

Raise your hand

If...

- You are thinking about creating a data strategy
- You have started to put together a data strategy
- Have difficulties kickstarting your data strategy



Kickstart your own data strategy

A use case on social impact of War Child



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Today's speakers



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Scaling lead



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Data strategy consultant



Outline

What we will cover today

1. The dream
2. Approach
3. Results
4. Kickstart your own



The Dream

There are over 460 million children living with the effects of war and conflict.

War Child's vision is to ensure that all children are protected and get the care they need.

We can't do this alone.



Evidence-based Methodologies

War Child's research team developed 6 interventions to improve the mental health and well-being of children affected by conflict.

These methodologies are ready to be implemented by partners.

Now - we need a robust quality assurance system to ensure children everywhere receive quality care.



Quality of care

- ✓ Attendance
- ✓ Competence
- ✓ Fidelity

Monitor quality

Help our partners adapt and improve the care they provide.



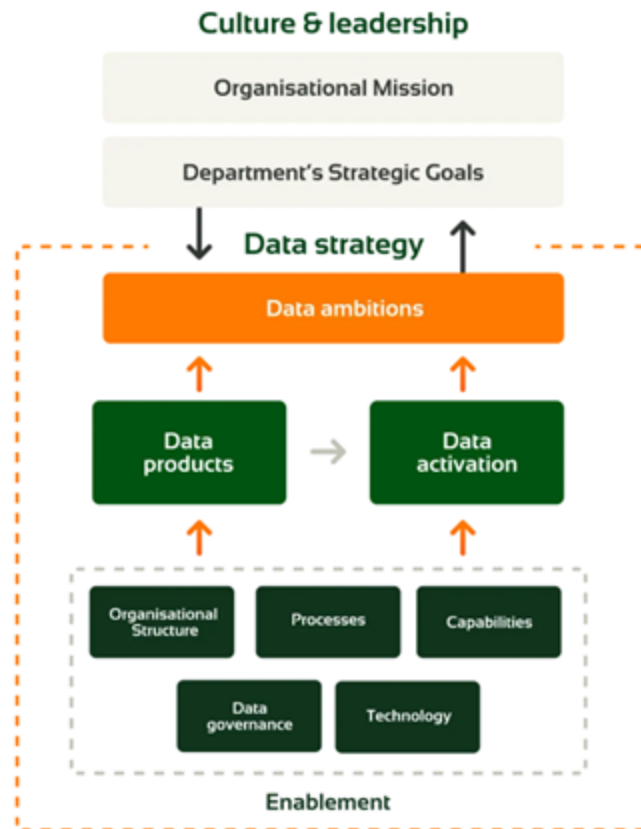
Making it real 😊

Moving from a concept into a strategy for implementation



Data strategy

Data strategy model



A high-level plan for leveraging data into achieve your organizations goals

- Top half – contextual
- Mid layer – data-driven decision-making
- Lower half – enablement factors

The aim is to understand how different aspects within War Child affect each other

Delve deep into the organisation

The hardest part was getting stakeholders onboard

Gain context

Organisation's heart

Clarity on the WHY

Scope and goal of desired outcomes

- The term "data strategy" felt too abstract
- The stakeholders not been identified and
 - Didn't always understand the value for a data strategy
- There was no clear owner for the strategy



Data strategy pressure cooker

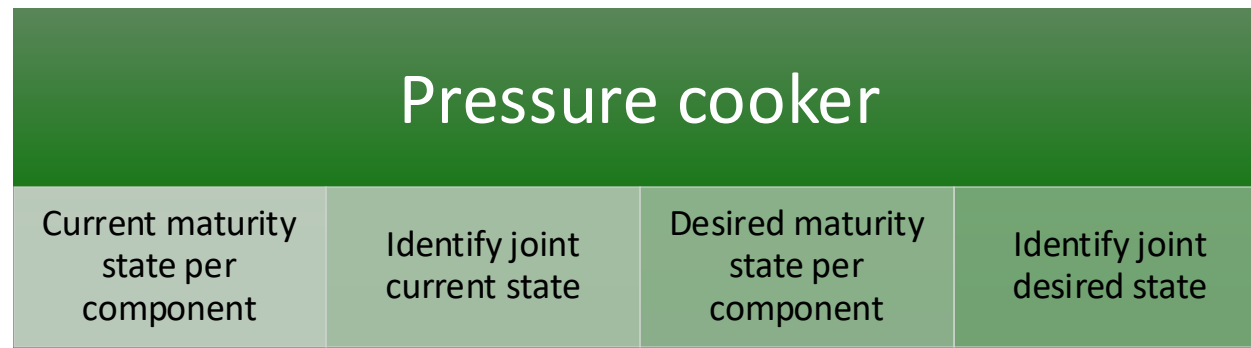
Fastest way to get people onboard

- Data strategy in one day (6 hours)
- Using a specific use case
Quality of Care
- Getting people to speak the same language
- Creating awareness
Perspectives
Potential roles

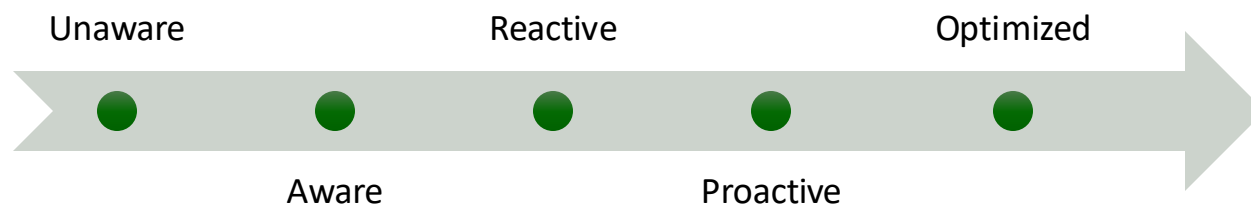


Data strategy pressure cooker

Our approach

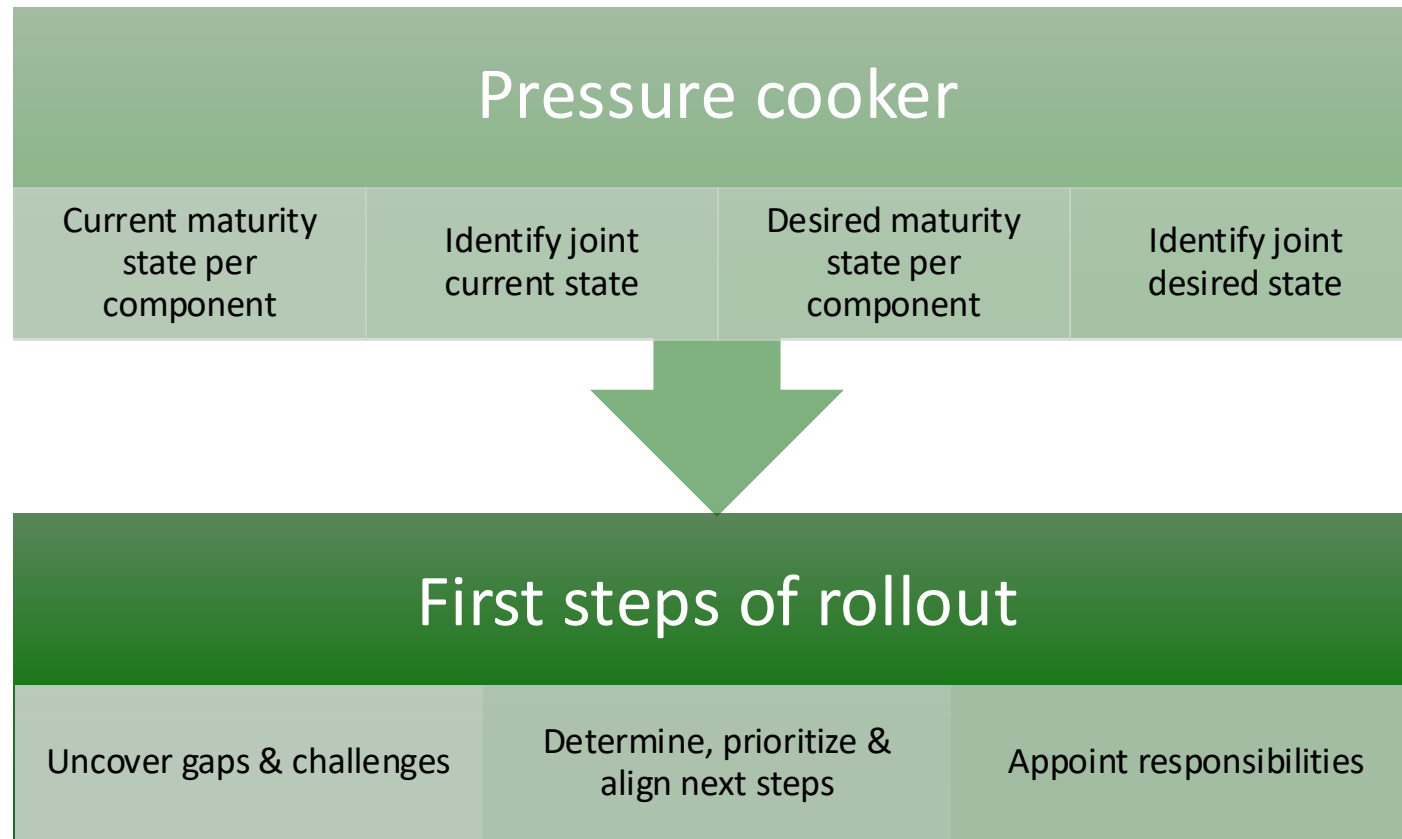


- Data products
- Data activation
- Organisational structure
- Processes
- Data governance
- Capabilities
- Technology



Data strategy pressure cooker

Our approach



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Main take aways

Obvious in retrospect, but not at the outset..

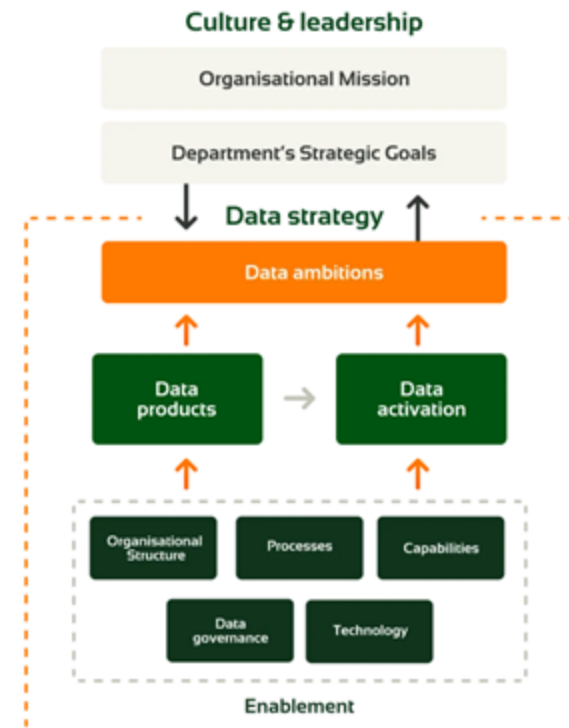
- You need to meet everyone where they are
- Awareness raising takes time – a shared experience can accelerate this
- You don't have to be the project owner / accountable to get things kick-started
- Getting started is energizing!!!



Kickstart your data strategy

Use the pressure cooker as a conversation starter

1. Start small & specific
2. DO NOT dive into solutions
3. DO identify the problem
 - Value proposition
 - Value chain
 - ... other
4. NEXT define your data ambition
5. FINALLY uncover gaps and challenges



Circling back

... to our first questions

- Was our use case helpful to you?
- What are challenges you are facing?

Q&A



Wish to talk more?

- About data strategy in general
- Our data strategy model
- Our pressure cooker approach
- Be welcome!
- Come find us at booth 10

More on the War Child case:



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Thank you



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