentence.]

Defence

- *[Objective]*
- *[Objective]*

Offence

- *[Objective]*
- *[Objective]*

Data strategy scorecard

Perspective	Objective	Measure	Baseline	Target	Owner
Value	[Objective]	[Measure]	[]	[]	[Name]
Stakeholder	[Objective]	[Measure]	[]	[]	[Name]
Data operations	[Objective]	[Measure]	[]	[]	[Name]
Capability	[Objective]	[Measure]	[]	[]	[Name]

SO WHAT Two objectives per perspective, each with a lead and a lag measure, is enough to run the strategy.

Prioritised portfolio

Use case	Theme	Value at stake	Gate	Owner
[Use case]	[Theme]	[Estimate]	[Gate]	[Name]
[Use case]	[Theme]	[Estimate]	[Gate]	[Name]
[Use case]	[Theme]	[Estimate]	[Gate]	[Name]
[Use case]	[Theme]	[Estimate]	[Gate]	[Name]
[Use case]	[Theme]	[Estimate]	[Gate]	[Name]

Roadmap

Lane	Horizon 1 (0-6 months)	Horizon 2 (6-18 months)	Horizon 3 (18-36 months)
Value	[]	[]	[]
Data	[]	[]	[]
Governance	[]	[]	[]
Platform	[]	[]	[]
People	[]	[]	[]

Risks and how we will manage them

Risk	Likelihood	Impact	Mitigation
[Risk]	[H/M/L]	[H/M/L]	[Mitigation]
[Risk]	[H/M/L]	[H/M/L]	[Mitigation]
[Risk]	[H/M/L]	[H/M/L]	[Mitigation]
[Risk]	[H/M/L]	[H/M/L]	[Mitigation]

What we need from you

- *[Decision 1]*
- *[Funding envelope for the first tranche]*
- *[Theme owners and sponsorship]*
- *[First quarterly review date]*