

# CONFIRM YOUR INTUITION

WITH DATA DRIVEN INSIGHTS PROVIDED BY KEY STAKEHOLDERS

## DECISION MAKING:



Common Sense



Intuition



Data Driven  
Insights



Consistently  
Making the  
Best Decisions  
For Your  
Organization

*based on feedback  
from key stakeholders*

## WHY IS MAKING DATA DRIVEN DECISIONS IMPORTANT?

*Data Driven Organizations **Consistently Outperform** Their Peers.*

**23x**

more likely to  
acquire customers

**6x**

as likely to  
retain customers

**19x**

more likely to  
be profitable!

According to McKinsey Global Institute

## WHY IS IT IMPORTANT TO INCLUDE KEY STAKEHOLDER INPUTS AS PART OF THE DATA BEING GATHERED TO DRIVE DECISIONS?

1

Allows an organization to identify problems/opportunities more quickly

3

Different perspectives may allow organizations uncover unrealized problems/opportunities

2

Improve stakeholder engagement that will help move action plans forward more efficiently and effectively

4

Soliciting stakeholder inputs begins to break down any silos that may exist within an organization

## CONCLUSION:

*Our diagnostics leverage tools provided by Info-Tech Research Group combined with the knowledge and wisdom of our experienced consultants to provide a quick, simple, and inexpensive way to collect data and turn it into practical insights that can be used to develop action plans and to communicate with key stakeholders.*



Ask the Right Questions

Use our low-effort surveys to get the data you need from stakeholders across the organization.



Use Our Diagnostic Engine

Our diagnostic engine does all the heavy lifting and analysis, turning your data into usable information.



Communicate & Take Action

Wow your executives with the incredible insights you've uncovered. Then, get to action: make IT better.