

# Executive Alignment Checklist

A quick diagnostic to assess how aligned your leadership team is around enterprise data.



We have a shared definition of what "data accessibility" means for our business.



Data KPIs like quality, availability, and usage are owned and tracked at the executive level.



Our CEO regularly reviews cross-functional data insights, not just departmental reports.



The CIO, CDO, and COO are jointly responsible for data governance and access strategy.



Business unit leaders understand the data architecture and their role in it.



There's a formal mechanism such as a Data Council for resolving cross-functional data issues.



Data accessibility is linked to strategic goals like AI readiness, innovation, and CX.



We invest in enterprise-wide data literacy, not just analytics training.



Our data strategy is reviewed and updated at the same cadence as our business strategy.



No one asks, "Where did this data come from?" because the source is transparent.

If you checked fewer than 7 boxes, your data strategy may be orbiting in silos.

## Great strategy starts with great alignment



Download **Data Black Holes: How silos are swallowing your competitive edge** to uncover what's causing misalignment and how to fix it.