



Reverse the trend.

"Growth is not inevitable. It is earned." Revitalize your culture by pinpointing the data, democratizing it, and allowing it to come to life.

Brian Kaner | Sears Auto Center

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To incite real culture change, we needed to engage the associates—to bring simple and relevant dashboards to promote transparency, accountability, and communication all the way down to individual employees in the field.

Steps we took.

1. Determine key IT decision points before implementing data in Domo
2. Think about your end users (use table names in plain English)
3. Build your core dataset(s) with flexibility
4. Consider data availability and update frequency
5. Align on the inconsistencies and move on
6. Consider the behaviors you expect to influence

What we learned.

- Don't skip the key decision points
- Manage your cards (Keep your house clean!)
- Simple is almost always better
- Making filtering and drilling clean will free up your resources to do more

What we suggest.

We were working a fundamental culture change. Our data had to change, as well:

- Determine solid metrics
- Shift focus to the wildly important
- Make data-based decisions—model inputs from key operational data and suggest next steps
- Make wise choices (model-driven investments in headcount)
- Determine now which legacy reporting will support key metrics
- Build necessary supplemental tools to facilitate model roll-out
- Partner with Domo to bring about vision

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Want more?

- [Editing the Labels in Tables](#)
- [Best Practices for Managing DataSets](#)