


MATT DOMO

DATA READINESS ASSESSMENT

AN EXECUTIVE DIAGNOSTIC FOR
TURNING DATA CAPABILITY INTO
DECISION ADVANTAGE.

A glowing Earth from space, with a bar chart and a triangle overlaid on it. The bar chart has two bars of different heights, and the triangle is positioned to the left of the shorter bar. The background is a dark blue space with stars.

This assessment helps leaders evaluate whether their organization is positioned to make confident, data-informed decisions and responsibly scale advanced analytics and AI. It examines the strength of data foundations, the role data plays in leadership behavior, and readiness to convert insight into action. Use it to surface constraints, prioritize focus, and determine where deliberate improvement will unlock the greatest strategic advantage.

If applying this raises questions, a short working conversation can help clarify next steps.

The chapters and worksheets in this guide assume you have completed the AI Business Stress Test introduced in Chapter 1.

If you have not yet completed it, pause here and take that assessment first. It provides the context needed to answer the questions that follow with clarity and confidence.

A QR code is provided below for quick access.



Data Readiness Assessment

Are You Positioned to Win with Data

Purpose

Data readiness is not about tools or dashboards. It is about whether leaders can trust information, act decisively, and scale intelligent systems with confidence.

This assessment helps leadership teams evaluate the strength of their data foundations, the role data plays in decision-making, and readiness to leverage advanced analytics and AI responsibly. It is not a test or a maturity score. It is a practical diagnostic to clarify where focus will matter most next.

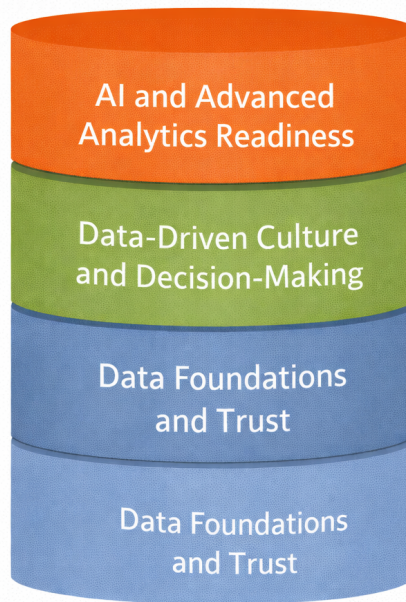
Instructions

For each statement, select Yes, Sometimes, or No based on how the organization operates today.

Answer honestly. The value is in the clarity this creates.

Readiness compounds from the bottom up.

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Weak foundations limit every advanced use case.

Pillar I: Data Foundations and Trust

The Bedrock

This pillar assesses whether your data is reliable enough to support confident decisions and advanced use cases.

- Key business metrics are trusted and consistent across reports and departments.
Yes / Sometimes / No
- Critical data is complete and consistently formatted across systems.
Yes / Sometimes / No
- Teams know where to find the most accurate version of critical information.
Yes / Sometimes / No
- Data is current enough to inform timely operational and strategic decisions.
Yes / Sometimes / No
- Teams can access the data they need without excessive manual effort.
Yes / Sometimes / No

Scorecard for Pillar I

- 4-5 Yes | Solid Ground
Data foundations support confident use. Maintain quality and address specific friction points.
- 2-3 Yes | Cracks Appearing
Strength exists, but gaps create risk. Focused remediation is required.
- 0-1 Yes | Shaky Ground
Data foundations are constraining progress. Address quality and access before pursuing advanced initiatives.

Weak foundations limit everything built on top.

Pillar II: Data-Driven Culture and Decision-Making

The Mindset Shift

This pillar assesses whether your data is reliable enough to support confident decisions and advanced use cases.

- Leaders routinely ask what the data indicates before relying on instinct.
Yes / Sometimes / No
- Teams share data and insights across functions to solve shared problems.
Yes / Sometimes / No
- Data is used to learn and improve, not to assign blame.
Yes / Sometimes / No
- Teams understand why data is collected and how it supports their goals.
Yes / Sometimes / No
- Leaders visibly reinforce and reward data-informed decisions.
Yes / Sometimes / No

Scorecard for Pillar II

- 4–5 Yes | Data Champions
Data is embedded in daily decisions. Reinforce and expand this behavior.
- 2–3 Yes | Mixed Signals
Progress is uneven. Consistency and leadership modeling are required.
- 0–1 Yes | Culture Shift Needed
Decisions rely heavily on intuition. Leadership intervention is required to reset norms.

Culture determines whether data is used or ignored.

Pillar III: AI and Advanced Analytics Readiness

The Strategic Edge

This pillar assesses readiness to move from descriptive reporting to predictive and automated intelligence.

- Data is used to anticipate future outcomes, not just report past performance.
Yes / Sometimes / No
- AI-driven insights are explainable and trusted by decision-makers.
Yes / Sometimes / No
- AI or advanced analytics are being explored to automate repetitive decisions or tasks.
Yes / Sometimes / No
- Ethical, fairness, and privacy principles guide AI and data use.
Yes / Sometimes / No
- Customers are given transparency and control over how their data is used.
Yes / Sometimes / No

Scorecard for Pillar III

- 4-5 Yes | Leading Edge
AI is delivering strategic value. Focus on scaling responsibly.
- 2-3 Yes | Emerging Potential
Exploration is underway. Targeted pilots and governance are needed.
- 0-1 Yes | Untapped Advantage
Significant opportunity exists. Start with small, high-impact use cases.

Advanced analytics magnify both strengths and weaknesses.

Turning Insight into Action

Focus first on the pillar with the lowest score. That is where progress will unlock momentum elsewhere.

If Pillar I is weakest

Priority: Establish trust

- Select one critical business question
- Identify only the data required to answer it
- Validate, clean, and standardize that data
- Demonstrate value quickly to rebuild confidence

If Pillar II is weakest

- Consistently ask “What does the data say” in leadership forums
- Share one meaningful data insight each week and why it matters
- Publicly reinforce data-informed wins

If Pillar III is weakest

Priority: Start small and focused

- Identify one manual or high-friction decision
- Pilot predictive or automated support for that use case
- Establish ethical and governance guardrails early

Progress compounds when sequencing is deliberate.

Reflection and Leadership Discussion

Use these questions to guide action planning and alignment.

Strengthening Data Foundations

- Which data issues create the most friction or cost today
- Where would one focused fix deliver immediate improvement
- How can standards be simplified so teams operate consistently

Reinforcing a Data-Driven Culture

- What leadership behavior needs to change first
- Where does siloed data slow decisions
- How should data-driven success be recognized

Advancing AI and Analytics Responsibly

- Which decisions would benefit most from prediction or automation
- How will trust, transparency, and fairness be ensured
- What is the first practical obstacle to address

General Reflection

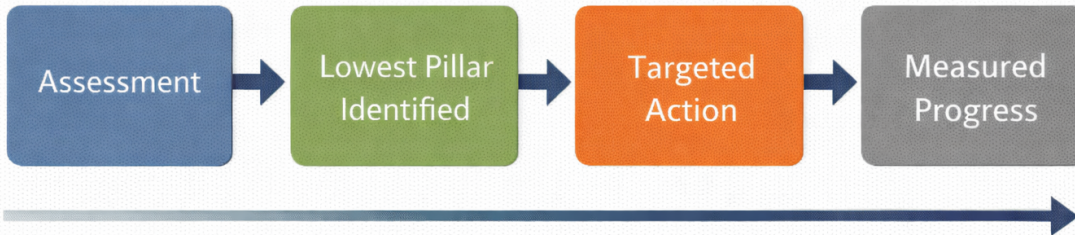
- What is the most important insight from this assessment
- What 1–3 actions will be taken in the next 30 days
- How will progress be measured in business terms

If data readiness or sequencing remains unclear, a short working conversation can help clarify next steps.

mattdomo.com/conversation

Leadership behavior determines data behavior.

Insight only creates value when it leads to action.



Focus on one constraint before expanding effort.

Culture changes when leaders change first.

Final Executive Note

This assessment is designed to be used, not completed once and filed away. Revisit it as capabilities mature and priorities shift.

Data readiness is not a destination. It is a leadership discipline.