

The CDQ Data Strategy Canvas

*Defining the building blocks
of a data strategy*

The "Data Strategy Canvas" Outlines the Key Elements of a Data Strategy

Strategic Layer

The strategic layer defines the Need for Action, Vision, Mission & Scope and Business Value

1. **Need for action** defines the motivation for a data strategy
Where do we stand? Why do we have to change?
2. **Vision** defines the aspiration for data
What is data's future role?
3. **Mission and scope** set the boundaries and defines the purpose for the data program/initiative and (federated) data organization
What is the purpose and scope of our data initiatives and organization?
4. **Business value** explains how data contributes to business success
What is the value contribution of data to the business?

Operational Layer

The operational layer includes data "use cases" and capabilities

1. **Key capabilities** define the capabilities that are needed to achieve the vision and realize data use cases
Which organizational capabilities do we intend to build or improve? E.g. People, roles and responsibilities; Processes and methods; Performance and metrics.
Which technical capabilities (and technology) do we intend to build or improve? E.g. Data life-cycle; Data architecture; Data applications

Implementation Layer

The implementation layer covers the Code of Conduct and Transformation.

1. **Code of conduct** describes the future mindset and culture related to data, both internally (employees) and externally (customers and partners)
What are the values and guiding principles for data?
2. **Transformation** defines the implementation and execution roadmap for the data strategy
What is the roadmap to implement the data strategy? How will the data strategy be executed?