Figure 7.1: Types of data culture

Trustful	Targeted	Timely	Transparent	Tenacious		Sustainable and Healthy Data Culture
Trustful	Targeted	Timely	Transparent	Tenacious	>	Defensive Data Culture
Trustful	Targeted	Timely	Transparent	Tenacious	>	Misaligned Data Culture
Trustful	Targeted	Timely	Transparent	Tenacious	>	Inefficient Data Culture
Trustful	Targeted	Timely	Transparent	Tenacious	>	Isolated Data Culture
Trustful	Targeted	Timely	Transparent	Tenacious		Inconsistent Data Culture