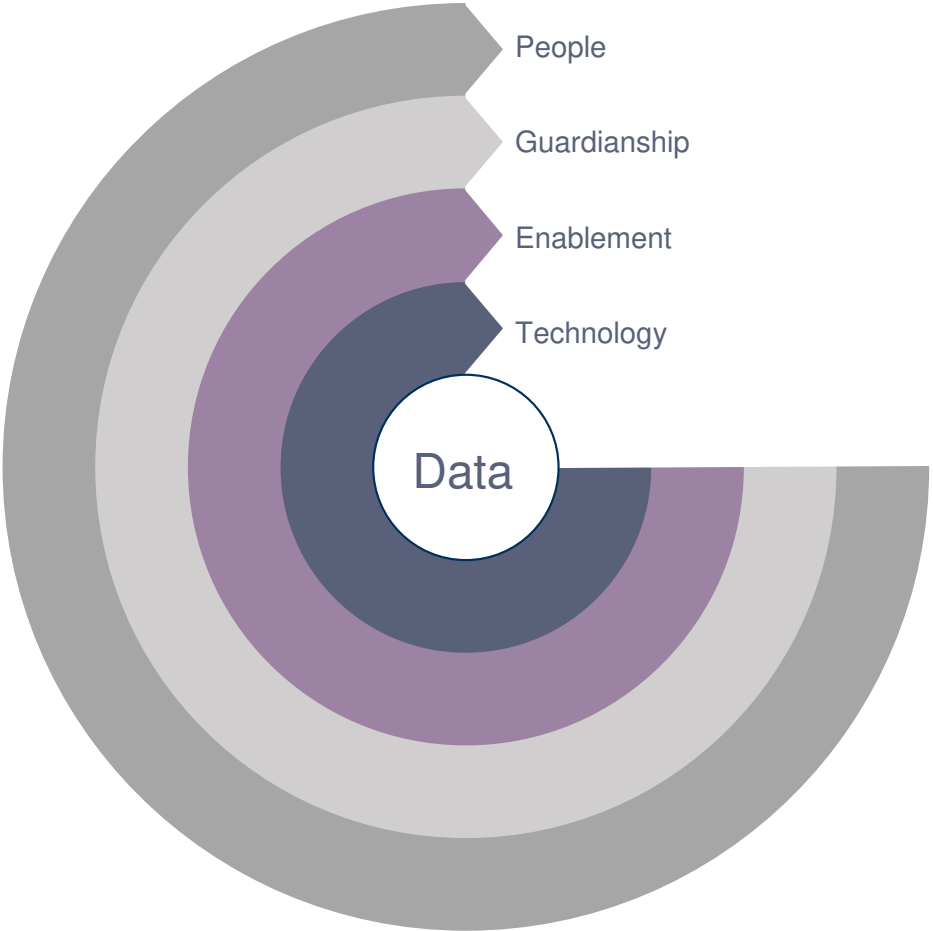# Data Culture

The four layers to an effective data-driven culture

People
Exec sponsorship, taking the business on the journey to adopt new technology and ensuring the right L&D is in place to support them

Guardianship
Embedded data governance organisation providing effective clarity and control, privacy, ethics, compliance balanced with accessibility for self-serve discovery

Enablement
Provide the business with the tools to understand what data is available and how it can be used to derive value

Technology
Scalable & secure data & AI platform with immersive & predictive analytical tooling. Likely exploring generative AI and maturing MLOps and secure data sharing

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