

You're AI Isn't Failing.
You Are.

Jeannie Furlan | August 2025

Bold Truth #1:

You are in a toxic relationship...
with data

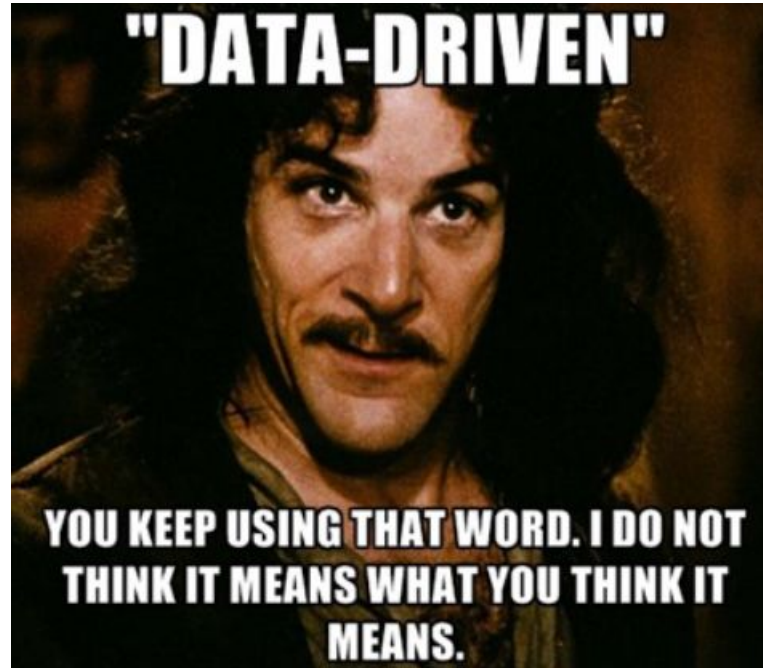
Poor Data 😞



What it's been like...



Data & AI Problems Are Business Problems



Data as an Asset

Who manages your data?



Do stakeholders wait until the end of a project to “do data”?



Can you easily access your data when you need it?



Do you *really* view data as an asset?

Ain't nobody got time for this

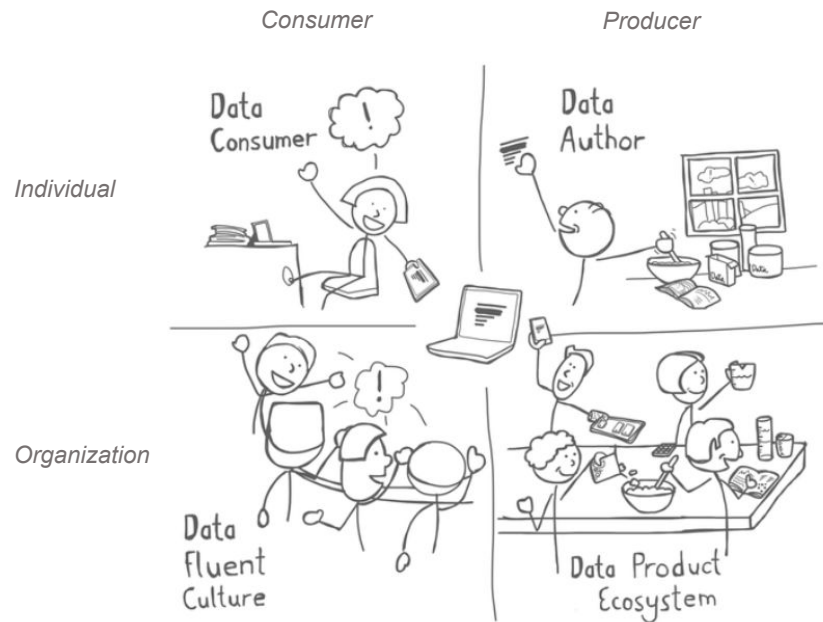


Bold Truth #2:

Data isn't the most important part of
your data strategy.

So, what is?

- Technology?
- Architecture?
- Detailed roadmaps?



People.

Financial Data Strategy: Vision 2.0 (January 2024)



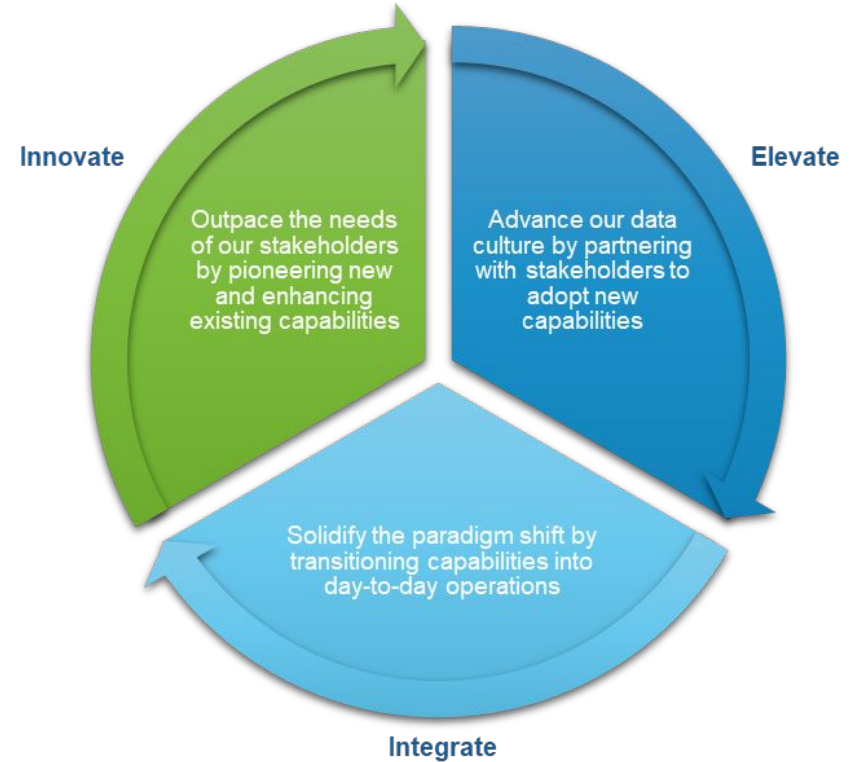
Why do we exist?

Empower financial data consumers with easy access to trusted data



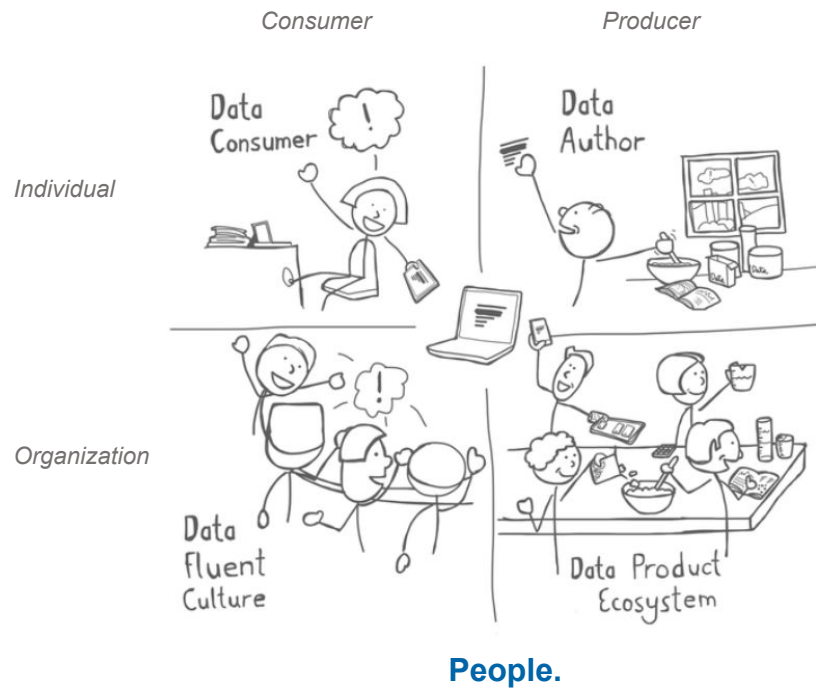
What do we do?

Transform our stakeholders' relationship with data through innovative capabilities and practical guidance



Embrace the Kinetic Lifecycle of Data

The Data Strategy Gap



Bold Truth #3:

Ready or not, AI is coming for you.

AI-Enabled Decision-Making

Traditional & generative AI models can enable...



...the CEO to announce bold strategic growth plans to the board

...based on data from three systems with conflicting definitions.



...the CFO to confidently project increased profitability

...but auditors can't trace the data and now you have a deficiency.



...the CMO to spend millions on targeted ads to high-value prospects

...who are actually customers that have already churned.



AI has enabled us to take a giant leap...right off a cliff

How do we equip
ourselves to give
AI what it
demands of us?



We must transform how we relate to data...

As Individuals



- Accountability
- Curiosity
- Fluency
- *Data is everyone's job*

As Teams



- Alignment
- Collaboration
- Collective Change
- *Data is everyone's job*

As Organizations



- Strategic Asset
- Culture
- Transformation
- *Data is everyone's job*

Bold Truth #4:

It's not the data. It's you.

How?



**START WITH
MINDSET**



**BUILD DATA
EMPATHY**



**OPERATIONALIZE
TRUST**



**INVEST IN DATA
LIKE AN ASSET**

If Data Were A Person

- It would be ignored until there's a problem
- It would never get invited to the strategy meeting
- It would be the person everyone dates but nobody commits to
- ...and it would definitely need therapy

I WANT YOU



to change your
relationship with
data