

Action plan



Set a research question to shape data collection

Creating a data-driven environment encourages business leaders and staff to work based on facts rather than intuition. However, not all data will be useful for your business. Embarking on data collection without a clear plan can leave you with swathes of information that's irrelevant or unusable. Setting a research question first gives the process direction and helps to make sure you're collecting the right data.

- **Effort:** Medium
- **Impact:** Medium

Actions:

Look at your current processes for data collection, highlighting what has been effective and what needs to be improved.

- **Impact:** Low
- **Suggested duration:** 7 days
- **Why this will help:** Understanding the flaws with your data collection in the past (for example, collecting too much data or making the scope too broad) can help you avoid making the same mistakes in the future.

Review your company goals, making a note of any objectives which can be achieved more easily with better data.

- **Impact:** Medium
- **Suggested duration:** 5 days
- **Why this will help:** Reminding yourself of what you need to accomplish in the next year will reinforce your priorities and make sure you're focusing on the right areas of the business.

Survey employees and find out what data they wish they had about customers, products or the market, and how it could help them in their roles.

- **Impact:** High
- **Suggested duration:** 14 days
- **Why this will help:** Data is only useful if it's used. Finding out what data could better inform employees' roles and how it would realistically be used lets you sense check what information you really need.

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Make a list of questions that you want your data to answer and rank them by priority or impact, taking into account company goals and employee feedback.

- **Impact:** Medium
- **Suggested duration:** 10 days
- **Why this will help:** Thinking carefully about business priorities and the potential impact of different data sets ensures you stay focused on the right areas.

Select the question at the top of your list and set it as the primary research question to shape your data collection.

- **Impact:** Medium
- **Suggested duration:** 5 days
- **Why this will help:** A clear research question will control the scope of your data collection and ensure it's focused on quality over quantity.

How will I know if my action plan is working?

Way to measure success

Amount of relevant data collected

Why this metric?:

Analysing your data will demonstrate whether you've done enough research and if your changes have had an impact.

How do I start tracking?:

Speak to employees and relevant stakeholders after six months to find out how much relevant data they've been able to collect and how they've been able to apply it to their roles.