Data Strategy Development

Maximise your impact by becoming a data-driven organisation
Your challenges
Do you recognise these common data issues in your organisation?

**Why is this a problem?**

- Too much data collection without clear purpose
  - ...can lead to **information overload** and become a burden for partner organisation staff

- Too little data collected
  - ...leads to a **lack of oversight** on progress on strategic goals

- Lack of internal standards for data tools & processes used
  - ...leads to **inefficient** or inconsistent methods & obstructs harmonisation, aggregation and combining of data

- Improper management of ‘old’ data
  - ...clutters systems and makes the relevant data less accessible

- A culture of hesitance to use data
  - ...can create **over-dependence on few staff** (e.g. MEL officer) for data needs and lead to **underutilised potential**
Goal
Became **data-driven** in your decision-making.

A data-driven organisation uses *data effectively and consistently* in the decision-making process **at all levels of the organisation**.

Internal benefit: The next step in using your collected (good quality) data to gain new information and insights

External benefit: Data can connect nonprofits with their partners and stakeholders
“How can my organisation move forward in its ambition of becoming more data-driven?”
Our answer
What we may investigate

Strategy & Ambition
What are your organisation’s goals? Is your data aligned sufficiently with your goals to add the most value?

Application Landscape
Are your applications and their setup in line with your data needs?

Data-drivenness

Management and Users
How can data be managed effectively? How can users (internal and external) increase their data capacity and awareness?

Reporting
What type of reporting will provide the executive board with the tools to make data driven-decisions?

Application Landscape
Are your applications and their setup in line with your data needs?
What we offer

Support in developing a data strategy and an aligned high-level data model. This includes:

- **Data gap analysis**
  We conduct an initial scan of information flows to identify gaps and raise data awareness.

- **Reviewing data goals**
  We zoom in to data practices and processes to ensure the right things are measured and learn how to reduce unnecessary data.

- **Data strategy & modelling**
  We support you with building a data strategy and corresponding measurement framework with measurable outcomes.

*Dive in to each on the next slides → www.data4development.org*
Project phase 1: Data gap analysis

What do we offer?

An initial scan and analysis of information flows across the organisation’s core applications to:

- Identify gaps and excess in data collection practices
- Identify gaps in data collection applications
- Raise awareness about data collection and use
- Focus on promoting best practices when it comes to data
Project phase 2: Reviewing data goals

What do we offer?

Zooming in to data practices and processes, we help you identify:

- What does a data-driven approach mean for data collection, entry, and analysis?
- How do you view the role of data across and within departments?
- How can data processes be improved through standardisation & automation?

Example: Using tools to visualise your data landscape and ambition

Example:

Goal: ensure the right things are measured & reduce unnecessary data
Project phase 3: Data strategy & modelling

What do we offer?

We do this by asking:

- What are your goals with data in your organisation?
- What are the digital tools/resources needed to reach this goal?
- What is the data validation & quality management plan?

Example: High-level data model

We help you develop a sound data strategy to ensure that...

- Data is aligned between the **strategic** and **department** levels, with top-down steering and bottom-up execution
- **Strategic objectives are leading decisions** at all levels, are actionable, and practically measurable
**Proposed governance structure**
Collaboration & capacity for optimised knowledge sharing

**Steering committee**
- Organisation CEO
  - Project Sponsor
- IT Manager
  - Project Owner
- CEO D4D
  - Executive Supplier representative

**Project team**
- D4D Project lead
- D4D team members
- Organisation team members

**User group(s) and other internal knowledge holders**
(depending on subject matter)

- Project team regularly reports to the steering committee about progress, risks & blockages
- Size of the team can vary depending on the phase and needed capacity
- Deliver input to the project team where needed
D4D works towards its mission of *bridging the gap between nonprofits and digital solutions* by integrating people, processes, and technology. Read more [here](#).

“The greatest added value of D4D is in their role as a knowledge partner, where they really roll up their sleeves to take KPIs and measurement plans to a higher level. They know how to separate sense and nonsense and bring order to existing processes and systems. I am really impressed with the knowledge and skills of the people at D4D that I have worked with so far.”

Salesforce CRM Manager

Wilde Ganzen
Proposed project phases

Our suggestion for a phased approach

**Phase I**

1. Data gap analysis.
   Interviewing key stakeholders and scanning core applications to identify data gaps.

**Phase II**

2. Reviewing data goals.
   Zooming in to your data to identify goals, roles, tools and processes involved.

**Phase III**

3. Co-creating the data strategy & modelling the results framework.
   Based on strategic and data-driven principles and aligned with your organisation’s data needs.

**Deliverables:**
- Data strategy document based on your strategic goals/KPIs
- Action plan for next steps
**Practicalities**  
Cost, our effort, your input

<table>
<thead>
<tr>
<th>Price range*</th>
<th>Our effort*</th>
</tr>
</thead>
<tbody>
<tr>
<td>€9.500 - €13.750</td>
<td>40 - 60 hours</td>
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</tbody>
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*Range depends on organisation size, complexity, data completeness.

The Data Quickscan module is used in order to determine the scope.
Possible next step: **Data Visualisation**

**What do we offer?**

**Goal:** Have a clear visual overview of progress on key indicators to gain information ‘at a glance’ about organisational performance.

- We offer support in structuring your data in a **clear and measurable way**, prioritising the information you need most (e.g. strategic KPIs for a quarterly management report).

- We think along with you to create a **design brief** for a strong prototype of a visual dashboard that matches your needs.

**Tools:** Collaborative prioritisation session

**Which indicators do you consider a priority for inclusion in the Q1 organisation-level dashboard?**

(Rank by priority by writing 1, 2, 3.....)

- **▲** = must have
- **★** = linked indicators

**Possible output:** KPI dashboard using PowerBI
Steps to a data-driven organisation

How can D4D help you become data-driven?

1. Data Quickscan
2. Data Strategy
3. Data Visualisation
4. Data Capacity

Learning from your data insights to maximise your impact
Does this spark your interest?

Let’s plan another call to specify your needs. Based on this, we can refine the offer and discuss next steps.
Any Questions?

Contact us

If you would like to speak to any references, we can facilitate this.

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Annex
Why D4D
D4D as the bridge between the non-profit and the IT supplier

7+ years of experience

Work exclusively with non-profits and understand their unique challenges.

Provide a tailored approach, finding the best digital solutions for each organisation’s needs.

Follow a holistic method, integrating people, process, and technology.

Read more about our specialised work with non-profits and tech in this blog.
Data4Development supported Wilde Ganzen in their ambition of becoming a more data-driven organisation. This project involved all aspects of an organisation: technology driving data insights, streamlined processes ensuring data quality, and people with increased capacity on data use and analysis.

We started by conducting a quickscan resulting in a map of the organisation’s information and data flows. This became the input for the next phase: identifying priorities with relevant stakeholders. Based on these priorities, we guided the organisation in redesigning their KPI framework with clear, streamlined, and measurable outcomes that match their strategic goals at all levels of the organisation.

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Salesforce CRM Manager
"Over the past year we have had an excellent cooperation thanks to your professional expertise and the strong social interaction between staff of both teams. These are two essential ingredients for a successful cooperation. When a positive attitude, mutual respect and acknowledgement of expertise on both sides are available and visible the cooperation can hardly fail.

“High expertise, NGO sector specific knowledge and professionalism! We have a great collaboration with the Data4Development team relevant to our IT transformations. Highly recommended”
We Are Data4Development
Data4Development strives to **drive positive change through the power of data**, providing efficient data management solutions that promote transparency and empower organisations to make informed decisions and achieve meaningful impact.

**Who we are**

- **Globally active**
- **Dutch roots - founded in 2015**
- **Data-driven decision-making**
- **Diverse team with a range of expertise**
- **IT Knowledge Holders**
- **People-centered**