



Applied Data Governance Practitioner Certification

Training Program
Summary



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About Us

DATAVERSITY[®]

A globally recognized authority in data governance education, offering trusted training, conferences, and industry insights.

PowerED[™]
by Athabasca University

A leading digital education provider within Athabasca University known for delivering flexible, high-quality, professional learning.



Together

We deliver a certification that's respected, relevant, and ready for the evolving data governance landscape.

Micro-Credential

1

Business Imperatives for Data Governance



The Business Imperatives for Data Governance Micro-Credential is the first of three in the Applied Data Governance Practitioner (ADGP) Certification Education Program. This course equips professionals with practical governance skills — covering topics such as data privacy, ethics, business drivers, and change management. Self-paced and action-oriented, it blends case studies, tools, and frameworks to help participants drive value, ensure compliance, and align governance with business goals.

Module 1:

Business Drivers for Data Governance

Module chapters and their performance outcomes:

1. Introduction to Data Governance

- a. Define Data Governance and Explain Its Purpose Within an Organization
- b. Examine the Organizational Impact and Adoption of Data Governance
- c. Identify Key Components of Effective Data Governance
- d. Analyze Business Drivers and Priorities That Necessitate Data Governance
- e. Develop a Comprehensive Business Case for Implementing Data Governance

2. Data Strategy and Business Alignment

- a. Explain What a Data Strategy Is and Its Importance to Business Operations
- b. Evaluate the Value Data Strategy Brings to Organizations
- c. Identify Roles and Responsibilities Essential for Data Strategy Implementation
- d. Align Business Goals with Data Governance Strategies
- e. Recognize Challenges Associated with Implementing Data Strategy

3. Data Literacy, Data Acumen, and Organizational Readiness

- a. Define Data Literacy and Data Acumen in Building Competency
- b. Understand the Importance and Benefits of Strong Data Acumen and Literacy
- c. Conduct Assessments to Evaluate Data Literacy and Acumen
- d. Develop Strategies to Improve Data Literacy and Acumen Across All Organizational Levels

Module 2:

Ethics and Responsible Data

Governance

Module chapters and their performance outcomes:

1. Data Ethics and Data Governance
 - a. Define Ethics and Their Role in Guiding Behavior
 - b. Understand Data Ethics and Its Significance in Data Governance
 - c. Identify Core Ethical Considerations in Data Governance
 - d. Evaluate the Importance and Benefits of Ethical Data Governance
2. Ethical Dilemmas and Legal Considerations for Data Governance
 - a. Identify Common Data Ethics Challenges in Organizations
 - b. Explore Emerging Risks in Data Ethics
 - c. Apply Ethical Frameworks to Resolve Data Dilemmas
 - d. Understand Legal and Regulatory Considerations in Data Governance
 - e. Examine the Relationship Between Compliance and Ethics
3. Building Ethical Data Governance
 - a. Apply Key Principles of Data Ethics to Governance Strategies
 - b. Develop Best Practices for Ethical Data Governance
 - c. Develop Crisis Management Strategies for Ethical Breaches
 - d. Design Responsible Data Governance Policies that Promote Integrity and Compliance

Module 3:

Data Privacy, Security, and Compliance

Module chapters and their performance outcomes:

1. Role of Data Governance in Data Security and Privacy Compliance
 - a. Understand the Core Principles of Data Security, Privacy, and Protection
 - b. Differentiate Responsibilities Across Data Privacy, Security, and Compliance
 - c. Strengthen Data Governance's Role in Security and Privacy Compliance
 - d. Understand Evolving Regulatory Frameworks and Global Compliance Standards
2. Data Management Process for Implementing Data Security and Privacy Compliance
 - a. Define Key Data Management Processes for Regulatory Compliance
 - b. Optimize Data Inventory and Classification to Enhance Compliance
 - c. Classify Data Based on Privacy and Security Levels
 - d. Strengthen Monitoring and Audit Mechanisms for Ongoing Compliance
3. Future Trends in Privacy and Security
 - a. Identify Emerging Technologies and Their Impact on Data Governance
 - b. Adapt Data Governance Practices to Regulatory and Technological Changes

Module 4:

Stakeholder Communication, Commitment, and Engagement

Module chapters and their performance outcomes:

1. Identifying Key Stakeholders in Data Governance
 - a. Define Stakeholders in Data Governance
 - b. Categorize Stakeholders by Role and Influence
 - c. Build Stakeholder Buy-in and Support
 - d. Maintain a Stakeholder Register for Engagement Tracking
2. Defining Communication Strategies
 - a. Communicate the “Why” Behind Data Governance Initiatives
 - b. Employ Diverse Communication Methods
 - c. Build a Strategic Communication Plan by Audience
3. Building and Maintaining Commitment
 - a. Establish Foundations for Buy-in and a Data-Centric Culture
 - b. Foster Engagement and Recognition to Sustain Data Governance Adoption
 - c. Apply Best Practices for Fostering Stakeholder Buy-in
4. Measuring Success in Stakeholder Engagement
 - a. Define Key Performance Indicators (KPIs) for Stakeholder Engagement
 - b. Conduct Ongoing Performance Monitoring to Refine Engagement Strategies
 - c. Ensure Long-Term Governance Success

Module 5:

Measuring Data Governance ROI and Business Value

Module chapters and their performance outcomes:

1. Business Value of Data Governance
 - a. Define the Business Value of Data Governance
 - b. Identify Key Categories of Business Value Generated Through Data Governance
 - c. Evaluate Organizational and Industry-Specific Justifications for Data Governance
2. Quantifying Business Value
 - a. Define and Apply Performance Measures to Evaluate Data Governance Impact
 - b. Identify Other Metrics to Measure the Success of Governance Programs
 - c. Apply Metrics to Calculate Business Value from Data Governance Initiatives
3. Setting Goals and Objectives of Data Governance Program
 - a. Establish and Apply SMART Objectives (for Data Governance)
 - b. Develop Reporting Mechanisms to Communicate Governance Impact
 - c. Continuously Improve Data Governance Based on Performance Metrics

Module 6:

Change Management in Data Governance

Module chapters and their performance outcomes:

1. Foundations of Organizational Change Management in Data Governance
 - a. Explain Organizational Change Management and How it Differs from Technical Change Management
 - b. Apply Organizational Change Management (OCM) Principles to Data Governance
 - c. Foster Leadership Engagement and Accountability in Data Governance Adoption
2. Building an Organizational Change Management Strategy for Data Governance
 - a. Define and Measure Objectives for Sustained Data Governance Adoption
 - b. Implement an Effective Change Management Framework
 - c. Identify Common Resistance Points and Develop Mitigation Strategies
3. Aligning Change Management and Risk in Data Governance
 - a. Explain the Role of Data Governance in Managing Data-Related Risks
 - b. Align Change Management with Data Governance Risk Management
 - c. Distinguish Between Enterprise and Business-Unit Governance Activities
 - d. Identify the Risks of Under-Managed Change in Data Governance
4. Types of Changes Requiring Governance Oversight
 - a. Categorize the Types of Data Changes That Require Governance Oversight
 - b. Explain How Data Governance Supports Different Types of Change Management Initiatives
 - c. Understand Technical Change Management Components and Processes

2

Data Governance Foundations



The Data Governance Foundations Micro-Credential is the second of three in the Applied Data Governance Practitioner (ADGP) Certification Education Program. This course builds core knowledge of data governance frameworks, principles, and policies. The self-paced training equips professionals with practical tools and insights to operationalize governance across the data lifecycle. Designed for real-world application, it helps learners implement scalable, sustainable governance practices while preparing for the ADGP Certification Exam.

Module 1:

Data Governance Conceptual Framework

Module chapters and their performance outcomes:

1. Relationship Between Data Governance and Data Management
 - a. Understand the Importance of Data Governance in Ensuring Data Integrity and Value
 - b. Differentiate Between Data Governance and Data Management
2. Building a Data Governance Framework
 - a. Describe the Core Elements Required for a Robust Data Governance Framework
 - b. Identify the Goals and Guiding Principles of Data Governance
 - c. Understand Levels of Accountability in Data Governance
3. Approaches to Data Governance
 - a. Understand Data Governance Approaches
 - b. Choose the Appropriate Data Governance Approach Based on Specific Organizational Needs
4. Best Practices and Success Measures for Data Governance
 - a. Evaluate the Effectiveness and Impact of Data Governance Initiatives
 - b. Identify Key Performance Indicators (KPIs)

Module 2:

Data Quality and Its Role in Governance

Module chapters and their performance outcomes:

1. Data Quality
 - a. Define Data Quality and Its Role in Driving Accurate Decision-Making
 - b. Explain Why Data Quality Is Crucial for Business Success
 - c. Assess the Financial and Operational Costs of Poor Data Quality
2. Key Dimensions of Data Quality
 - a. Identify Core Dimensions of Data Quality
 - b. Recognize the Business Impact of Poor Data Across Quality Dimensions
 - c. Recognize Key Challenges Organizations Face in Maintaining Data Quality
 - d. Apply Governance Solutions to Mitigate Data Quality Challenges
3. Data Quality and Data Governance
 - a. Analyze the Role of Data Governance in Maintaining Data Quality
 - b. Understand the Responsibilities of Data Stewards in Managing Data Quality
 - c. Explore Data Quality Tools (Data Profiling Tools, Data Catalogs, and Data Lineage)
 - d. Establish Best Practices for Data Governance to Improve Data Quality

Module 3:

Metadata Management and Governance

Module chapters and their performance outcomes:

1. Metadata Management
 - a. Define Metadata and Its Significance in Managing Data as an Organizational Asset
 - b. Differentiate Technical, Business, and Operational Metadata
 - c. Understand the Roles and Responsibilities in Metadata Management
2. Foundations of Metadata Management
 - a. Explain Why Effective Metadata Management Is Critical to Data Governance and Business Strategy
 - b. Identify Essential Tools for Metadata Management
3. Implementation of Metadata Management
 - a. Develop a Sustainable Metadata Management Approach
 - b. Best Practice Approach for Metadata Management and System Integration
 - c. Identify Success Metrics to Evaluate Metadata Management Impact

Module 4:

Data Governance Toolkit

Module chapters and their performance outcomes:

1. Data Governance Processes Related to Tools
 - a. Role of Data Governance Tools
 - b. Selecting the Right Tools
2. Data Governance Tools
 - a. Explore the Functions, Benefits, and Challenges of Common Data Governance Tools
 - b. Identify Beginner-Friendly and Low-Cost Tools
 - c. Recognize Common Challenges with Tooling Adoption in Organizations
3. Selecting and Implementing Tools
 - a. Apply Key Evaluation Criteria When Selecting Data Governance Tools
 - b. Follow a Structured Approach to Tool Implementation and Configuration
 - c. Apply Best Practices for Driving Tool Adoption Within the Organization

Module 5:

Data Governance Supporting Data Initiatives

Module chapters and their performance outcomes:

1. Data Governance Enabling Data Initiatives
 - a. Explain why Data Governance is Foundational for the Success of Data Initiatives
 - b. Define the Role of Data Governance in Different Types of Data Management Initiatives
2. Data Governance Supporting Master and Reference Data Management
 - a. Master and Reference Data Management (MDM and RDM)
 - b. Apply Data Governance Best Practices for Managing Master and Reference Data
 - c. Promote Data Integration and Interoperability Through Effective Governance
3. Data Governance Supporting Business Intelligence and Data Warehousing
 - a. Examine How Data Governance Enables Accurate, Data-driven Insights
 - b. Understand the Role of Data Governance in Data Warehousing and Data Lakes
4. Data Governance in Mergers, Acquisitions, and System Implementations
 - a. Analyze the Role of Data Governance in Mergers, Acquisitions, and System Migrations
 - b. Apply Governance Strategies to Support System Implementations
5. Best Practices and Challenges in Aligning Governance with Data Initiatives
 - a. Implement Best Practices for Integrating Data Governance into Other Data Initiatives
 - b. Understand Common Challenges Faced When Aligning Governance with Data Projects
 - c. Apply Proven Strategies to Overcome Governance-related Obstacles

Module 6:

Data Governance Principles, Policies, and Standards

Module chapters and their performance outcomes:

1. Data Governance Principles, Policies, and Standards
 - a. Define Data Governance Principles, Policies, and Standards
 - b. Explain the Outcomes of Data Governance Principles, Policies, and Standards
 - c. Examine Strategic Factors Influencing Data Governance Principles, Policies, and Standards
2. Understanding Data Governance Principles, Policies, and Standards
 - a. Understand the Concept of Data Governance Principles
 - b. Understand the Concept of Data Governance Policies
 - c. Recognize Core Data Governance Policies Every Organization Should Have in Place
 - d. Understanding the Concept of Data Governance Standards
3. Using Data Governance Principles, Policies, and Standards
 - a. Explain How Principles, Policies, and Standards Relate
 - b. Understand When to Use Principles, Policies, and Standards
 - c. Understand the Differences Between Policy, Process, and Procedure
4. Best Practices for Data Governance Policies, Procedures, and Standards
 - a. Develop Writing and Content Guidelines
 - b. Follow a Structured Development Process

3

Data Governance in Practice



Data Governance in Practice is the third Micro-Credential in the Applied Data Governance Practitioner (ADGP) Certification Education Program. This course focuses on real-world application — teaching professionals how to manage, scale, and sustain governance programs. Through practical tools and frameworks, participants will explore stewardship, program management, risk, and project execution. Designed for hands-on learning, this self-paced course equips learners to operationalize governance, manage risk, and lead successful data initiatives.

Module 1:

Frameworks and Organizational Structures for Data Governance

Module chapters and their performance outcomes:

1. Data Governance Frameworks and Structures
 - a. Understand the Role of Frameworks in Achieving Data Governance Success
 - b. Identify Common Components and Key Purposes of a Data Governance Framework
2. Selecting a Data Governance Framework
 - a. Explore Common Data Governance Frameworks
 - b. Assess Key Factors to Consider When Selecting a Data Governance Framework
 - c. Conduct Comparative Analyses to Determine the Best-fit Framework for an Organization
3. Data Governance Operating Models and Their Influence on Data Management
 - a. Describe Different Data Governance Operating Models: Centralized, Decentralized, and Hybrid
 - b. Evaluate the Influence of Each Operating Model on Data Management Processes
 - c. Select the Appropriate Operating Model based on Organizational Needs and Industry Examples
4. Operationalizing Data Governance
 - a. Describe Methods to Operationalize Data Governance in an Organization
 - b. Explain the Role of a Data Governance Council and Other Committees in Providing Strategic Oversight
 - c. Identify Roles and Responsibilities within Data Governance Program Teams
 - d. Formalize Governance Programs Through the Development of Charters

Module 2:

Foundations of Data Stewardship

Module chapters and their performance outcomes:

1. Data Stewardship
 - a. Define Data Stewardship and Its Role in Data Governance
 - b. Differentiate Between Various Types of Data Stewardship Roles
2. Data Stewardship Responsibilities and Core Competencies
 - a. Identify Key Objectives and Responsibilities Aligned with Different Stewardship Roles
 - b. Identify Essential Components for Effective Data Stewardship
 - c. Understand How Data Stewardship Supports Enterprise Data Initiatives
3. Building a Scalable and Sustainable Data Stewardship Program
 - a. Develop Strategies for Launching a Scalable Data Stewardship Program
 - b. Implement Step-by-Step Processes for Establishing Data Stewardship Practices
4. Evaluating the Value, Obstacles, and Keys to Effective Data Stewardship
 - a. Identify Common Challenges Faced by Data Stewards
 - b. Assess the Impact and Benefits of the Data Stewardship Program Using Metrics
 - c. Apply Success Factors to Build Sustainable Data Stewardship Practices

Module 3:

Data Governance Program Management

Module chapters and their performance outcomes:

1. Data Governance Program Management
 - a. Define Data Governance Program Management and its Strategic Importance
 - b. Distinguish Between a Data Governance Program and a Data Governance Function
 - c. Coordinate People, Processes, and Technologies to Build Synergy in Data Governance
 - d. Align Data Governance Initiatives with Broader Organizational Objectives
2. Establishing and Managing a Data Governance Program
 - a. Follow a Step-by-Step Guide for Launching Successful Data Governance Programs
 - b. Develop a Long-term Roadmap for Sustainable Governance Success
 - c. Apply Roadmap Planning Methods and Evaluate Iterative Approaches
 - d. Choose the Appropriate Governance Strategy Based on Organizational Needs
3. Developing a Data Governance Program Plan
 - a. Create Flexible and Scalable Data Governance Plans
 - b. Distinguish Between Program Plans and Work Program Plans
 - c. Identify Key Elements of a Comprehensive Data Governance Program Plan
 - d. Implement Phased Strategies for Program Rollout
4. Challenges and Success Factors in Data Governance Program Management
 - a. Recognize Common Challenges in Data Governance Program Management
 - b. Apply Strategies to Navigate Complex Governance Landscapes
 - c. Identify Critical Success Factors for Long-term Program Sustainability

Module 4:

Data Governance Project Management

Module chapters and their performance outcomes:

1. Difference Between Program and Project Management
 - a. Differentiate Between Program Management and Project Management in the Context of Data Governance
 - b. Identify Core Characteristics of Programs and Projects
 - c. Recognize Shared Dimensions and Common Challenges in Managing Both
 - d. Apply Project Management Best Practices and Align Projects with the Data Governance Program
2. Building Project Plans within Data Governance Programs
 - a. Develop Structured Project Plans for Effective Data Governance Initiatives
 - b. Identify Key Elements and Common Formats for Data Governance Project Plans
 - c. Maximize Project Value Through Strategic Planning and Resource Allocation
3. Managing and Closing Data Governance Projects
 - a. Monitor Progress and Performance of Data Governance Projects
 - b. Close Governance Projects with Formal Evaluation and Hand-off
 - c. Transition Deliverables into Operational Ownership

Module 5:

Implementing or Revitalizing a Data Governance Program

Module chapters and their performance outcomes:

1. Designing a New Data Governance Program
 - a. Identify the Foundational Steps for Launching a New Data Governance Initiative
 - b. Develop an Implementation Plan Aligned with Organizational Goals
 - c. Build Stakeholder Buy-In and Secure Executive Sponsorship
2. Relaunching or Revitalizing an Existing Data Governance Program
 - a. Identify and Apply Strategies to Relaunch a Data Governance Program
 - b. Conduct Assessments to Identify Gaps in Current Data Governance Practices
 - c. Develop Strategies for Re-engagement and Process Improvement
 - d. Apply Best Practices for Updating Governance Frameworks and Policies
3. Ensuring Sustainable Data Governance Adoption
 - a. Foster Long-Term Governance Adoption and Integration
 - b. Communicate Effectively with Stakeholders to Drive Program Adoption
 - c. Monitor Progress and Make Iterative Adjustments Based on Feedback

Module 6:

Risk Management and Data Governance

Module chapters and their performance outcomes:

1. Understanding Risk in Data Governance
 - a. Define Risk in the Context of Data Governance
 - b. Identify Common Risks Related to Data and Data Management
 - c. Recognize the Importance of Proactive Risk Management in Governance Programs
2. Implementing Data Risk Mitigation Strategies
 - a. Develop Risk Mitigation Strategies to Safeguard Data Assets
 - b. Establish Data Protection and Compliance Protocols to Minimize Data Risk
 - c. Define Incident Response Plans to Manage Data Incidents
3. Monitoring and Reporting Data Risks
 - a. Implement Tools and Processes for Continuous Risk Monitoring
 - b. Establish Reporting Frameworks for Tracking Data Risks and Mitigation Efforts
 - c. Communicate Risk Metrics and Updates to Key Stakeholders
4. Aligning Risk Management with Data Governance Frameworks
 - a. Integrate Data Risk Management Practices with Existing Data Governance Frameworks
 - b. Balance Business Objectives with Data Risk Management Priorities
 - c. Continuously Improve Data Governance Practices Based on Risk Assessments

About the certification

Stand out in a rapidly evolving job market with the Applied Data Governance Practitioner Certification—a mark of expertise.

Certification validates your skills and experience and signals to employers that you're adaptable, efficient, and ready to drive business success from day one.

The Applied Data Governance Practitioner Certification offers:

- Holistic Learning Experience
- Governance That Fuels Business Strategy
- Mastery of Modern Governance Principles
- Rich Learning Formats
- Real-World Application

Data governance might be IT-enabled, but it's a critical business function that requires people to work together to ensure trusted data in all areas of the organization.

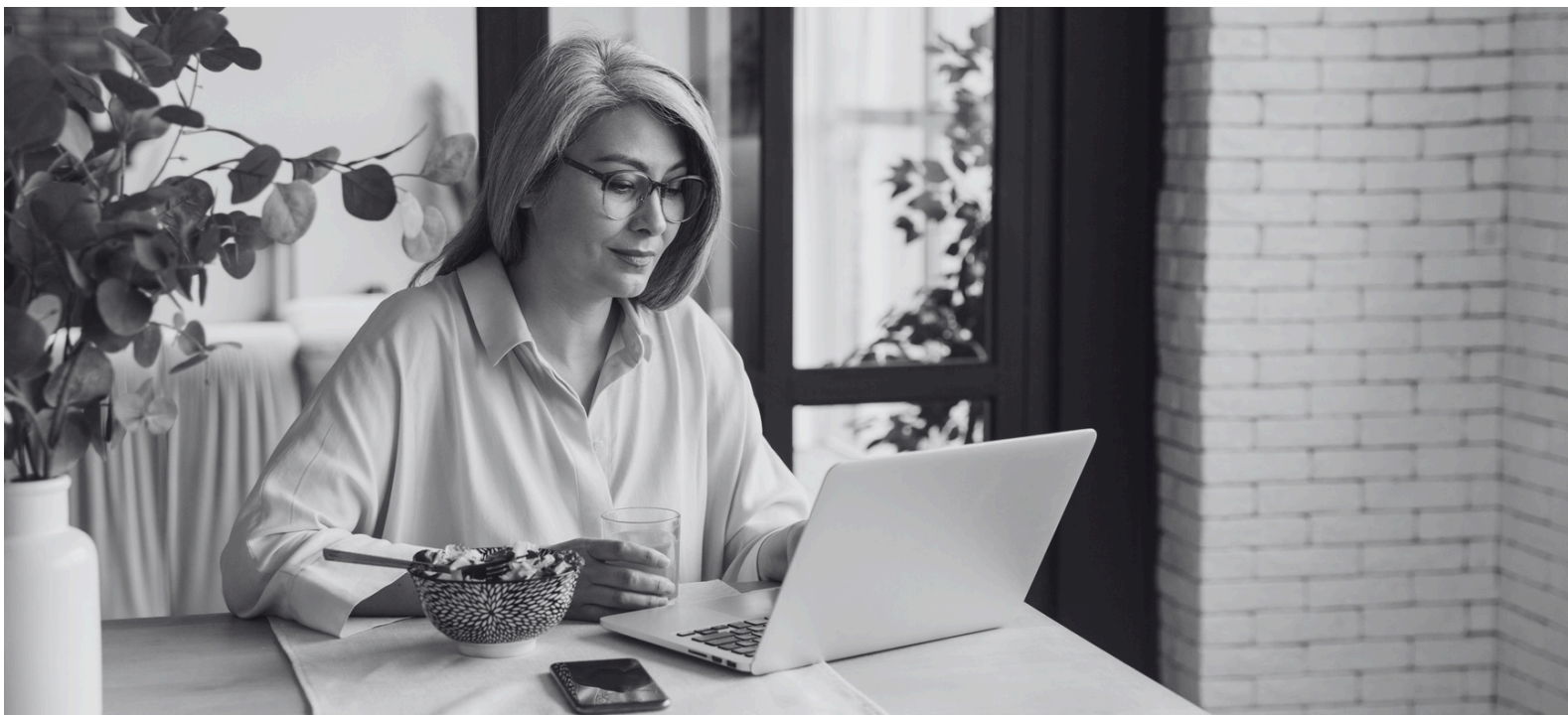
Data governance certification is for every professional who is responsible for the creation, management, analysis and/or stewardship of trusted data.



The Applied Data Governance Practitioner Certification is designed for busy professionals who need practical, flexible learning options.

About the exam

The Applied Data Governance Practitioner (ADGP) Certification Exam is a professional credential designed to validate your applied knowledge and competencies in data governance. This 100-question, online, proctored exam measures your expertise across business, foundational, and operational aspects of data governance. Whether you've completed the three ADGP micro-credentials, have formal training, or bring industry experience, this exam gives you the opportunity to validate your expertise and earn a recognized professional designation.



How the ADGP Certification Exam Works:

- 100 multiple-choice questions covering applied data governance knowledge and skills.
- Timed, 2-hour online exam delivered via secure proctoring platform.
- Covers topics from the Applied Data Governance Body of Knowledge.
- Designed to assess real-world application, not just memorization.
- Psychometrically validated for fairness and reliability.
- Immediate results upon completion with official digital credential issued after passing.

Get Certified

The program offers a modular, on-demand format so you can gain expertise at your own pace and apply governance best practices immediately.

**Get started now at
training.dataversity.net**



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