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10mo



When it comes to your **data transformation**, is your team reading from *the same recipe book*? Or are they turning their nose up at new processes?

Try giving them a taste of what's possible.

It's like when a food brand launches a new biscuit. They know you'll be sceptical about switching to something different.

After all, you already know what you like. And you're not going to risk your money (& time) on something unknown.

So what do brands do? They set up booths on the street, at train stations and in supermarkets, and hand out free tasters – so you can sample how delicious it is for yourself.

The lesson? Implement that same approach into your BI (**#businessintelligence**) journey to whet your team's appetite.

How? *By developing small pilot solutions.*

Give your people something they can use and see right now. Something that immediately improves their daily role. You might:

- ✓ Automate a tedious step
- ✓ Equip your people with an insightful data visualisation
- ✓ Facilitate their access to data products using the right technology. (e.g, Power BI dashboards that can be easily accessed via smart phone)

Better yet, accompany your taster solution with a **trained guide** – someone who can help explain the broader benefits and show your people the way forward.

Because when your people value small solutions today, they'll be champions for big change tomorrow.

#Intelligencetransformation #businessintelligence #dataproducs
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