

IQ EQ CQ up



Power up your business with all three cylinders of IQ EQ and CQ

Every Technology Business is a data-powered Business. Therefore, every initiative should increase the corporate IQ, through valuable knowledge, insights and algorithms. It also must stay in sync with the corporate EQ, as humans are key to achieving the enterprise's raison d'être. And with AI and intelligent automation shifting the man-machine balance, data can now enable more creativity as well; the Creativity Quotient (CQ) is entering the company dashboard. The only way is up!



Ron Tolido

Expert in Residence

WHY?

An enterprise will really warm up to the data-powered concept when it is able to define, measure, leverage and even externally monetize the value it creates with data assets. Data-powered initiatives become easier to justify and execute when the value delivered is tangible and undisputable. However, when under the pressure of cold-hearted facts and algorithms, data – and the many ways to activate it – will certainly diminish the human-factor. Addressing the emotional intelligence of every data-powered initiative will improve your chances. Then, data is not only driving automated decisions and actions, it also contains the potential to create new products and services. Augmented with AI, it unleashes the full creative powers of the enterprise to create brand-new business opportunities.

GO FOR IT!

1. Understand your data assets

Ensure all data assets, whether coming from inside or outside the enterprise are properly identified and cataloged for easy access and reference across the organization.

2. Create a data value business case

Build a Benefits Logic for the way data will create value as part of each initiative pertaining to corporate assets, products and services.

3. Activate data, through insights, algorithms and AI

Data should not be inactive but should be turned into actionable intelligence, high-value insights and business-augmenting algorithms, all delivering clear benefits to the enterprise.

4. Monetize it

Apply a systematic framework to identify external (and possibly internal) monetization opportunities for the enterprise data assets, possibly enabled by dedicated tools and platforms.

5. Explore the emotional dimension

Look for opportunities to enrich new and existing data-powered services and products with emotional dimensions, such as context-sensitive actions, support for sustainability and conversational components.

6. Change with emotion

Capture data points during change initiatives to actively monitor, analyze and improve stakeholder commitment and motivation; keep on learning and improving for even more successful transformations.

7. Enter the creative zone

Unleash the corporate human energy by scanning data assets for creative potential, building new or augmented innovative products and services, and possibly even reimagined business models, and use generative AI tools to execute it.

MEASURE:

- Data Value
- Employee Satisfaction
- Innovation

[read the full report here »](#)