

Real-World Data Governance

Fostering a Data-Literate Culture with Data Governance

Monthly Webinar Series Hosted by DATAVERSITY

Robert S. Seiner – KIK Consulting

July 18, 2024 – 11:00 a.m. PT / 2:00 p.m. ET

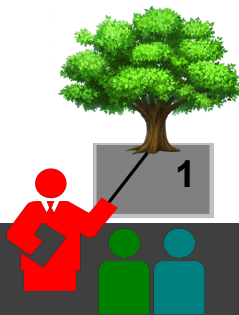
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EPISODE



Fostering a Data-Literate Culture with Data Governance

Introduction

Real-World Data Governance – Monthly Webinar Series

August 15, 2024: The Data Scientist's Role in Governance Success

Third Thursday each Month @ 2pm EST – Register at TDAN.com, KIKconsulting.com, DATAVERSITY.net

Non-Invasive Data Governance / Non-Invasive Data Governance Strikes Again Books

2014: ISBN 9781935504856 / TechnicsPub.com / Amazon.com

2023: ISBN 9781634623599 / TechnicsPub.com / Amazon.com

Non-Invasive Data Governance / Metadata Governance Online Learning Plans

Popular: Business Glossaries, Data Dictionaries and Data Catalogs

DATAVERSITY Training Center – <https://training.dataversity.net>

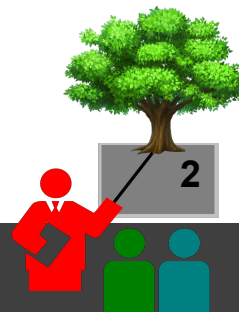
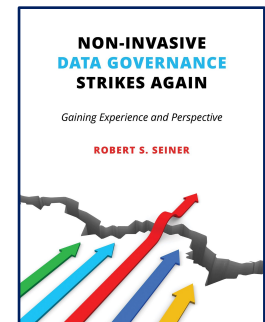
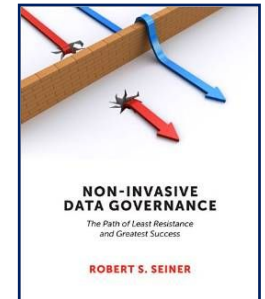
KIK Consulting & Educational Services

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The Home of Non-Invasive Data Governance™

Carnegie Mellon University (CMU)

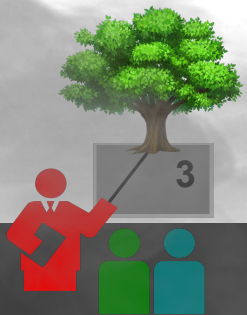
Adjunct: Heinz College Executive Education – **Chief Data and AI Officer (CDAIO)** Certificate Program



Fostering a Data-Literate Culture with Data Governance

Abstract

- In this webinar, I will share ...
 - Understanding the Link between Data Governance and Data Literacy
 - Empowering Employees Through Education and Training
 - Embedding Data-Driven Mindsets Across the Organization
 - Leveraging Data Governance Frameworks to Drive Literacy Initiatives
 - Showcasing Real-World Success in Data Literacy and Data Culture

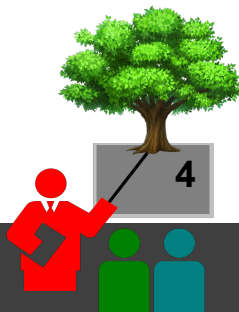
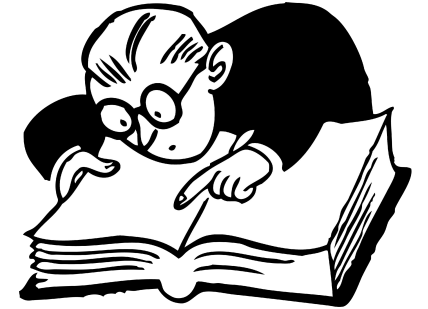


Fostering a Data-Literate Culture with Data Governance

Definitions

- **Data Governance** – The execution and enforcement of authority over data.
- **Data Stewardship** – Formal accountability for data.
- **Data Steward** – A person held formally accountable for their relationship to the data.
- **Data Literacy** –
 - Being data literate means to have the ability to read, write, and communicate data in context, including an understanding of data sources and constructs, analytical methods and techniques applied, and the ability to describe the use case, application, and resulting value.
 - Essentially, being data literate means being able to work with data effectively, making informed decisions, and communicating the insights derived from data in a way that is understandable and actionable.

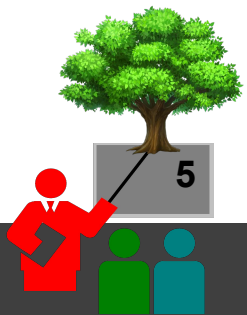
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Fostering a Data-Literate Culture with Data Governance

Understanding the Link between Data Governance and Data Literacy

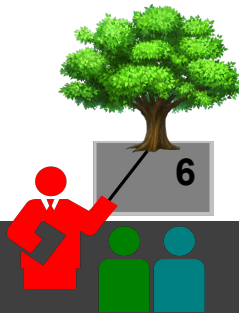
- Foundation of Trustworthy Data
- Enhanced Data Understanding
- Improved Decision-Making
- Promotion of Data Stewardship
- Alignment with Organizational Goals



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Understanding the Link between Data Governance and Data Literacy

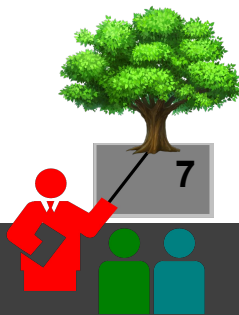
- Foundation of Trustworthy Data
 - Data governance ensures the accuracy, consistency, and reliability of data, which are critical for fostering data literacy across an organization.
 - Implement standards to maintain data accuracy and trustworthiness.
 - Ensure consistent data practices to support informed decision-making.
 - Promote reliable data to enhance overall organizational data literacy.



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Understanding the Link between Data Governance and Data Literacy

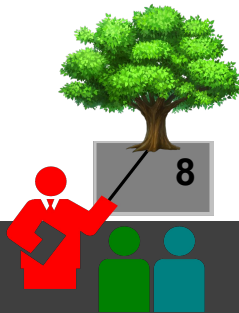
- Enhanced Data Understanding
 - Well-documented metadata and data lineage provided by data governance help individuals understand the context, source, and meaning of data, thus improving their data literacy.
 - Use metadata to clarify data context and origins.
 - Track data lineage to ensure transparency and accuracy.
 - Document data sources to enhance overall data comprehension.



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Understanding the Link between Data Governance and Data Literacy

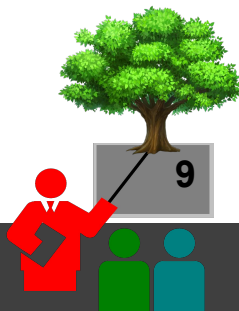
- Improved Decision-Making
 - Data literacy empowers employees to make informed decisions. Data governance provides the necessary framework to access high-quality data, facilitating better decision-making.
 - Empower employees with data literacy for informed decision-making.
 - Ensure high-quality data access through effective data governance.
 - Use governed data to support strategic business decisions.



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Understanding the Link between Data Governance and Data Literacy

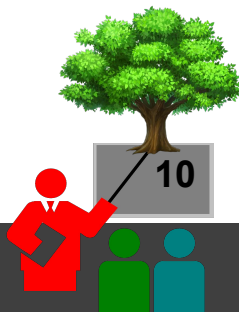
- Promotion of Data Stewardship
 - Data governance initiatives often include the role of data stewards, who act as educators and guides, promoting data literacy by helping others understand and use data effectively.
 - Recognize data stewards to guide and educate employees.
 - Data stewards promote effective data usage and understanding.
 - Encourage data literacy through active data stewardship roles.



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Understanding the Link between Data Governance and Data Literacy

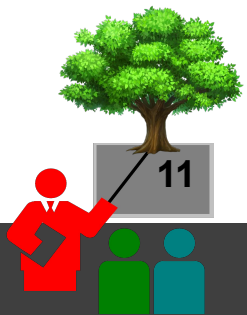
- Alignment with Organizational Goals
 - Data governance aligns data management practices with organizational objectives, making it easier for employees to see the value of data literacy in achieving business goals.
 - Align data practices with strategic organizational objectives and goals.
 - Show how data literacy drives business success and growth.
 - Connect data governance to achieving key business milestones.



Fostering a Data-Literate Culture with Data Governance

Empowering Employees Through Education and Training

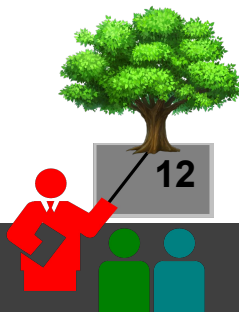
- Tailored Training Programs
- Interactive Workshops and Seminars
- Access to Learning Resources
- Mentorship and Support Networks
- Recognition and Incentives



Fostering a Data-Literate Culture with Data Governance

Empowering Employees Through Education and Training

- Tailored Training Programs
 - Develop and implement training programs tailored to different roles within the organization, ensuring that each employee receives the knowledge and skills relevant to their responsibilities.
 - Design role-specific training to address unique data literacy needs.
 - Ensure training programs are relevant to employees' responsibilities.
 - Develop customized education paths for diverse organizational roles.



Fostering a Data-Literate Culture with Data Governance

Empowering Employees Through Education and Training

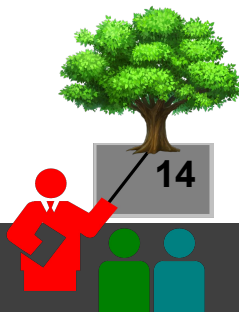
- Interactive Workshops and Seminars
 - Conduct interactive workshops and seminars that provide hands-on experience with data tools and technologies, fostering practical understanding and confidence in data handling.
 - Host hands-on workshops to boost data handling skills.
 - Use seminars to demonstrate practical data tools and techniques.
 - Interactive sessions build confidence in real-world data applications.



Fostering a Data-Literate Culture with Data Governance

Empowering Employees Through Education and Training

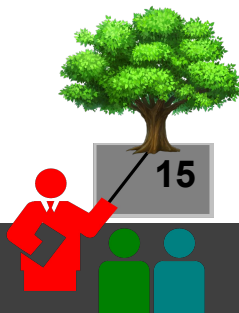
- Access to Learning Resources
 - Provide employees with access to a variety of learning resources, such as online courses, tutorials, and reference materials, to support continuous learning and development.
 - Offer diverse learning resources for continuous employee development.
 - Provide online courses and tutorials for flexible learning.
 - Ensure access to reference materials to enhance data skills.



Fostering a Data-Literate Culture with Data Governance

Empowering Employees Through Education and Training

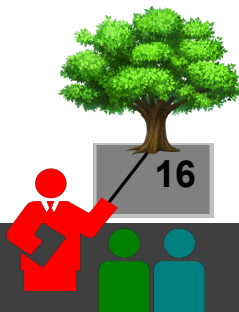
- Mentorship and Support Networks
 - Establish mentorship programs and support networks where experienced data professionals can guide and assist less experienced employees, promoting a culture of knowledge sharing.
 - Create mentorship programs to foster data knowledge sharing.
 - Pair experienced professionals with newcomers for personalized guidance.
 - Develop support networks to enhance collaborative learning.



Fostering a Data-Literate Culture with Data Governance

Empowering Employees Through Education and Training

- Recognition and Incentives
 - Recognize and reward employees who demonstrate exceptional data literacy and application of data governance principles, motivating others to pursue similar educational opportunities.
 - Implement rewards for employees excelling in data literacy.
 - Recognize achievements in applying data governance principles effectively.
 - Use incentives to motivate ongoing data education and improvement.



Fostering a Data-Literate Culture with Data Governance

Embedding Data-Driven Mindsets Across the Organization

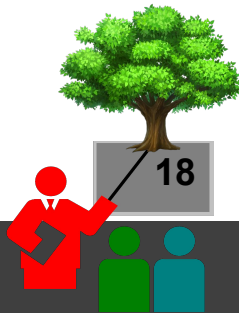
- Leadership Commitment
- Integration into Daily Operations
- Cross-Departmental Collaboration
- Data-Driven Goal Setting
- Culture of Continuous Improvement



Fostering a Data-Literate Culture with Data Governance

Embedding Data-Driven Mindsets Across the Organization

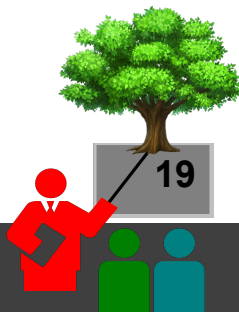
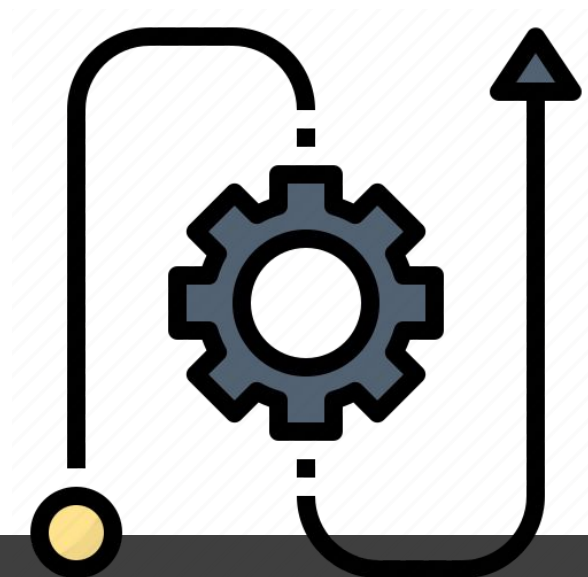
- Leadership Commitment
 - Ensure that organizational leaders actively promote and model data-driven decision-making, demonstrating its importance and impact on achieving business goals.
 - Leaders should actively champion data-driven decision-making practices.
 - Model data use to illustrate its impact on business goals.
 - Promote data-driven culture starting from the top leadership.



Fostering a Data-Literate Culture with Data Governance

Embedding Data-Driven Mindsets Across the Organization

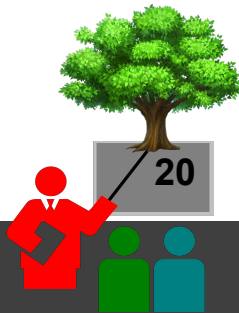
- Integration into Daily Operations
 - Embed data governance practices into daily operations by incorporating data-related tasks and metrics into standard workflows and performance evaluations.
 - Incorporate data governance tasks into daily operational workflows.
 - Use data-related metrics in performance evaluations and reviews.
 - Embed data governance practices in standard operating procedures.



Fostering a Data-Literate Culture with Data Governance

Embedding Data-Driven Mindsets Across the Organization

- Cross-Departmental Collaboration
 - Encourage collaboration between departments to share data insights and best practices, fostering a holistic understanding of how data can drive organizational success.
 - Facilitate cross-departmental data sharing to enhance organizational insights.
 - Promote best practices exchange to improve data utilization.
 - Foster a holistic approach to data-driven decision-making.



Fostering a Data-Literate Culture with Data Governance

Embedding Data-Driven Mindsets Across the Organization

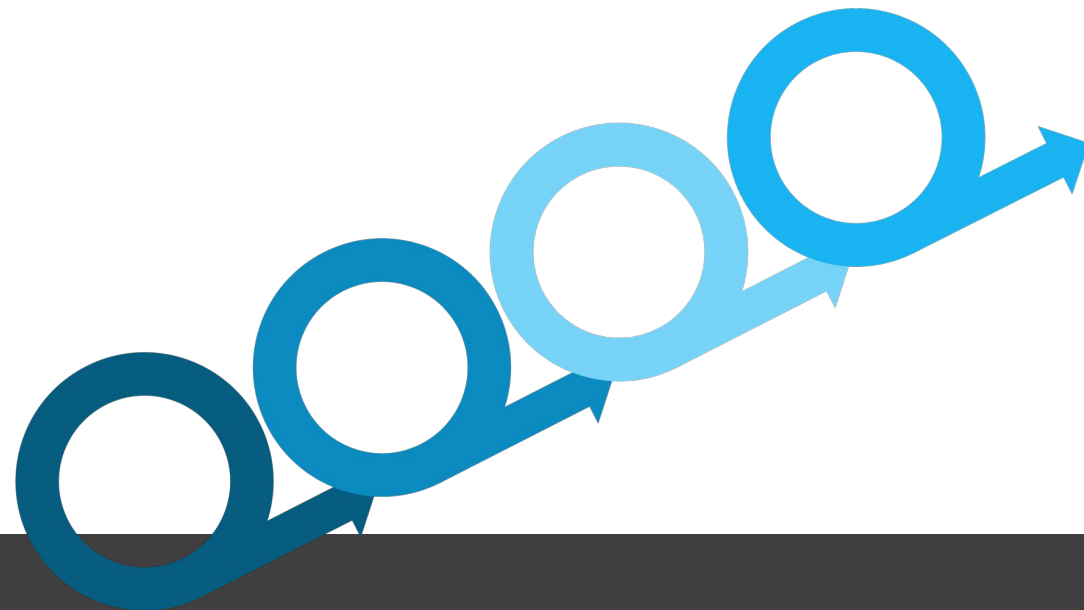
- Data-Driven Goal Setting
 - Set clear, measurable goals that rely on data analysis and insights, helping employees understand the direct link between their data literacy and the organization's strategic objectives.
 - Set measurable goals based on thorough data analysis and insights.
 - Align data-driven goals with the organization's strategic objectives.
 - Showcase the impact of data literacy on achieving business targets.



Fostering a Data-Literate Culture with Data Governance

Embedding Data-Driven Mindsets Across the Organization

- Culture of Continuous Improvement
 - Promote a culture of continuous improvement where data is used to identify areas for enhancement, track progress, and make informed adjustments, reinforcing the value of a data-driven approach.
 - Use data to identify and prioritize areas for improvement.
 - Track progress and make adjustments based on data insights.
 - Reinforce continuous improvement through a data-driven approach.



Fostering a Data-Literate Culture with Data Governance

Leveraging Data Governance Frameworks to Drive Literacy Initiatives

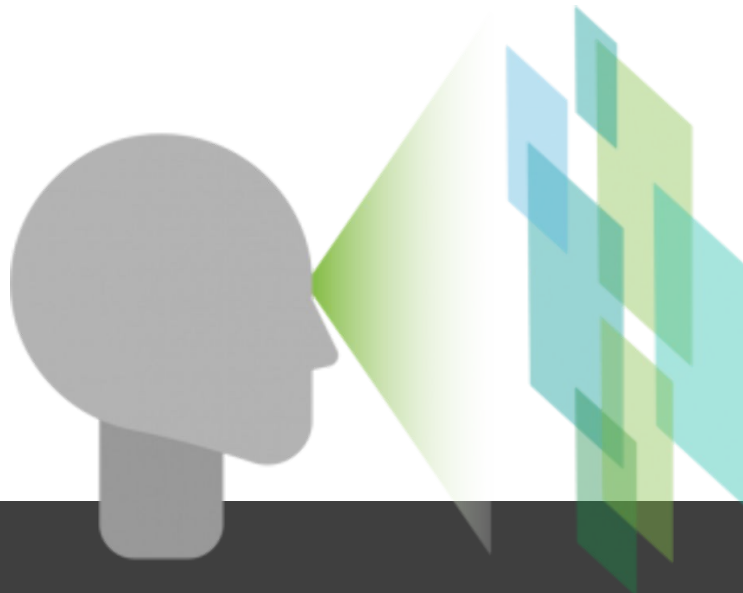
- Standardized Data Definitions
- Comprehensive Data Catalogs
- Clear Data Ownership and Stewardship
- Data Quality Management
- Governance Policies and Procedures



Fostering a Data-Literate Culture with Data Governance

Leveraging Data Governance Frameworks to Drive Literacy Initiatives

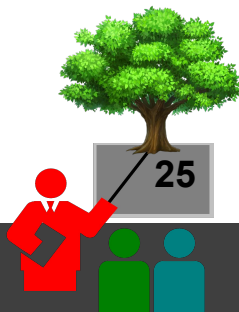
- Standardized Data Definitions
 - Utilize data governance frameworks to establish and maintain standardized data definitions and terminologies, ensuring consistency and clarity in data communication across the organization.
 - Create uniform data definitions to streamline organizational data practices.
 - Implement clear terminologies to enhance cross-departmental data communication.
 - Ensure consistent data usage through standardized definitions and frameworks.



Fostering a Data-Literate Culture with Data Governance

Leveraging Data Governance Frameworks to Drive Literacy Initiatives

- Comprehensive Data Catalogs
 - Implement data catalogs as part of the data governance framework to provide employees with easy access to well-documented data assets, enhancing their ability to find and understand the data they need.
 - Develop data catalogs for easy access to documented data assets.
 - Enhance data discovery and understanding through comprehensive data catalogs.
 - Facilitate efficient data search with well-organized, accessible data catalogs.



Fostering a Data-Literate Culture with Data Governance

Leveraging Data Governance Frameworks to Drive Literacy Initiatives

- Clear Data Ownership and Stewardship
 - Define clear roles and responsibilities for data ownership and stewardship within the governance framework, promoting accountability and facilitating knowledge sharing among employees.
 - Recognized clear data ownership roles to enhance accountability and responsibility.
 - Promote knowledge sharing by defining data stewardship responsibilities.
 - Facilitate data governance through well-defined ownership and stewardship roles.



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Leveraging Data Governance Frameworks to Drive Literacy Initiatives

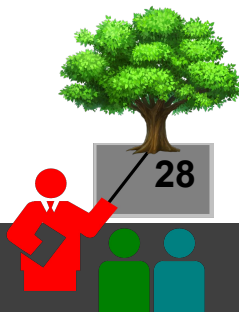
- Data Quality Management
 - Leverage data governance frameworks to enforce data quality management practices, ensuring that employees work with accurate and reliable data, which is crucial for building trust and proficiency in data use.
 - Implement strict data quality standards to ensure accuracy and reliability.
 - Regularly monitor and clean data to maintain high-quality standards.
 - Educate employees on data quality importance for trustworthy data use.



Fostering a Data-Literate Culture with Data Governance

Leveraging Data Governance Frameworks to Drive Literacy Initiatives

- Governance Policies and Procedures
 - Develop and enforce governance policies and procedures that support data literacy initiatives, such as guidelines for data access, usage, and security, providing a structured approach to managing and utilizing data effectively.
 - Create clear guidelines for data access, ensuring proper usage.
 - Enforce data security policies to protect and manage data effectively.
 - Implement structured procedures to support and enhance data literacy.



Fostering a Data-Literate Culture with Data Governance

Showcasing Real-World Success in Data Literacy and Data Culture

- Case Study: Financial Services
- Healthcare Transformation
- Retail Industry Example
- Public Sector Innovation
- Tech Company Advancement



Fostering a Data-Literate Culture with Data Governance

Showcasing Real-World Success in Data Literacy and Data Culture

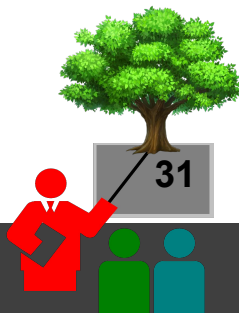
- Case Study: Financial Services
 - Improved risk management and customer insights through robust data governance and literacy programs, leading to increased profitability and customer satisfaction.
 - Improved risk management through effective data governance strategies.
 - Enhanced customer insights by promoting robust data literacy programs.
 - Achieved higher profitability and satisfaction via data-driven decisions.



Fostering a Data-Literate Culture with Data Governance

Showcasing Real-World Success in Data Literacy and Data Culture

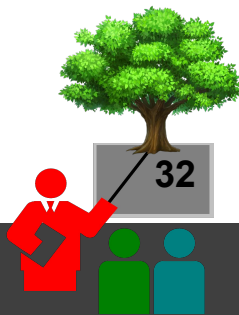
- Healthcare Transformation
 - Enhanced patient care, streamline operations, and comply with regulatory requirements, resulting in better health outcomes and operational efficiency.
 - Enhanced patient care through targeted data literacy initiatives.
 - Streamlined operations and improved efficiency with data-driven strategies.
 - Achieved regulatory compliance and better health outcomes using data.



Fostering a Data-Literate Culture with Data Governance

Showcasing Real-World Success in Data Literacy and Data Culture

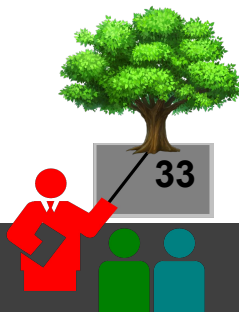
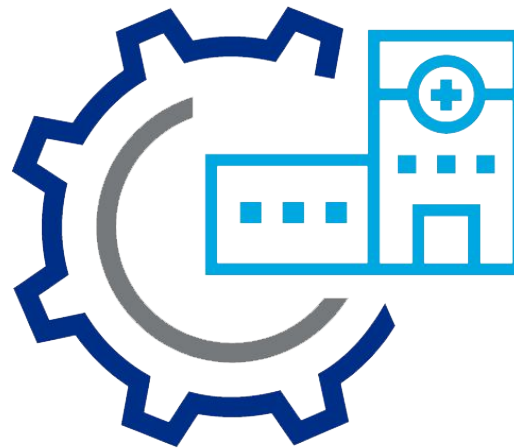
- Retail Industry Example
 - Leveraged data literacy and governance to optimize inventory management, personalize marketing efforts, and improve sales forecasting, driving higher sales and customer loyalty.
 - Optimized inventory management through enhanced data literacy and governance.
 - Personalized marketing efforts led to increased customer engagement and loyalty.
 - Improved sales forecasting resulted in higher sales and profitability.



Fostering a Data-Literate Culture with Data Governance

Showcasing Real-World Success in Data Literacy and Data Culture

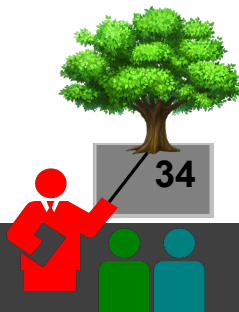
- Public Sector Innovation
 - Improved public services, increase transparency, and enhance policy-making, demonstrating the impact of data-driven decisions on public welfare.
 - Improved public services through data literacy and data-driven decisions.
 - Increased transparency and trust with well-governed data practices.
 - Enhanced policy-making, positively impacting public welfare and efficiency.



Fostering a Data-Literate Culture with Data Governance

Showcasing Real-World Success in Data Literacy and Data Culture

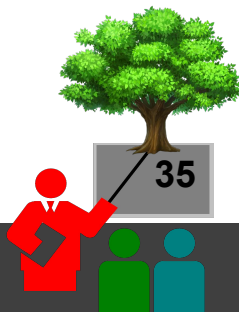
- Tech Company Advancement
 - Fostered a data-literate culture that empowered employees to innovate and make data-driven decisions, leading to the development of successful new products and services.
 - Empowered employees to innovate through enhanced data literacy initiatives.
 - Fostered data-driven decisions, leading to successful new product development.
 - Built a culture of data literacy, driving business growth and innovation.



Fostering a Data-Literate Culture with Data Governance

Summary

- In the webinar, I shared ...
 - Understanding the Link between Data Governance and Data Literacy
 - Empowering Employees Through Education and Training
 - Embedding Data-Driven Mindsets Across the Organization
 - Leveraging Data Governance Frameworks to Drive Literacy Initiatives
 - Showcasing Real-World Success in Data Literacy and Data Culture



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Q & A - Contact Information

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Thank you

