

# Data Clarity: Successful value creation from data

*How do lions hunt buffalos? With intense focus. Creating value from data can feel just as complex and dangerous. This is why clarity is important: avoiding distractions and focusing on data requirements. In this talk, we explain how to set the boundary conditions for successful work based on the data clarity principles. We illustrate the approach with examples ranging from the health system in the Emirates to the collaboration in the Swiss construction industry and show what we data practitioners can learn from lions.*

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A close-up photograph of a lion's face, focusing on its eyes and the texture of its fur. The lion's eyes are a striking golden-brown color, and the fur is a mix of light and dark brown tones. The text is overlaid on the left side of the image.

Data Driven Value Creation  
Distractors  
Clarity



# The prize: value from data

**INCREASE SALES**

Customer Analytics

**NEW BUSINESS  
LINES** Subscriptions

**REDUCE COST**

Automation

**DECREASE RISK**

Early Warning





Why do we  
know it is  
challenging  
and dangerous?



# What is needed?

A photograph of a pride of lionesses walking across a dry, dusty savanna landscape. The lionesses are in various stages of a walk, moving from left to right across the frame. The background shows sparse vegetation and distant hills under a clear sky.

**TEAM**

**FOCUSED**

**SKILLED**

**ALWAYS TRAINED**

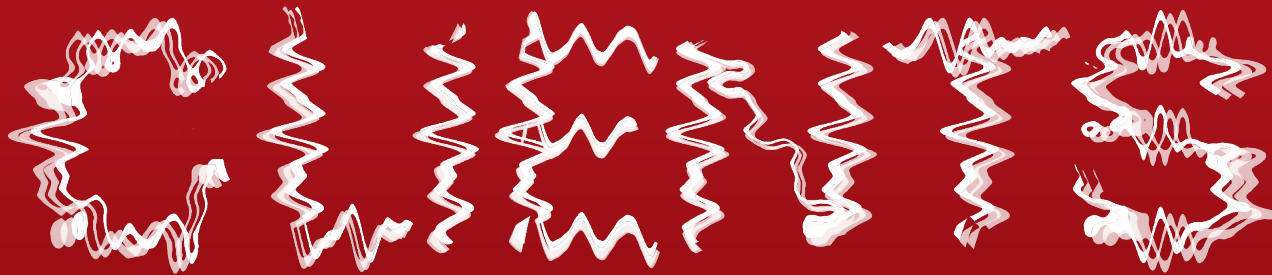
Distractor 1:

# Too many technology choices

Make a choice

Distractor 2:

# Blurry requirements



**Get to the  
bottom**

# Distractor 3: Human Factor

**Clever and  
creative  
team play**







Courage & Clarity

80

## Master distractors

**Make a  
technology  
choice and  
stick to it**

**Get to the  
bottom of the  
requirements**

**Ensure and  
enable clever  
and creative  
team play**