GUIDE 03 FOR LEADERSHIP TEAMS

Ask your data, fast. Safely.

Good data, handled well, is your head start.

Ask five people in your business for last month's sales.

£412k	£398k	£431k	£405k	£420k
Finance	Operations	Marketing	Sales	Board pack

Illustrative figures.

Every one of them is right.

Now give each of them an AI.

Anyone can now ask AI a question and get a confident answer in seconds. That is the easy part. Knowing the answer is right depends on the data behind it, and AI won't fix five versions of the truth. It will spread them faster.

The fix comes before any technology: agree what each number means, where it comes from and who owns it.

Good data is your head start

Trusted. One agreed version of the numbers that matter.

Connected. Bookings, members, sales and digital joined up.

Protected. The right people see the right data, for a clear purpose.

Over the page: four checks, four rules, and how governance fits →

GUIDE 03 · THE HOW

Before you ask, four checks

1	**Is it there?**	Do we collect what the question needs, far enough back?
2	**Can we reach it?**	Is it in systems we can connect, not locked in spreadsheets?
3	**Can we trust it?**	Is it complete and consistent, with agreed definitions?
4	**May we use it?**	Do we have a lawful reason, and the right controls?

Four yeses, and you can ask with confidence. A no tells you what to fix first.

Four rules that keep you safe

A clear purpose
Personal data used only for reasons people would expect, as UK GDPR requires.

Approved tools only
Customer data never goes into public AI tools.

The right access
People see the data their role needs, and no more.

A person signs off
AI prepares and suggests. A named person decides.

Two sides, one journey

Data governance looks after what goes in. AI governance looks after what comes out. They work best when they grow together.

Own → **Trust** → **Use** → **Improve**

...and each answer shows where the data needs to improve next, so the cycle starts again.

The question is easy now. The advantage is an answer you can trust.

This guide is the short version of a full leadership briefing. I can take your team through the full deck, tailored to your business, and help put data and AI governance in place.

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