Table 1: Data journey map content summary

Pathway Entry point and goal for journey	Swamps Risk of getting stuck	Bridges Easier route, helps navigate swamps
Collect better data	→ What to collect → Logistics, Policies → Choose tools	→ Capacity → Learning about data
Make sense of data	→ Analyse data → CRM: Stick or twist?	→ Analysis skills → Resources / funding → CRM that meets needs
Act on insights	→ Data culture → Use data to improve → Strategic view	→ Dedicated data role → Data savvy CEO / Board
Influence change	→ Publish and share → Collective approach → Influence policy	→ Develop data expertise → Collaboration / Partnership

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