

FROM THE IDMA DESK



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TEAM LEAD, INDUSTRY
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What is the future of work in 2025?

As we navigate these transformative trends, it's clear that the future of work will be defined by our ability to adapt, harness technology, and prioritize human potential—creating workplaces that are not only more efficient and flexible but also more engaging, fulfilling, and aligned with the evolving needs of both employer and employee.

Looking towards 2025, major workforce resolution trends include a strong emphasis on hybrid work flexibility, personalized employee experiences, increased focus on mental health and well-being, deeper integration of AI to augment human capabilities, upskilling initiatives to adapt to evolving technologies, prioritizing diversity, equity, and inclusion, and a greater focus on sustainable practices within companies, all while navigating the evolving needs of younger generations like Gen Z entering the workforce.

Here are some workforce trends for 2025:

- **AI and automation:** AI and automation are redefining job roles, and over half of employees will need to reskill or upskill by 2025. AI will be significantly integrated into various roles, automating repetitive tasks and assisting with decision-making, requiring workers to develop skills in collaborating with AI tools.
- **Employee well-being:** Employees want workplaces that foster purpose and support, and personal benefits like fitness reimbursement programs and wellness challenges can help.
- **Hybrid work:** Most jobs will likely adopt a hybrid model, allowing employees to split their time between the office and remote work, with flexible schedules becoming more prevalent.
- **Data-driven work:** More workplace analytics and data-driven workflows will be used.
- **Emerging job roles:** New career paths will open up in fields like data science, cybersecurity, sustainability, and generative AI development.
- **Cybersecurity:** There will continue to be increased investment in cybersecurity.
- **Social and community relationships:** Organizations will need to create and maintain external partnerships to manage workforce transitions.

THE INSIDER

DECEMBER 2024

FROM THE IDMA DESK *continued...*

One thing is abundantly clear as we prepare to step into 2025: Technological innovation and evolving workforce dynamics are reshaping the business landscape. The acceleration of AI adoption, changing workforce expectations and global market shifts are forcing organizations to reimagine how they operate and grow.

Forward-thinking organizations understand that a career isn't just a paycheck. It's an ongoing reflection of one's values, goals, skills, and aptitudes and how they support a company's vision and growth. Too many employers think education is complete when they hire a candidate with a degree, overlooking the need for development and adaptability over time.

When employees are given opportunities to learn and participate in larger conversations, and feel appreciated and supported, they grow in their roles, and their company's productivity, profits, and innovations will grow right along with them.

Katie Hernandez

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INSURANCE DATA MANAGEMENT ASSOCIATION
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Happy Holidays!

Happy Holidays from IDMA!

As we wrap up another year, we want to extend our heartfelt gratitude to our members and the entire data management community. Your dedication to advancing data literacy, culture, and governance continues to inspire us.

May this holiday season bring you joy, relaxation, and time to reflect on all the amazing work you've accomplished. We look forward to an exciting year ahead, filled with opportunities to learn, grow, and innovate together.

DATA LITERACY VS DATA FLUENCY

BY SHELLY PALMER
PROFESSOR OF ADVANCED MEDIA IN RESIDENCE AT
S.I. NEWHOUSE SCHOOL OF PUBLIC COMMUNICATIONS AT SYRACUSE UNIVERSITY

The velocity of data is increasing and will always increase. Therefore, the need for data literacy is increasing and will always increase. All other things being equal, there is a significant difference between being literate and being fluent. To create value for your business you need to think strategically about sources and uses of data and understand how data is turned into action. Let's review.

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SEVEN QUESTIONS TO ASK ABOUT ANALYTICS AT SCALE IN LARGE ORGANIZATIONS – AND SEVEN BEST PRACTICES TO GET THERE

ZAK GEIS
EXECUTIVE DIRECTOR, SOFTWARE ENGINEERING, JPMORGAN CHASE & CO

Just as hitching a cart to the front of a horse is going to get you into trouble (and get you nowhere fast), it's important to focus on data at scale before you jump to analytics at scale for that data.

In other words, if the data's not ready, you're going to be stuck from the beginning. It's important to research ahead of developing something.

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TURNING PROCESS, CULTURE, PEOPLE, AND ORGANIZATION INTO DATA-DRIVEN OPPORTUNITIES

KARTHIK PALANIVEL
VICE PRESIDENT, ENTERPRISE DATA MANAGEMENT & ANALYTICS, SITEMINDER

From the C-suite to the front lines, almost one in two people in my organization now use advanced data visualization tools to inform their decision-making. How long did this amazing achievement take? Seven years.

Does this seem like an eternity to you?

Let's look at four key facets of any organization and how moving them from barriers to opportunities can yield a data-driven enterprise in your world.

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ENGINEERING A NEW DATA TOOL – AND 5 WAYS TO DO IT BETTER

CLAY CUNDIFF
PROJECT MANAGER, SENIOR TECHNICAL LEAD, TIMMONS GROUP

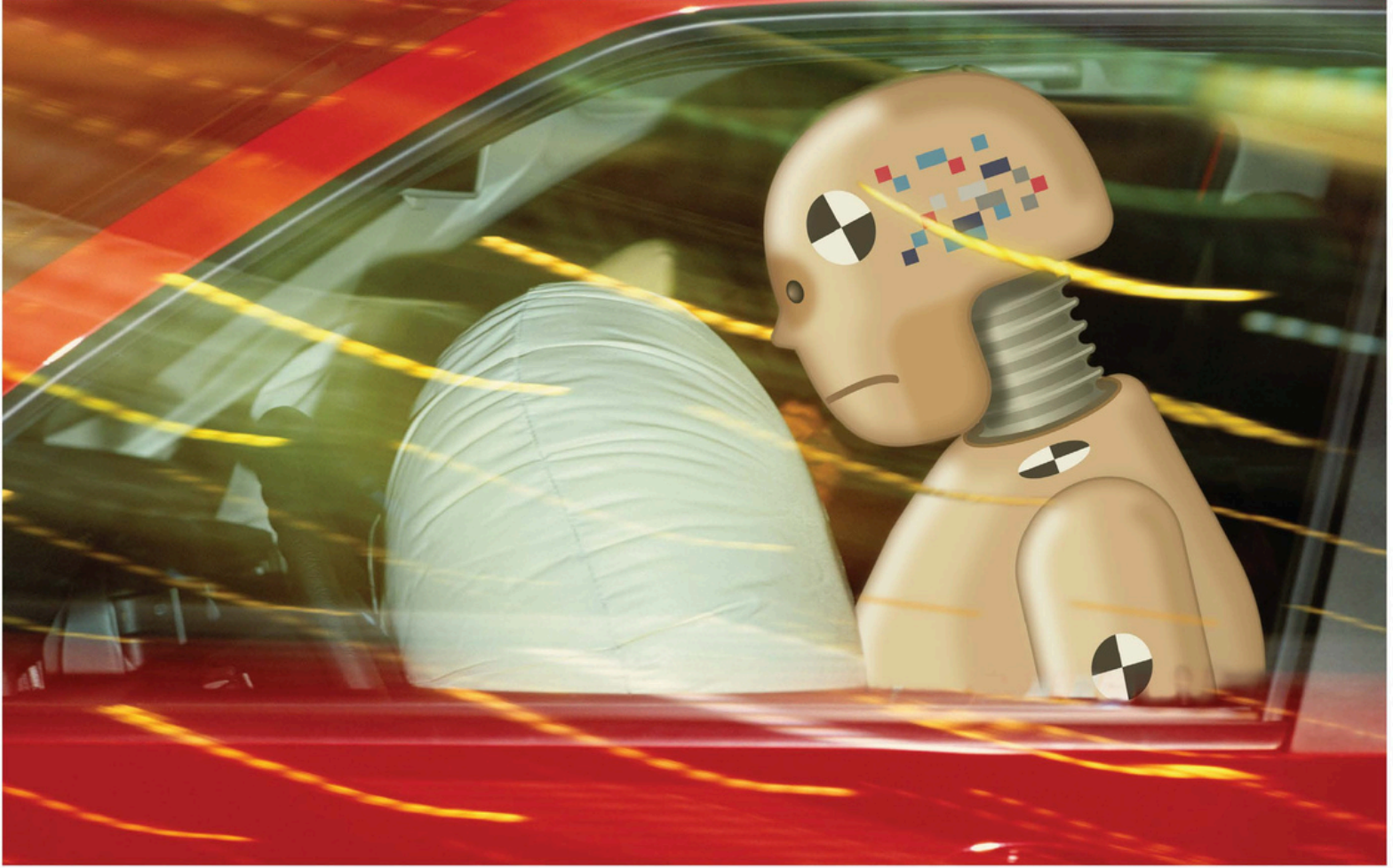
How does a civil engineer with a degree from the University of Virginia end up creating an interactive visualization for siting commercial businesses that a Geographic Information Systems (GIS) Specialist calls "the coolest thing I've ever seen?"

Like any worthwhile effort, it wasn't an overnight success story. Similar to a lot of aspiring data leaders, I stumbled into the field due to a convergence of curiosity, a specific set of needs and a deeply rooted love for problem-solving.

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Is your AI project hitting a wall?



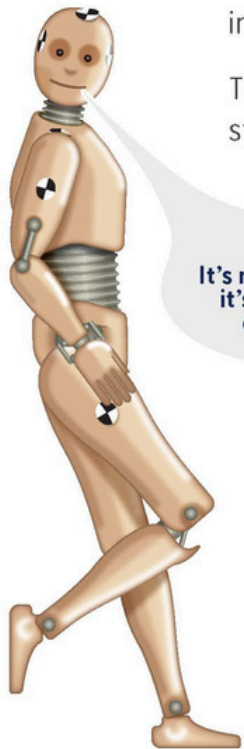
When you're running into roadblocks and not seeing the value you expected from your AI implementation, it's probably not the fault of the tool. **It's likely due to your data.**

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It's not the tool,
it's the data
dummy.



DataInFormationSM

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Ida Zlotchew
Datavail, Inc.

ANSWER TO NOVEMBER 2024 TRIVIA

Minnesota

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**TRIVIA
(WIN \$25)**

DECEMBER 2024 TRIVIA / WIN \$25

What is the smallest amount of hidden layers you need in a neural network for it to be considered deep learning?

Submit your answer to team@idma.org.

A \$25 Amazon.com gift card prize will be awarded to the randomly-drawn person among the first five who solve the question correctly. You may only guess one time. The correct answer and winner's name will be published in next journal issue – January 2025 issue.



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Learning Objectives

- **Data strategy principles:** Learn about the principles, policies, and processes of data strategy
- **Data strategy development:** Learn how to develop a data strategy that aligns with corporate drivers and business elements
- **Data strategy implementation:** Learn how to lead the creation and implementation of a data strategy
- **Data strategy measurement:** Learn how to measure the success of a data strategy for stakeholders
- **Data strategy sustainability:** Learn how to sustain a data strategy at an organizational level
- **A case study** will be included that help apply the concepts to your unique organization.
- **Augmented with fireside chat** discussions with well-known practitioners and experts in the data management and business strategy space.

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CALENDAR OF EVENTS

UPCOMING WORKSHOPS

February 18-19, 2025 - VIRTUAL
Data Strategy as Business Strategy Boot Camp
(Review Program and Register)

ANNUAL CONFERENCE

June 10-12, 2025 - PHILADELPHIA, PA
Bridging Disruption and Discipline: Data Governance in the Age of AI
(Call for Sessions Open Through February 24, 2025)

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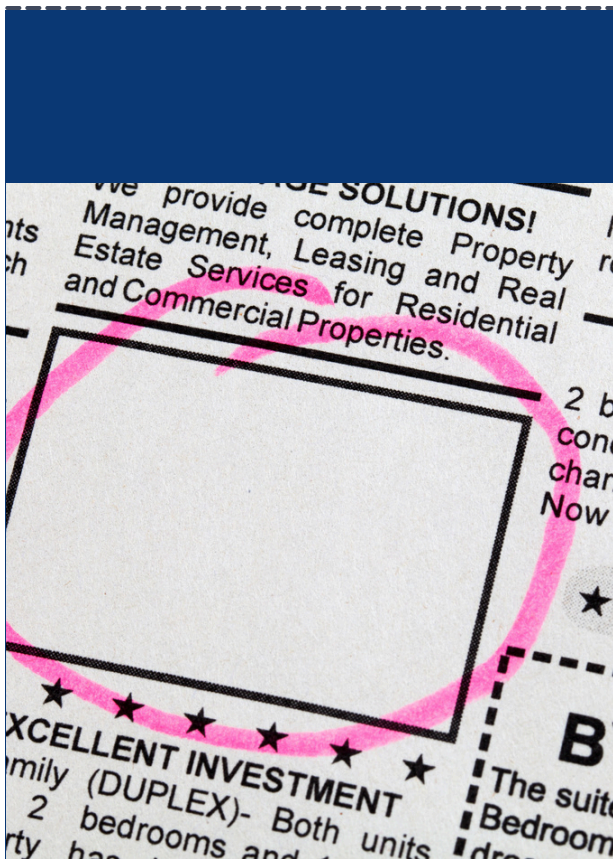
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The Insider, distributed monthly, offers valuable insights and the latest trends in data management. We welcome diverse voices with data-centric or IDMA-focused knowledge. Whether an experienced data pro or an IDMA enthusiast, share your unique perspective and establish yourself as an industry expert.

Got an engaging idea on a data-related topic? We'd love to hear! Express your interest in contributing by reaching out to us at [Contact Information]. Let's shape the future of data management and inspire our readers together.

Join us in empowering and educating the data community!

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