



eBOOK CREATIVE BRIEF

Topic / Working Title + Ideas

Plus a subheader if desired

The idea is to write about “modern data leaders” (aka data leaders in today’s modern data-driven companies), focusing on an actionable roadmap or guide for their first 6-12* months in a company.

When these leaders start in an organization, they often have to build their data team, strategy, and infrastructure from scratch — or, worse, overhaul it from existing chaos. The decisions a data leader makes in these first months are crucial, but there isn’t any guide for how to handle them.

Done poorly, these first months will just lead to more indecision and chaos. Done right, these first months will set a great foundation for a data-driven company and a happy data team.

For this ebook, we want to focus on sharing stories and actionable takeaways/learnings from modern data leaders who have built a data team and come out the other side successfully. This guide will help data leaders who are stepping up to new roles or new companies feel more confident as they take on this challenge.

The guide should be centered around actionable takeaways and learnings, rather than a series of interviews. Here are the topics we can cover:

- **Strategy:** How do you build your data strategy? What do you prioritize, and how do you create a roadmap?
- **Team structure:** How should you structure and organize a data team? Centralized, decentralized, or both?
- **Data culture:** What culture can you build to help your data team succeed? What practices and rituals help data teams flourish?
- **Data stack/infrastructure:** How do you think about creating a data stack from scratch or improving an outdated one? (E.g. building vs. buying tools?) What components did you invest in first? What are you planning on changing, dropping, or adding in the future?
- **Mistakes:** What went well, and what would you do differently next time?

These are the 5 topics we’ve zeroed in on, but they don’t have to be the final topics. We should check in if other important topics come up during interviews, or these 5 topics are too long for the book, etc.

*We can tweak this period, as long as it’s between roughly 3 and 12 months; whatever feels right based on the interviews.

What is the **story** we’re trying to tell? What are the **key takeaways** from this piece?

We always talk about the people behind data — the “humans of data”. Data today isn’t just about data sets or infrastructure. It’s also about the humans, inside and outside of the data team, who are actually using that data every day.

Today, data teams are more diverse than ever, they use more different tools than ever, they deal with more data than ever before... The result is that it's getting harder and harder for data people to actually work together. That's why building a great data-driven company really comes down to building a great data team, culture, and processes.

This book would be about the leaders behind these great data teams and what we can learn from them.

Can you share a brief **outline / structure** you'd like us to follow? (chapters, add in call out boxes/sidebars for design, etc.)

We don't currently have an outline in mind, because the ebook should be organized around key takeaways/learnings, which would come from the interviews. But we can revisit this later, if it would be helpful.

We are scoped to **interview 3-4 sources** for this piece. Please share names/titles of those confirmed/interested + any context/info you'd like us to glean from or focus on in our time with them.

Here are the people that we're interested in interviewing.

1. James, [company]
2. Jessica, [company]
3. Taylor, [company]
4. Bob, [company]
5. Eric, [company]

I will create a separate document that provides background information on everyone, and shares key angles/topics we'd like you to focus on during each interview.

We listed 5 (rather than 4) because we haven't reached out to all these people yet, so we're not sure which will say yes.

Ideally, this will naturally be whittled down to 4 people as we reach out and ask them. Otherwise, if we end up with 5 or 6 people saying yes, could we pay extra to include those interviews in this ebook?

P.S. We have previous intros and rapport with everyone except Eric Weber. We'll handle the outreach, ask if they're up for the interviews, and do warm intros between these people and Campfire. Just let us know when it's time for that.

Any **strategic objectives/goals** we should know about?

We're looking to get this book in front of new/emerging data leaders. (A new data leader getting hired is one of the triggers that leads companies to buy a tool like ours.) We're not explicitly advertising ourselves, but the ebook will help them learn about us and lead them to think that we're knowledgeable people in the data space.

Is there anything specific you'd like us to **avoid**?

Endorsing any practice as the be-all, end-all solution. The data world is changing way too quickly, and data teams are all different. There are best practices, but there's rarely one perfect solution that works for anyone.

Are there any **links, resources**, or existing materials you'd like to include or reference?

None now, but we may suggest some later based on the content.

Is there a **call to action** you'd like to include?

Yes. We generally include a 1-page CTA (about us + logo + social links + CTA link) at the end of our content. We can give more information on this call to action in the future.

Anything else you want us to know and consider when writing this eBook?

Let's do an exploratory interview with me, both about this book and the "modern data stack". It's evolving pretty quickly, so I'll be able to brief them on the big tech, topics, and trends from the data world today.