



Data-Driven Culture for Value-
Driven Businesses



MANTRA

Your data culture
reflects the way
you ethically
create value for
your target
community.

Daniel Akinola-Odusola

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Human-Centred Data Scientist

From my degrees in [cognitive science](#) and [neuorimaging](#) at Dartmouth College and King's College London (respectively) to my work as a [STEM facilitator](#), [head of data](#), and [social media analyst](#), I have always been drawn to the way people interact with technology and each other to form **identity** and **purpose**.

More Than a Data Nerd

Data has no meaning without the **human experience**. Science is political. I enjoy being a [storyteller](#) and an [artist](#) to complement the scientific aspects of my career. The arts and culture play a big part in [why we ask the questions we hope data will help us answer](#).





The Daotive Thinking Story

HOW DAOTIVE THINKING CAME ALONG

Daotive Thinking started as a blog then a neurotech consultancy. I made little traction and some told me just to get any sort of contract then do the right thing when I developed enough capital. This experience plus work in digital analytics and STEM facilitating that highlighted the cultural issue regarding use of data, ethics, and technology with founders and businesses.

It became clear that many businesses get intimidated by the idea of data-driven decisions that put their target community first. Many don't have **processes** and **personnel** in place to ensure that they create **ethical and efficient strategy** to provide **real value for their target communities**.



Products and Services

What is currently on offer

There are different ways in which I help you build your data culture depending on where you are at in your business and how much time and resources you can invest into building your strategy.

Workshops

LET'S TACKLE COMMON TOPICS

Workshops are a chance to start your journey towards efficient and ethical data culture by creating strategy for a pre-determined topic such as choosing a social channel or setting a benchmark of success for a pilot product.

Workshops are ideal for those who prefer to invest in support for specific short-term outcomes.





Open Sessions

ADVISOR FOR HIRE

Many business don't have the luxury of having a Chief Data Officer or Chief Ethics Officer to check them on major strategic decisions for their business.

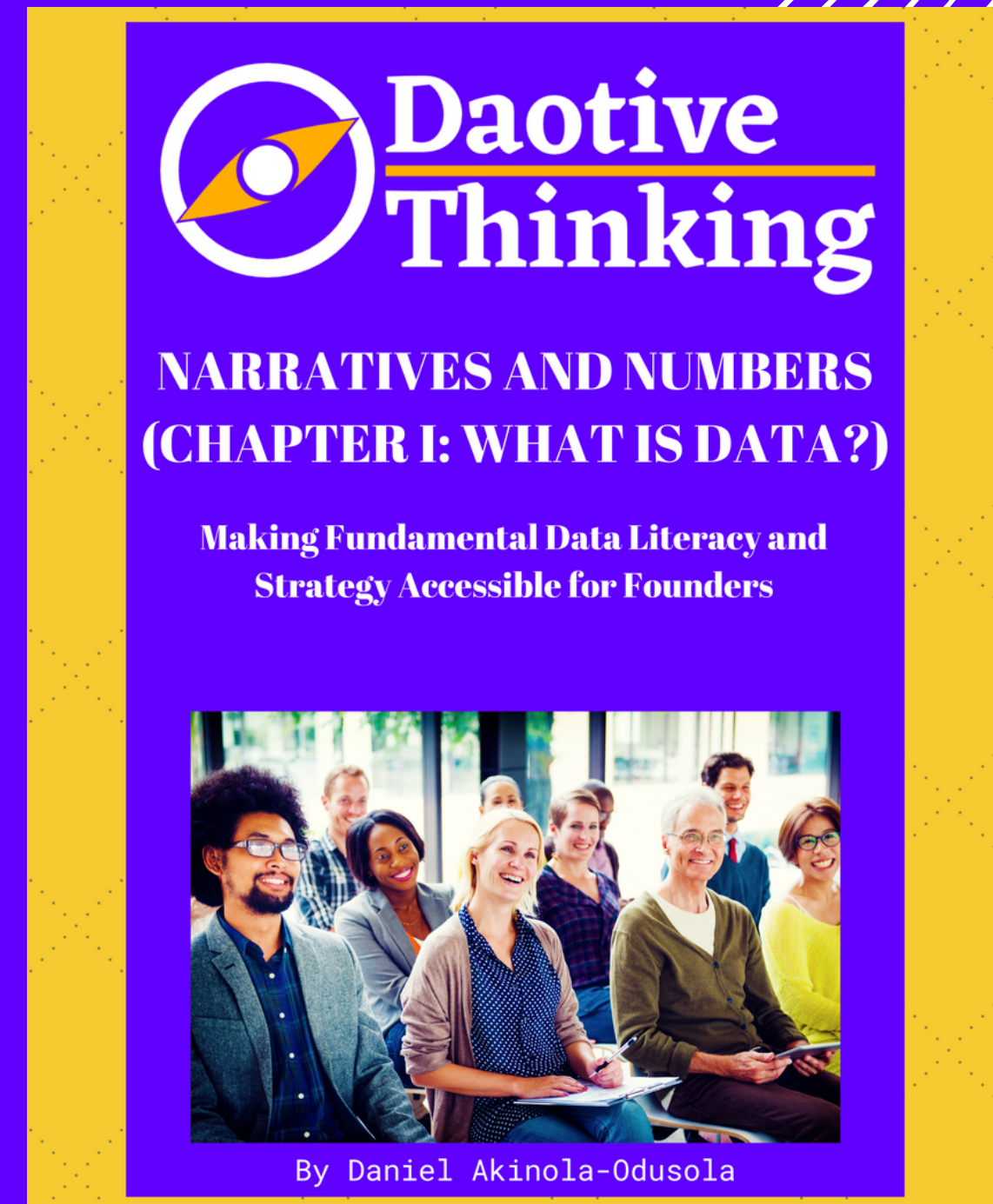
Open Sessions are ideal for those who want occasional but continual guidance in who they are incorporating efficient and ethical data culture into their major strategic decisions without the need to hire a full time employee.

Workbooks & Courses

ACCESSIBLE TOOLS FOR SUCCESS

Accessibility is important and workbooks and courses are a great way to allow some founders and key decision-makers to build their data culture at their own pace with guides and templates to hold themselves accountable.

Workbooks and courses are ideal for those with less of an ability to invest in dedicated support but want the guidance in their decision making and data culture.





Projects



DEDICATED DATA CULTURE BUILDING

Some founders and key decision-makers may want to dedicate extended time to go head first into significantly building their data culture in the form of training a team, creating new processes, or making sure a product is well communicated and received.

Projects are ideal for those are willing to invest more in having dedicated support in building the data culture to deliver important business strategy.

Target Audience

Starter: Validating an Idea

Starters are at the early stage of their business where they need support in proving that they understand their target community and know how to provide measured value. Support for Starters involves market research, branding, and creating your initial product or service.



Realiser: Growing a Business

Realisers have determined the value and benchmark for success and are now growing a team and a process of building the business efficiently and ethically. Support for Realisers involves user experience, marketing, and community and team management (when applicable).



Adapter: Innovating a Product

Adapters currently deliver meaningful value to a community but feel that they can do more or create value in a different way from what they currently provide. Support for Adapters involves market research, research and development, and communications.



Daotive Thinking is committed to:

01

Listening

02

Being accessible

03

Being transparent

04

Providing value

05

Being ethical

What They've Said



LLOYD (MR ED)

"Daniel is someone in my corner who can listen to my problems and have solutions. I've improve my confidence and self-belief in my actions as a business."



JOSH (CENTRIC LAB)

"An objective view to remove bias and ensure that the full character of our business is being represented in a seamless brand experience, without an individual having to "sell.""



MAYA (ECOSPOT)

"I came out of the session with a clear understanding of the types of data that are going to be relevant for my pilot customers."

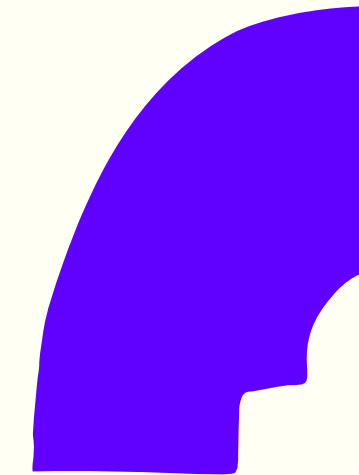


Product Partners

Product Partners are businesses with shared philosophies that can ensure specific delivery of Daotive Thinking strategy suggestions in areas such as research, marketing, and branding.

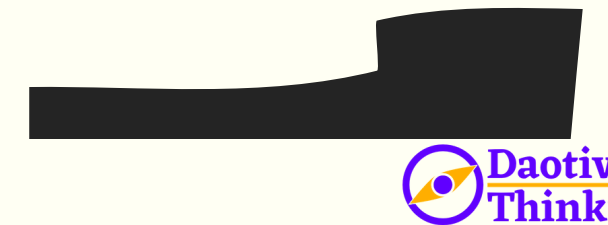
Platform Partners

Platform Partners are organisations that already have a community of businesses they support and would like to apply the Daotive Thinking perspective to their offering.



Types of Partnerships

If you support businesses in their effort to provide value to their target communities, there are two partnership options for us to work together.





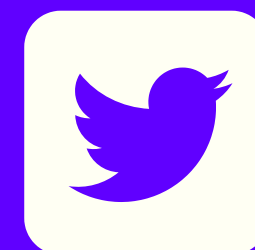
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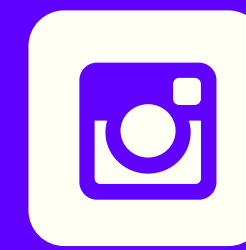
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