



# How can we effectively manage data through **LEADERSHIP** to navigate the modern data-driven landscape?

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Our **daily produced data** forms the foundation  
for our **future success and competitive advantage.**

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# Data will shape our business of tomorrow:

## From Operations over Customer towards Employees



**OPERATIONS**



**CUSTOMER**



**EMPLOYEE**



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The human element accelerates  
the data **transformation**,  
being **empowered** and **inspired** by **leaders**.

# DATA DRIVER

## *Create Value*

- Determine the value of specific data assets.
- Design and implement data-driven use cases.
- Enable data-driven decision-making





# DATA VISIONARY

## *Create a Vision*

- Develop an overall vision for data and AI.
- Define the strategic importance of data and AI.
- Inspire the wide use of data.
- Monitor progress toward the vision.



# DATA DECISION MAKER

## *Generate Impact*

- Show how to turn data and AI into business value.
- Democratize the use of data decision-making tools.
- Define data quality standards and data ownership.
- Choose data and AI initiatives to implement.



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# DATA COLLABORATOR

## *Connect People*

- Connect people across organizational boundaries.
- Break down data silos.
- Encourage cross-functional knowledge exchange.
- Integrate data and AI experts into workflows.





# DATA COACH

## *Develop Competencies*

- Promote lifelong learning.
- Empower people to build new skills.
- Support further development of expertise





# DATA TRANSFORMER

## *Promote Transformation*

- Provide thought leadership.
- Run programs to build data and AI literacy.
- Demonstrate that data and AI drive the business.





**DATA VISIONARY**

**DATA TRANSFORMER**

**DATA COACH**

**DATA DRIVER**

**DATA  
COLLABORATOR**

**DATA  
DECISION MAKER**



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# Leadership Development is a key factor of our Success.



**Data Leaders**

Data Storytelling

Data Culture

Mega Trends

Data Democratization

**Legacy  
Leaders**

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# Three self-developed and tailored modules shaping our data leaders boost our Data Leadership Maturity since Nov. '23

## Our Data Leadership Modules:



**SPARK:**  
Data Foundations &  
Megatrends



**INSPIRE:**  
Storytelling with Data &  
Building Effective Data Networks



**ACTIVATE:**  
Driving Transformation through  
Data Leadership & Culture

9

Modules since Nov. '23



>100

Leaders



>15%

finished all modules



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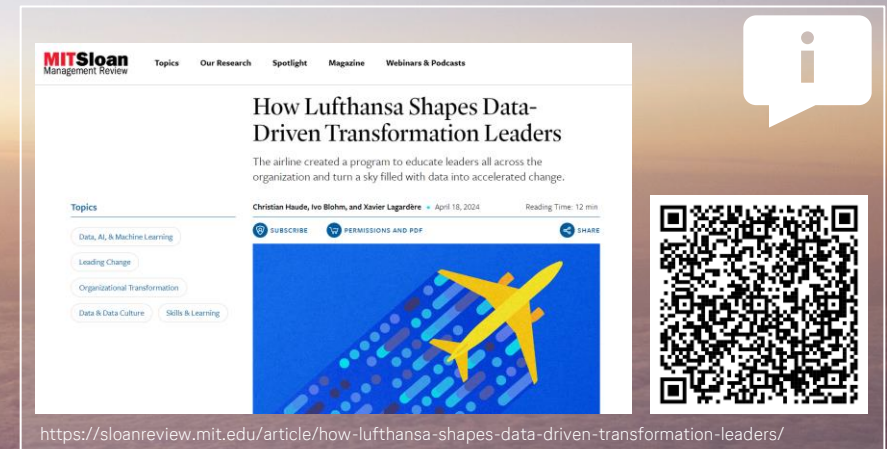
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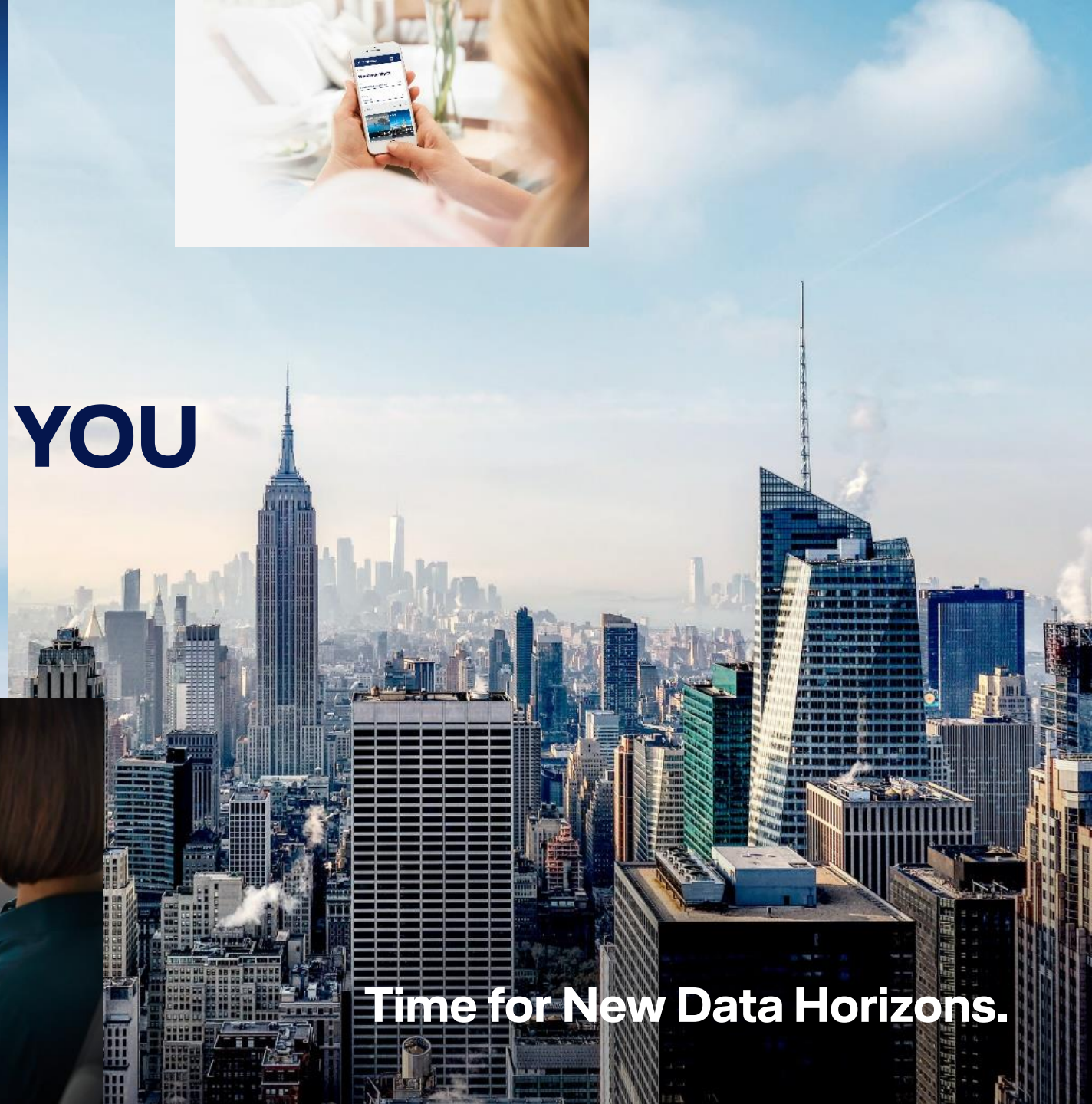
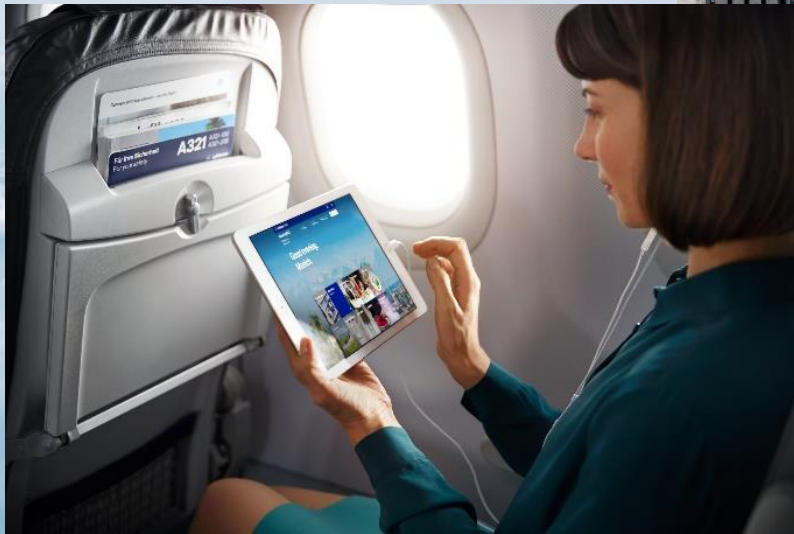
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**THANK YOU**



**Time for New Data Horizons.**