

Stop Waiting for the Data Team

A DATA CULTURE SESSION



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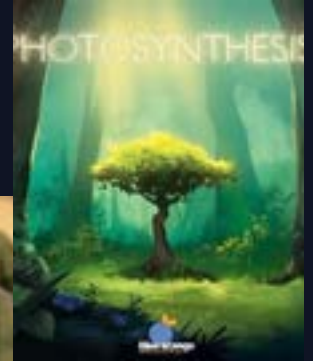
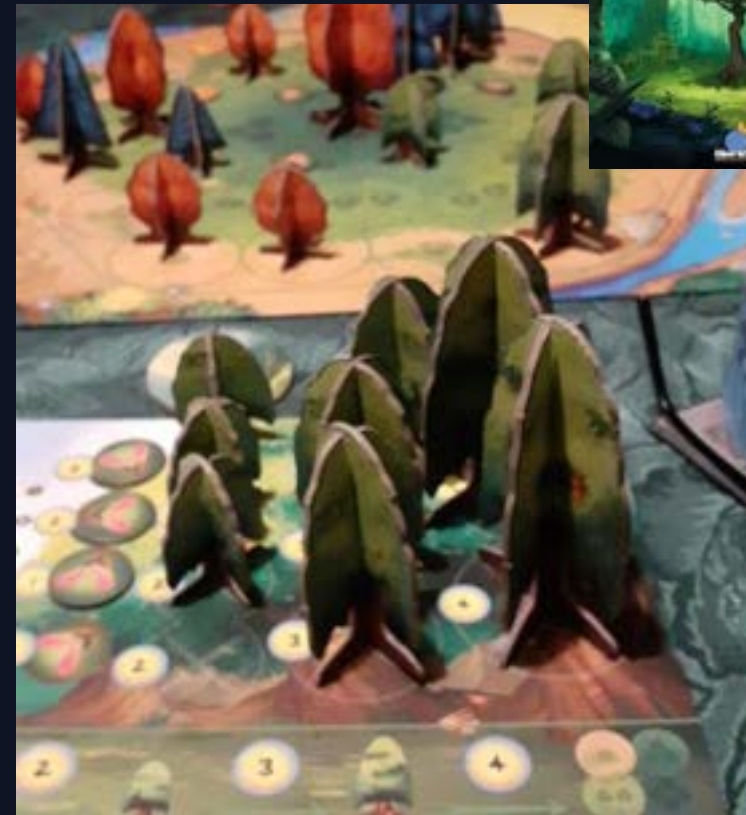
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Data Platform



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Agenda



We built a process!



REQUEST

A question the business needs answered this week



BACKLOG

It joins the long queue of requests



WORKAROUND

Someone exports it and builds the answer anyway



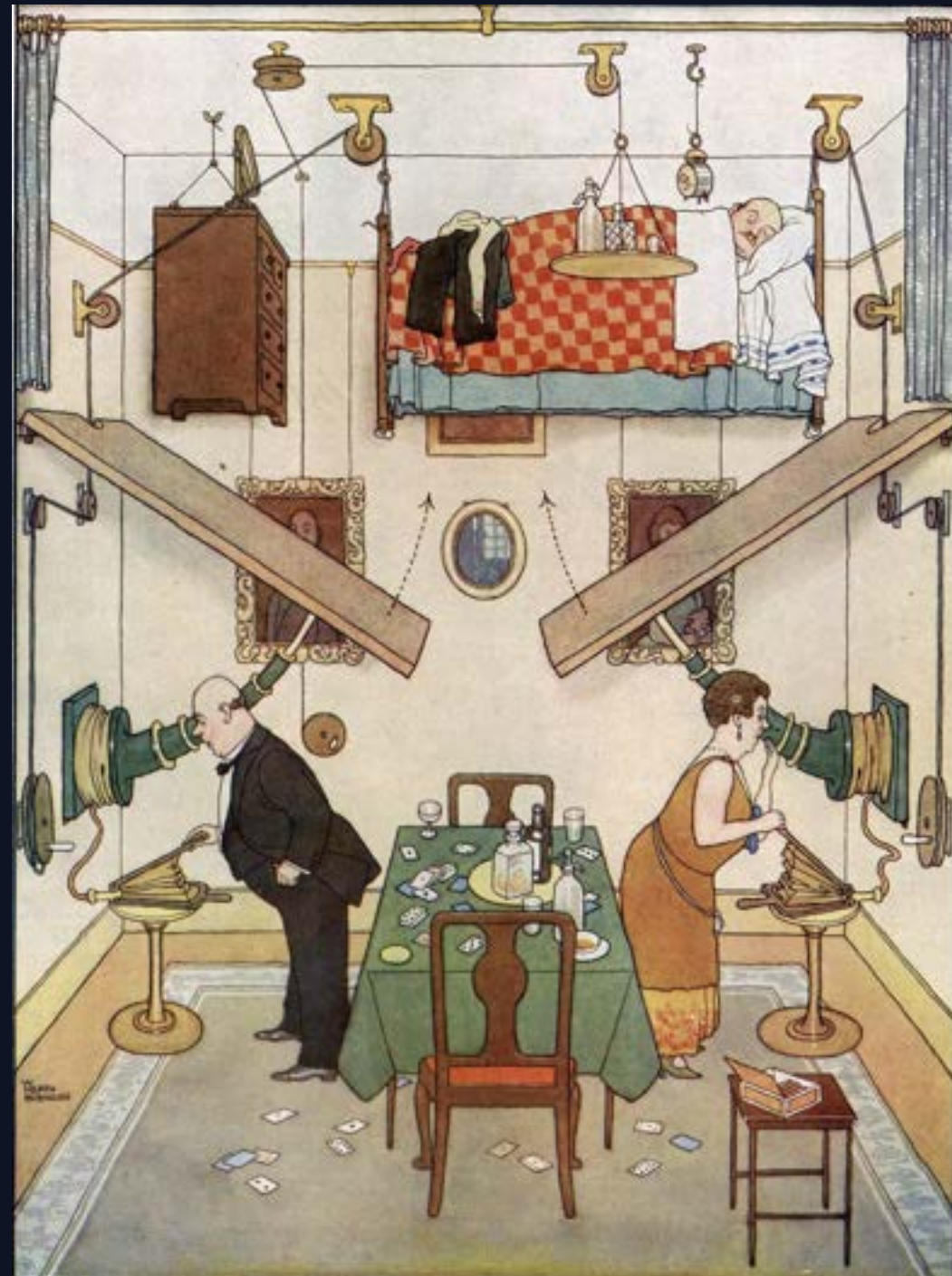
SHADOW IT

It spreads, unowned and unseen, until it breaks



Every month a request waits
is a month someone builds it without you.

“ Shadow IT
is innovation
without support



Self-service isn't new



THE QUEUE IS MATHS

Demand for data grows faster than any central team can hire. The backlog is structural, not a failure of effort.



PEOPLE DON'T WAIT

When a request stalls, the work still happens — in a spreadsheet, a personal database, a quiet corner of the drive.



IT ALWAYS HAS

From the first spreadsheet to today's low-code tools, change has usually started closest to the problem.

Where are you?

CHAOS LOOKS LIKE

- Exports treated as the truth
- Rules nobody explained or enforced
- Tools handed out with no training
- Seven numbers for the same metric

INNOVATION LOOKS LIKE

- Trusted data, ready to use
- Clear limits people can work inside
- A named owner for what gets built
- A route from a good idea to a product



Same platforms, same licences, opposite outcomes



Data team: make self-service possible

Self-service Success Essentials



TRUSTED DATA



GUARDRAILS



TOOLS



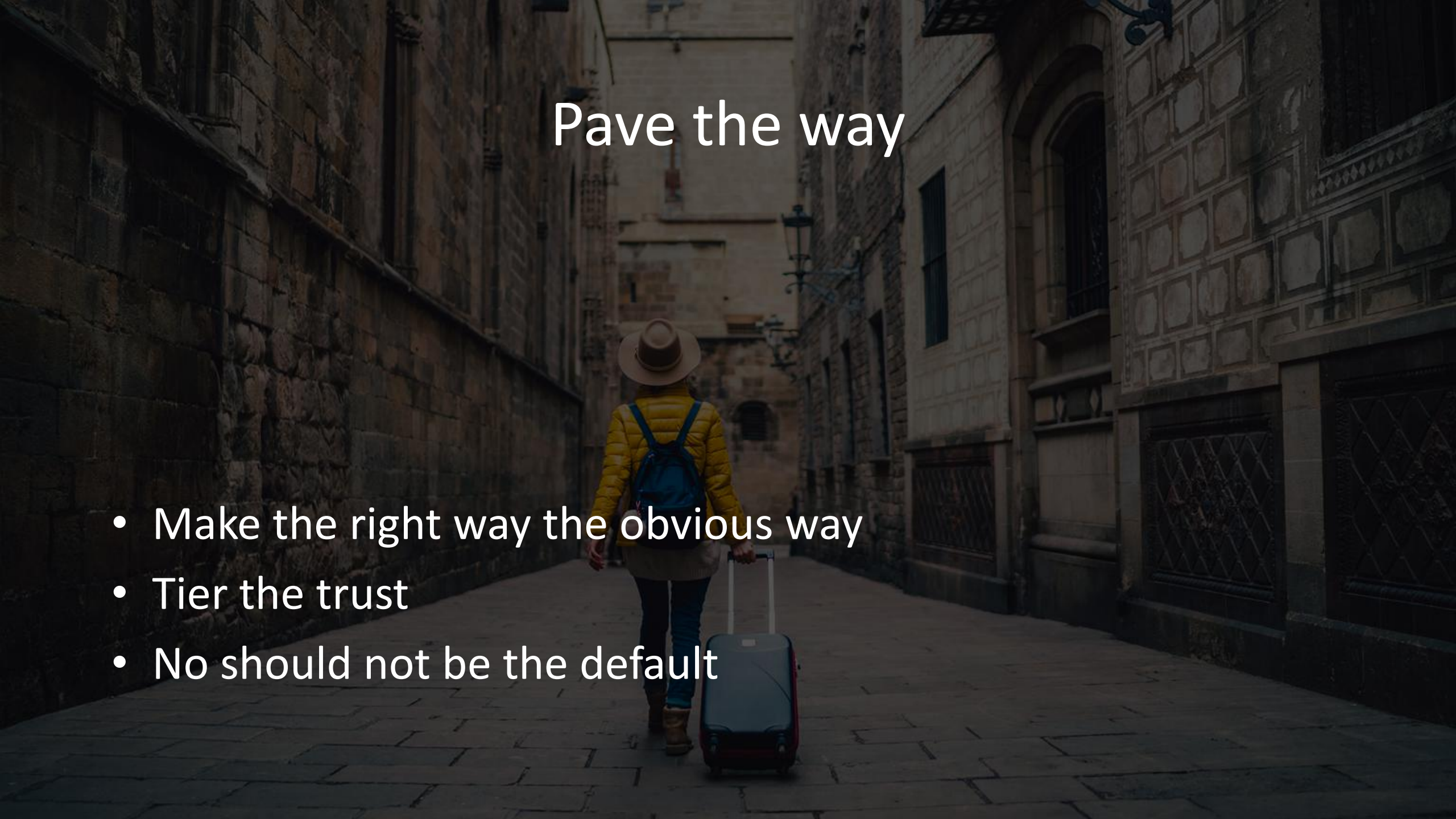
SKILLS



SUPPORT

Pave the way

- Make the right way the obvious way
- Tier the trust
- No should not be the default



Tier the access

EXPLORE

Anyone with a question can access certified data for their own use, with templates, documentation and drop-in help



BUILD

Trained builders publish to a team workspace with a named owner, working to shared standards and reusable models

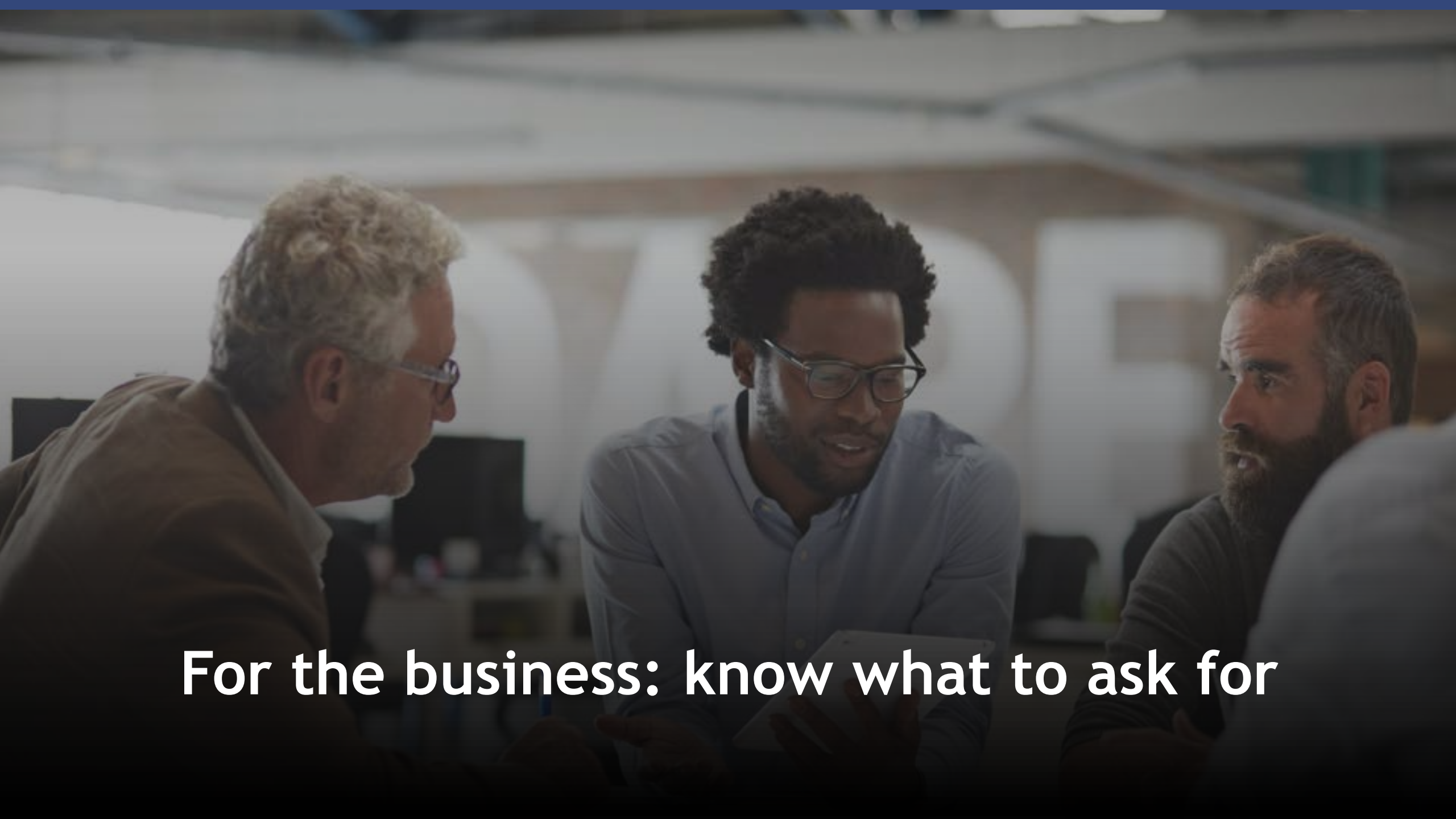


CERTIFY

Shared or regulated reporting is promoted to an official product, with ownership, testing, support and a lifecycle



Most people never need tier three. Stop pricing every request as if they did.

A photograph of three men in an office setting. On the left, an older man with grey hair and glasses is looking towards the center. In the middle, a younger man with dark curly hair and glasses is holding a tablet and looking at it. On the right, a man with a beard and grey hair is looking towards the center. They appear to be in a collaborative discussion. The background is a blurred office environment with desks and computers.

For the business: know what to ask for

Do your homework

BRING THE DECISION

Say what changes if the answer is high or low. A request with a decision attached moves up any queue.

BRING THE DEFINITION

Agree what a customer, a sale or an active user means before anyone counts them. Most disputes are definitions.

BRING THE OWNERSHIP

If you build it, own it: keep it current, answer questions on it, and retire it when it stops earning its place.

Building it yourself is a commitment, not a shortcut around the queue.

A close-up photograph of two people in business attire shaking hands. The person on the left is wearing a dark suit, and the person on the right is wearing a light-colored shirt. The background is blurred, showing an office environment with other people and plants.

BUSINESS BRINGS

Context, urgency and ownership

AND ACCEPTS

The rules of the road it agreed to

DATA TEAM BRINGS

Trusted data, guardrails, tools and a route to promote good work into something supported, shared and safe to rely on

Neither side can deliver this alone, and neither side gets to opt out of it.

Swap the four sentences that turn self-service into a standoff

A BATTLE OF WILLS SOUNDS LIKE

"Just give me access."
"You'll break something."
"We'll do it ourselves then."
"That number is wrong."



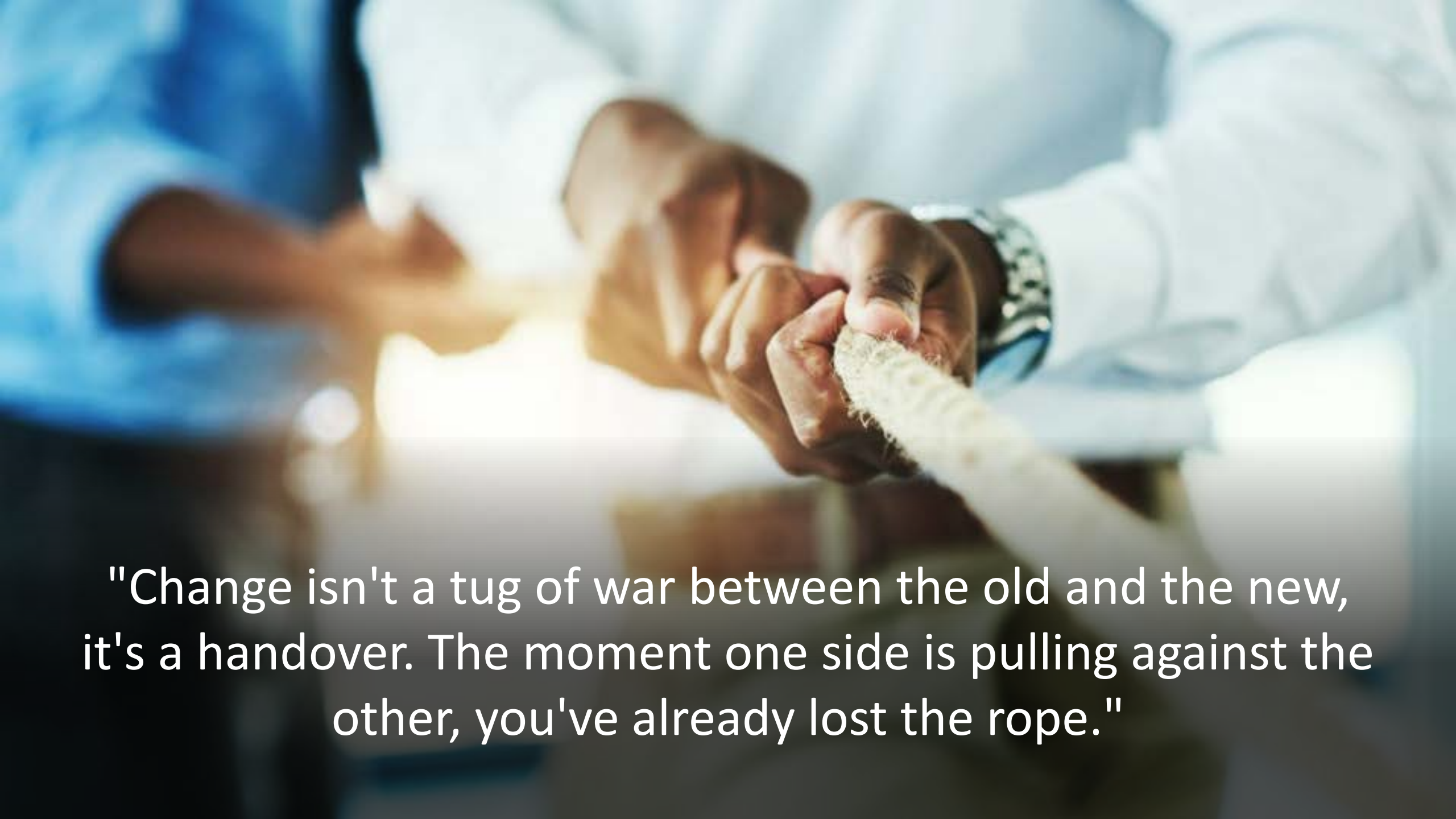
A COLLABORATION SOUNDS LIKE

"What decision is this for?"
"Here is the safe way in."
"Build it, and we'll review it."
"Let's agree the definition."

Culture is not a poster. It is the sentence you use when someone asks for access.

A full-page background image of a misty mountain landscape. The scene features numerous sharp, jagged mountain peaks, some in the foreground and others receding into the distance. The sky is a warm, hazy orange and yellow, suggesting a sunset or sunrise. The overall atmosphere is serene and contemplative. The text "Closing Thoughts" is centered in the lower half of the image in a white, sans-serif font.

Closing Thoughts



"Change isn't a tug of war between the old and the new, it's a handover. The moment one side is pulling against the other, you've already lost the rope."



**The best data organisations aren't the biggest.
They are the ones where everyone can solve problems.**

Thank You



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