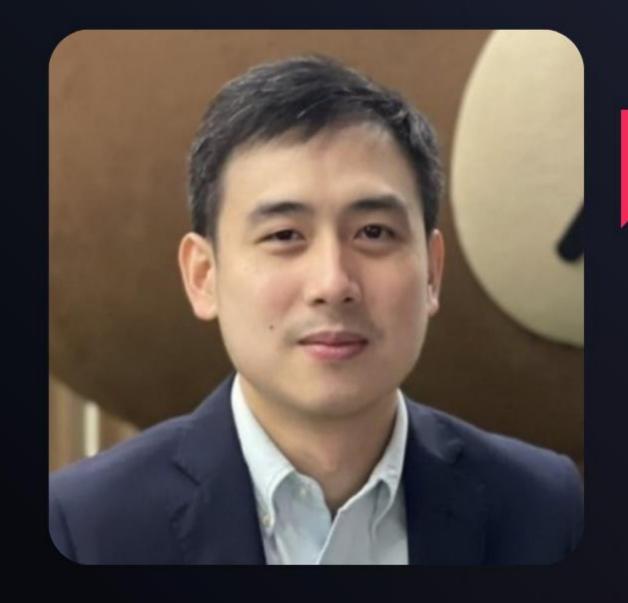
Panel Discussion

Data-Driven Leadership

Shifting from Intuition to Data: Nurturing a Data-Driven Decision Culture Across the Organisation



THEE THEERACHAI
CHANYASWAD
Head of Data Analytics
KASIKORN LINE



JUSSI
JOUSIMO
Head of AI & Data Platform
True Digital





More Info

MONG MONGKHOL NITAKHOT

Director, Digital Technology

Supalai



SONIA
SOON DEOK SONG

Global Head of Quality Management

East West Seed





How would you describe your organisation's current decision-making culture?





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QUESTION 1

Why is it important for organisations to shift from intuitionbased to data-driven decision-making in today's business environment?



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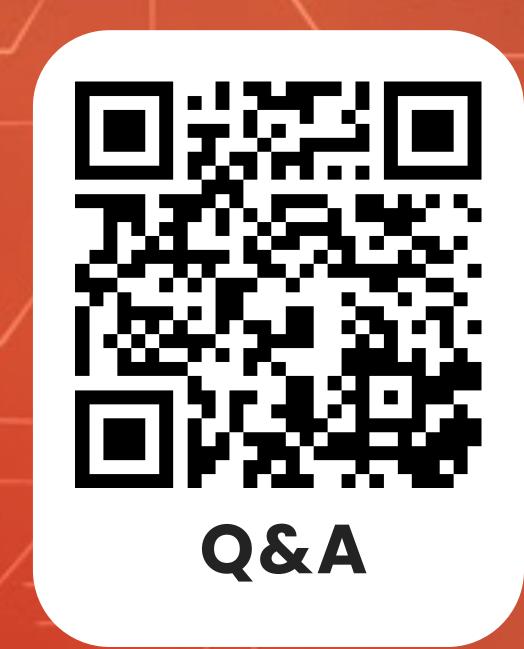


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QUESTION 2

What role does leadership play in setting the tone for a data-driven culture, and how can leaders lead by example?







What's the biggest barrier to building a data-driven culture in your organisation?





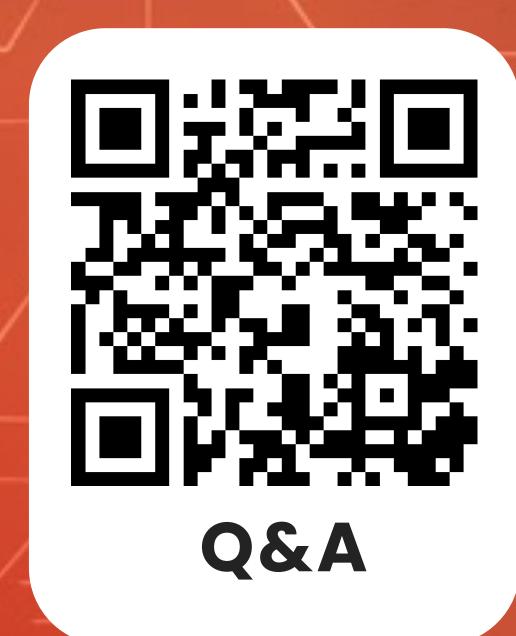


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QUESTION 3

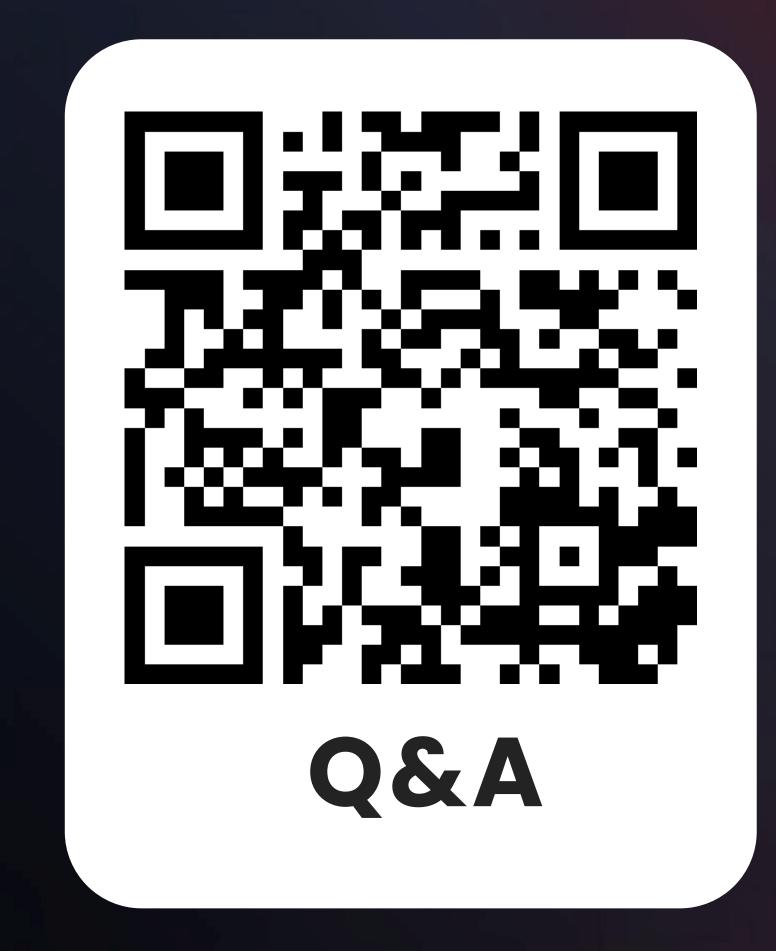
What are some common challenges organisations face when trying to embed data into everyday decision-making — and how can they overcome them?





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Submit your questions here!