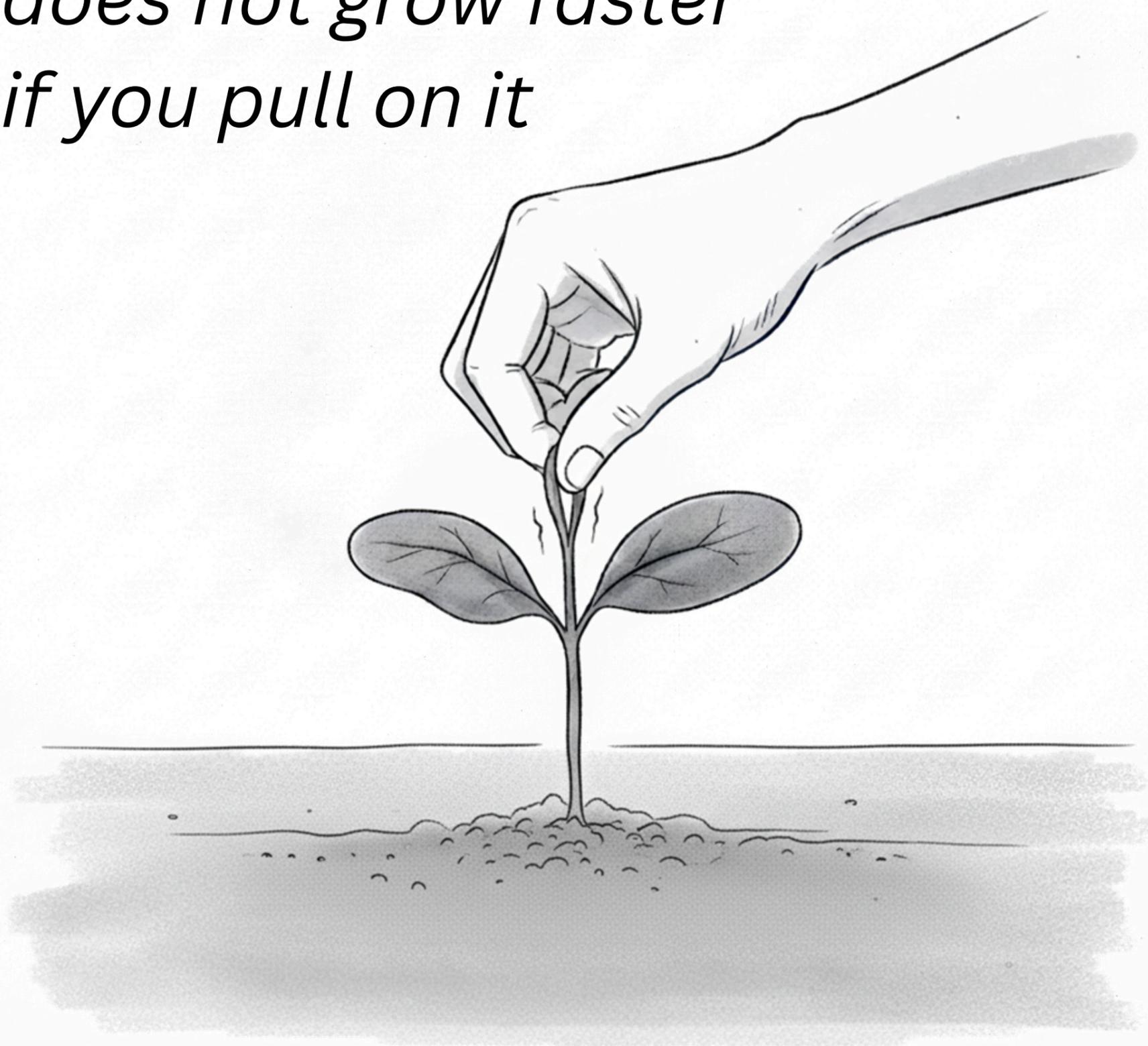# Like young plants, **Data Culture** does not grow faster if you pull on it

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A Costly Problem

Despite billions invested in data, analytics, and AI, many corporate initiatives still fail to deliver business impact.

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The Common Response

Executives often respond by focusing on "data culture," treating it as the missing ingredient that must be fixed or engineered.

This Logic is Flawed

Data culture resists direct control. It is the outcome, not the prerequisite, of successful value creation with data.

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Why Culture Design Attempts Fail

Any attempt to engineer a desired data culture (e.g., definition of desired values) rarely succceeds by design. It's just pulling the plant.

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The Better Approach

Instead, leaders should treat data culture as a sensor. It reveals the true hidden barriers that block value creation. The goal is to change context, not mindsets, to make the plant grow.

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Read the Full Story on CIO.com

LINK IN COMMENTS →

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