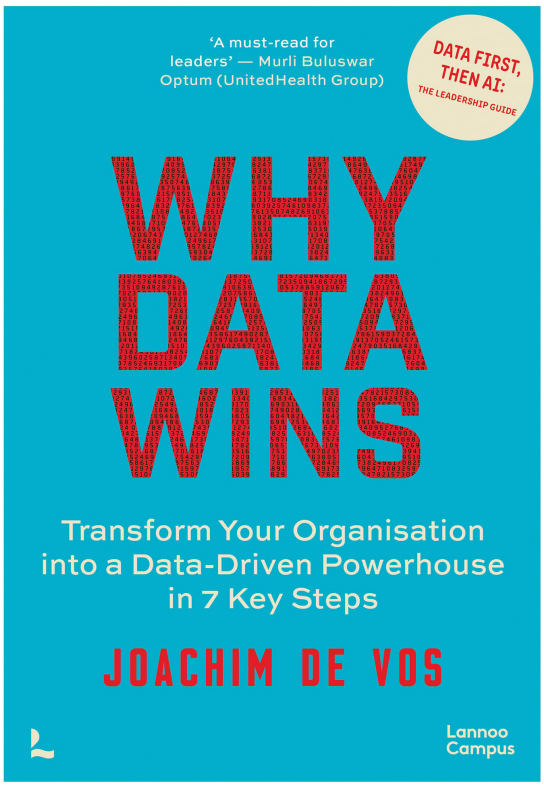
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Why Data Wins

Transform Your Organisation into a Data-Driven Powerhouse in 7 Key Steps

Joachim De Vos

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- Both practical and strategic, covering: operational data (production, sensors, inventory), customer data (purchasing behaviour, NPS, online activity), employee data (HR analytics), financial data and external data (market trends, weather, social media)
- It is not about data in itself, but about how you implement it and create impact. Impact in 7 Steps
- Read this before you embark on AI! And you will learn to ask the right questions, which is crucial to becoming a data-successful company: IQ becomes imagination quotient

Data is not the new oil – it is the oxygen of your organisation. ***Why Data Wins*** unravels why so many data initiatives fail and shows how managers can achieve success by turning data into strategic insights. It offers a practical guide to building a data-driven culture, introducing innovative and practical tools such as the 6V Compass™ and the Black Box Canvas™, while tracing the history of data through to modern applications such as data mesh and AI. Free from heavy technical jargon, it combines inspiring stories, case studies and concrete strategies for leaders across sectors. A must-read for executives who want to make their organisation data-excellent and future-proof.

Joachim De Vos is the founder of TomorrowLab, Managing Partner at Living Tomorrow, and Professor at Ghent University. He is an internationally recognised keynote speaker, a visionary futurist, and a strategic expert in scenario planning.

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