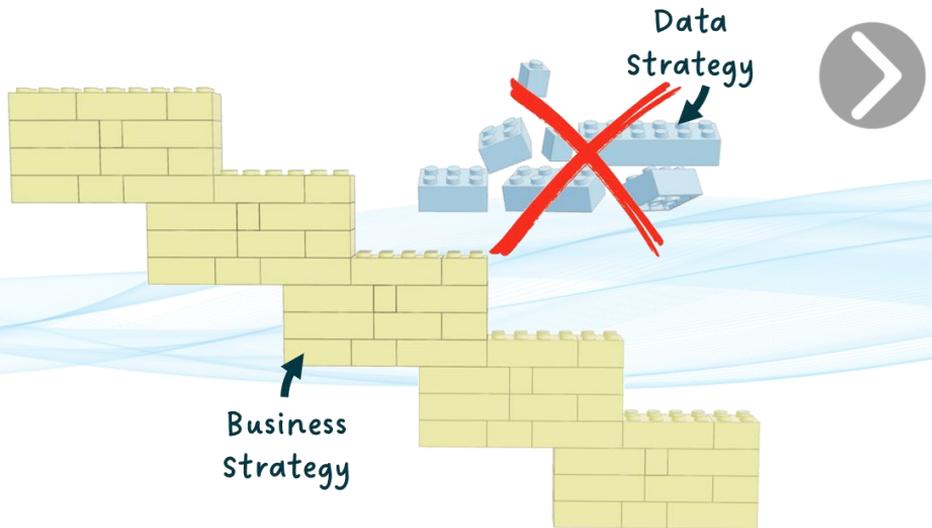


# Data & AI Strategy vs. Business Strategy

*Which is Responsible for What?*



# ***Organizations Aim to Become Data-Driven***

- Organizations constantly seek improvement, one way to achieve this is by leveraging data, analytics, and AI
- Typical data challenges revolve around people, organization, and technology

## **Data Challenges**

### **People**

- Skills
- Data literacy
- Resistance to change
- Company culture

### **Organization**

- Roles & responsibilities
- Budget
- Processes
- Business-data-gap

### **Technology**

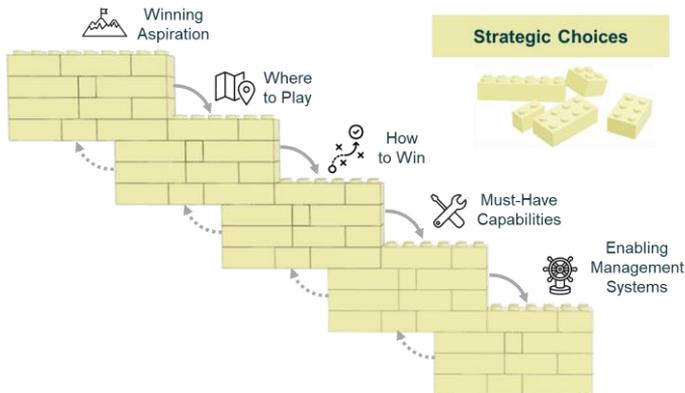
- Data quality
- Data integration
- IT platforms
- Data security and privacy

# ***Data Strategy Is a Buzzword – So Is AI Strategy***

- As organizations strive to become data-driven, the term '*data strategy*' has gained significant attention
- But what exactly is a data strategy?
- Currently, there is no universal consensus on what data strategy truly entails
- Most existing definitions do not align with fundamental business strategy concepts

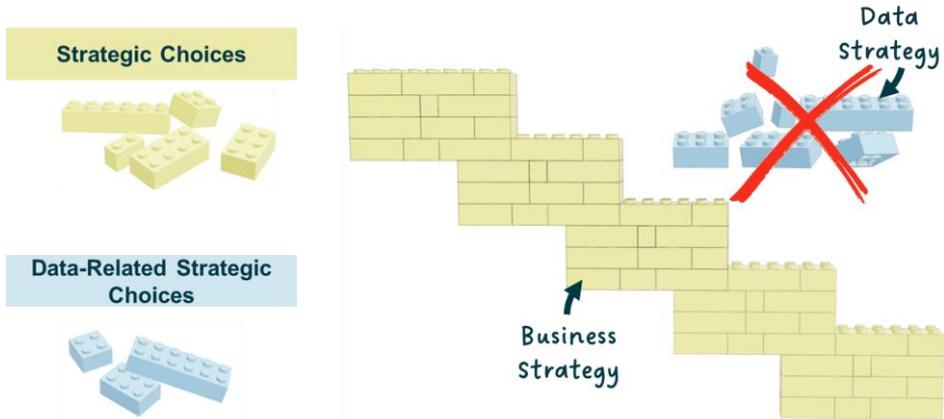
# The Key Is to Understand Business Strategy First

- Business strategy is a set of integrated choices
- Business strategy is singular – *‘There can only be one’*
- However, functions like HR or IT also require their own strategies



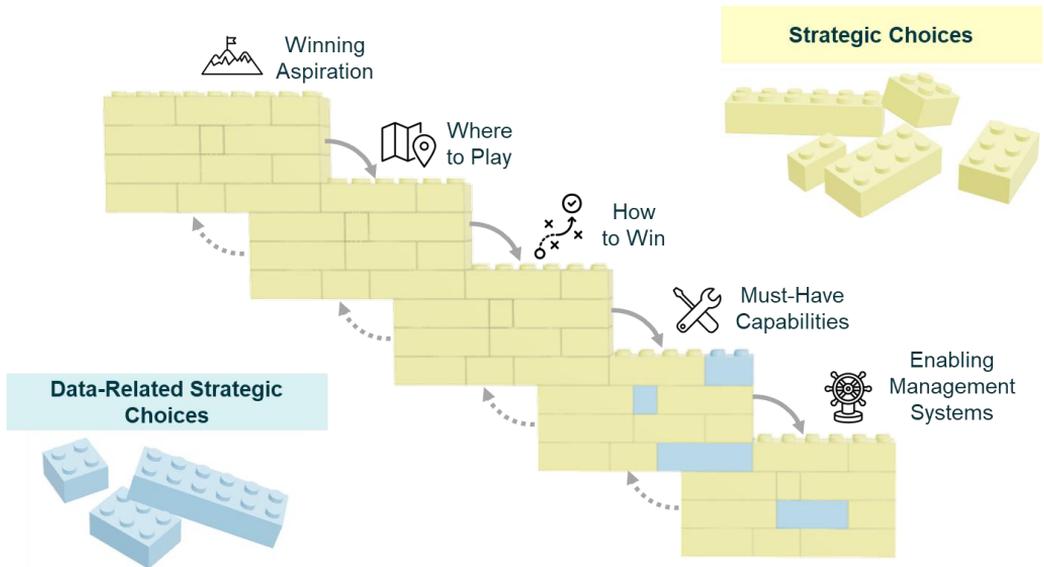
# Two Persistent Data Strategy Misconceptions

- A data strategy is not a separate entity that defines how an organization wins with data & AI – this is the job of the business strategy
- A data strategy is not a plan to build data capabilities – plans follow strategy



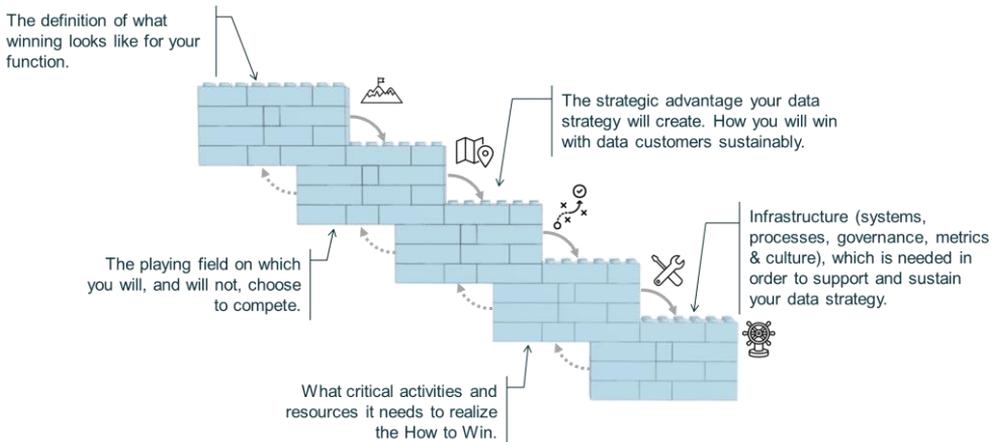
# ***Business Strategy for Designing Data-Driven Organizations***

If data, analytics, and AI contribute to your company's ability to win, the relevant choices must be embedded in your business strategy



# No Data or AI Strategy at All?

- Many organizations require a dedicated function for data, analytics, BI, insights and/or AI
- This function needs a strategy
- You might choose to call this your '*data or AI strategy*'



# *How do you make your organization data-driven?*

**Get started!**  
**Book a free 30-minute exchange.**

[Link](#) also in the comments!

*For more content, follow me on:*



*[I am Jens](#), a business-minded data expert with nearly two decades of experience in implementing data and AI use cases. I help leaders across industries design strategies and foster cultures that unlock the full potential of data and algorithms.*

