

Panel – Lee Madden

The 3 main points I was making were:

- Using Information as a resource: Sweating the asset. Using the data is not just enough - it needs to be VISUALLY COMPELLING, well ARTICULATED, PERSUASIVE, ACCESSIBLE and TELL A STORY in its own right. There is a greater emphasis now than ever before on making decisions quickly, effectively and with the data being translated into something that is accessible almost at a glance. This means that commercial business now place more emphasis on getting data to work harder and there is an expectation that complex problems can be reduced to easily digestible components.
- Leading on from this, this has changed the role of an analyst from being just specialist to now being GOOD COMMUNICATORS who can ARTICULATE COMPLEX points in a simple fashion and INFLUENCE senior stakeholders. The analyst skill set now is expected to be WELL ROUNDED and contain a blend of SOLID DATA KNOWLEDGE with an ability to step back from the data and communicate SIMPLY and EFFECTIVELY. This has been reflected in both government and commercial business.
- Finally, I commented on the importance to STAND UP for what we need - both Governments and PLC's need to be able to articulate WHAT THEY NEED, WHEN THEY NEED IT and TO WHAT DEPTH ACCURACY IS REQUIRED. I called this out as in the current climate spending money on what feels intangible to the public (i.e. spending ££££ on data and not schools / NHS) is often met with negative public coverage (e.g. the case of the happiness / wellbeing survey). This makes dialogue such as that between DUG and Government / Member companies all the more IMPORTANT, RELEVANT and CHALLENGING.

The final point I made was that it was reassuring to see that other business / sectors were going through the same challenges as Financial Services. It can feel quite isolated on occasions but I was struck by how many themes were similar between businesses.

Lee Madden