

# Your data strategy checklist

The first step to establishing a data strategy is to audit your existing program and document who owns and can access which data across your organization. You can use this guide as a starting point by answering each question in the appropriate form fields.

## Define

What are my business objectives?

What would I like to know about my data?

## Identify

Where is all my data coming from?

Who owns and has access to each product or system?

## Assess

How is information shared?

Can data be accessed easily with no or limited manipulation?