Real-World Data Governance

Gaining Leadership Support for Data Governance

Monthly Webinar Series Hosted by DATAVERSITY

Robert S. Seiner – KIK Consulting / TDAN.com
June 15, 2023 – 11:00 a.m. PT / 2:00 p.m. ET

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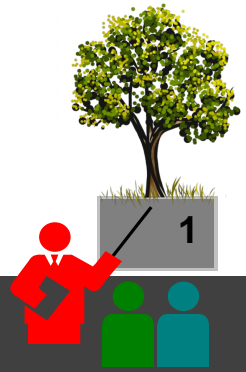

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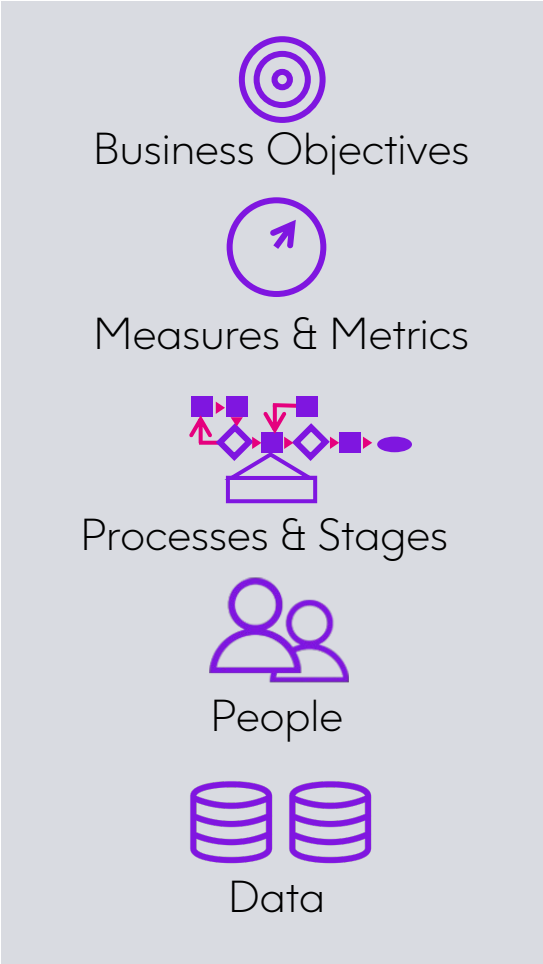
precisely

Pragmatic Data Governance: Finding Business Value

Matt Vandevere, Vice President
Strategic Services

The Point of Governance is NOT Governance

The most common mistake we make is how we position and talk about governance.

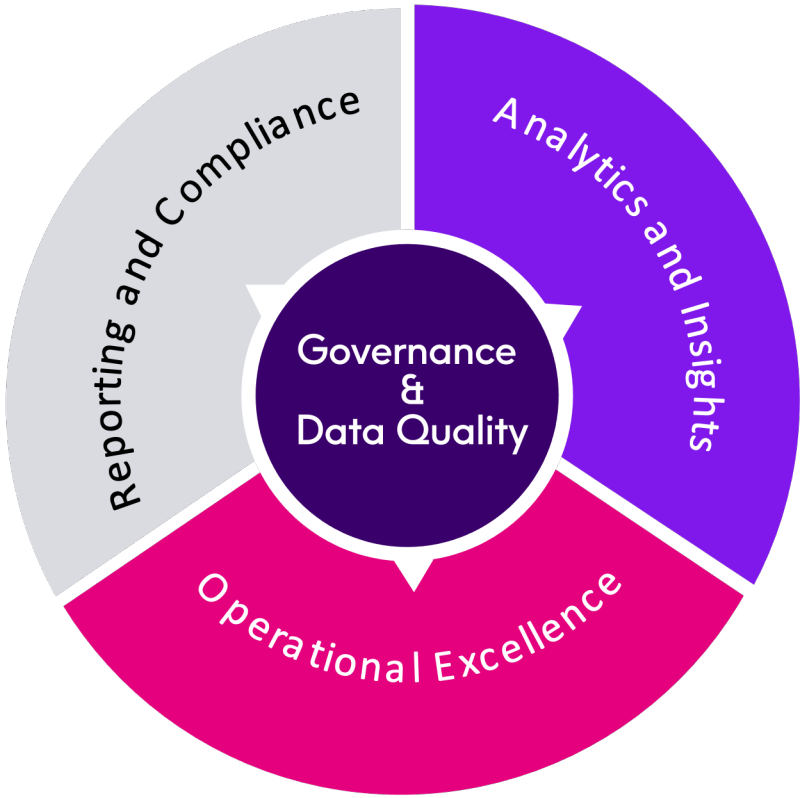


The point is:

Deliver Business Outcomes

and

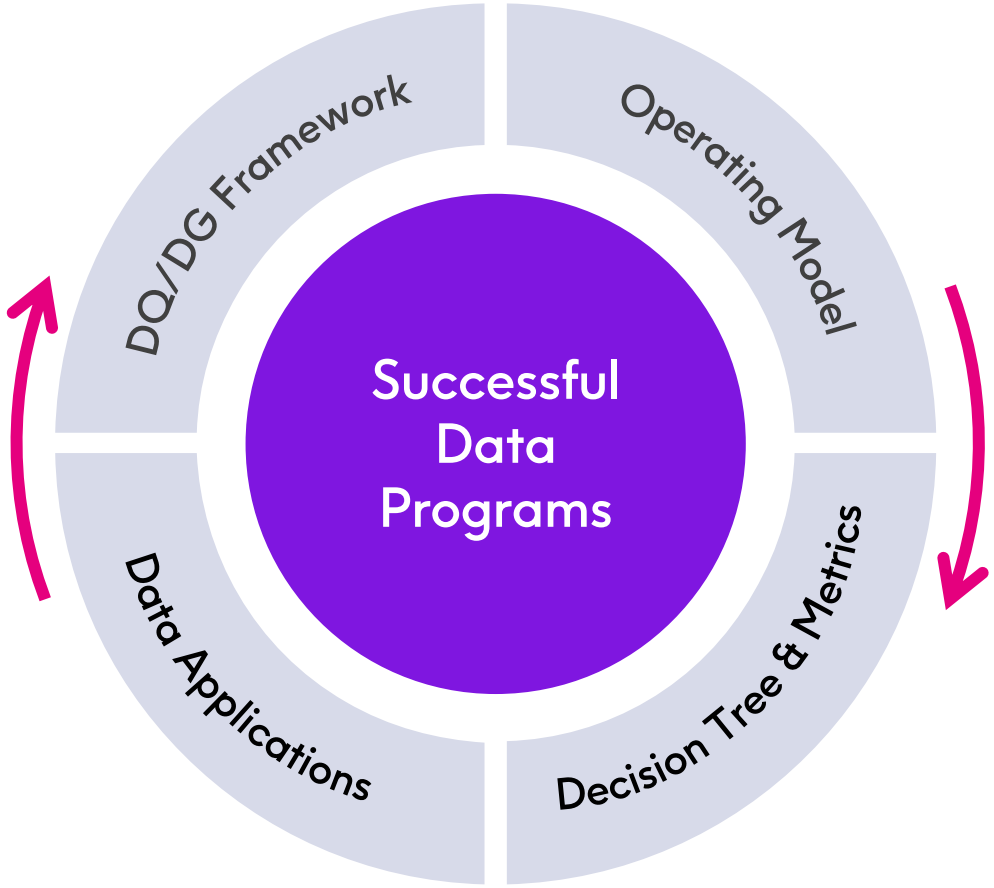
Connect Business Goals, Objectives & Value with Data Governance Efforts



Successful Data Programs Core Components

Data Quality & Integrity Framework that ensures the availability, usability, integrity, and sustainability of our most critical data in support of analytics, business operations and compliance

Data Architecture and Applications that are directly aligned to business objectives, integrate seamlessly, scale and promote data collaboration, efficiency and literacy

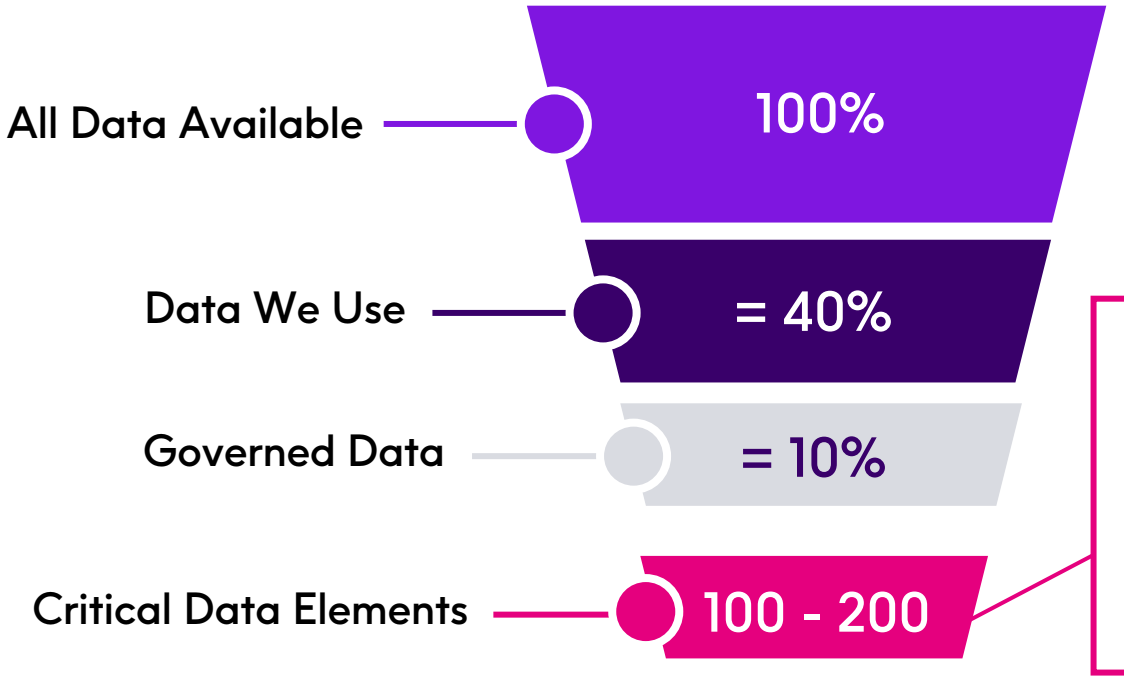


Business accountability for data with 'fit for purpose' operating models/processes and a complementary org construct to provide a structured & repeatable process for sustained data integrity and value creation

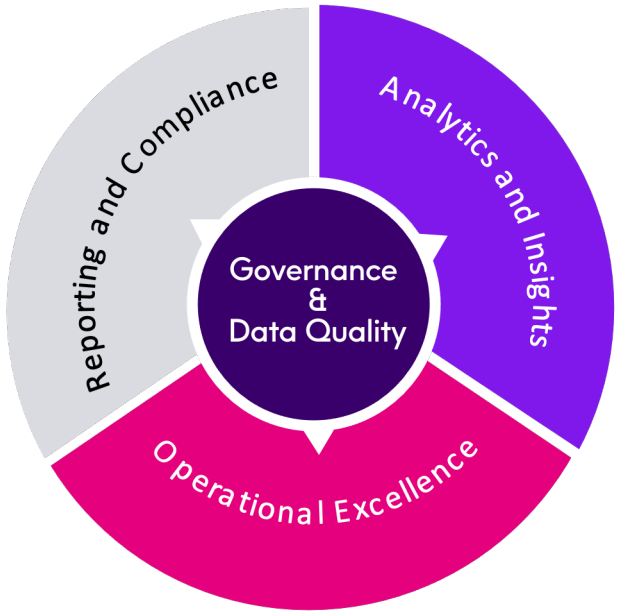
Decision Tree to identify critical data and ensure governance actions are always based on value drivers and follow a repeatable and scalable model with **metrics** aligned to business objectives

Not All Data Requires Governing – Focus on What Matters

Precisely's Methodology of Quickly Achieving Value via Critical Data Elements



Identifying Critical Data Elements



Precisely's Data Governance Methodology

Leveraging a Repeatable Governance Framework to ensure ongoing information integrity

What do we Govern?

Does this data represent strategic value?

Are there Compliance, Analytical, Financial or Operational Impacts?

How should we Govern?

How will this data impact the business and what is the governance approach? (i.e., Active, Passive, Procedure) should be used?

Where should we Govern?

Where in our business processes and systems should we apply the rules and validation checks to ensure accurate, high-quality data?

Who should Govern?

Who within the organization has decision rights for what 'good' data looks like and who should govern it?

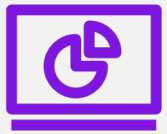
The Result

Critical Data is being Governed proactively via a structured, enterprise level, cross-functional capability driving information trust.

Vs.

A data state of an unstructured and reactive approach to managing data within organizational silos.

Demonstrating Business Value

	**Strategic**	Transform the Business Critical information driving business goals, objectives, KPIs, and metrics	e.g., KPIs / metrics, strategic programs, data privacy & protection
	Operational	Grow the Business Critical data that drives business processes and operations	e.g., product development, planning, sourcing, manufacturing
	Tactical	Run the Business Critical data assets that have operational, compliance and analytical business impacts	e.g., data migrations, system implementations, data science & engineering

precisely

The leader in data integrity

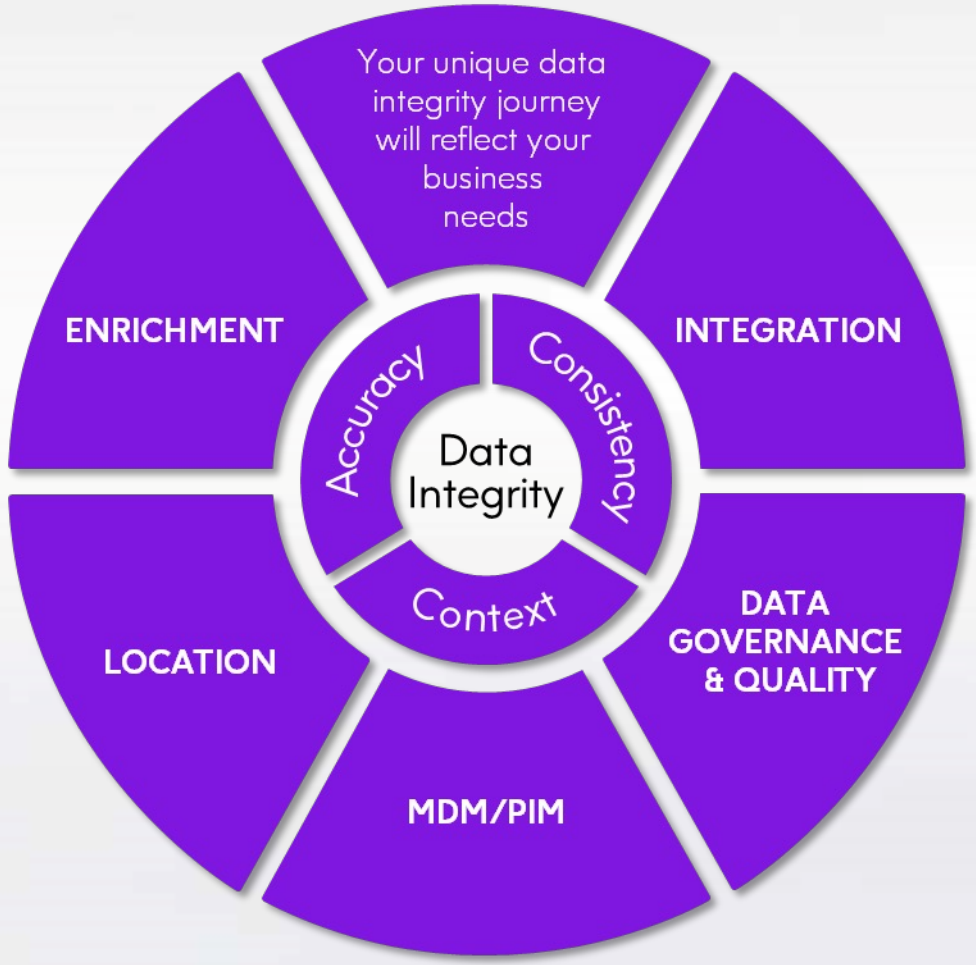
Our software, data enrichment products and strategic services deliver accuracy, consistency, and context in your data, powering confident decisions.

12,000
customers

99
of the Fortune 100

100
countries

2,500
employees



What we deliver...

Data Strategy

Leverage our team of career data leaders and professionals to define, implement and optimize your data program using proven and leading practices and data solutions

Data Operations

Implement proven approaches to ensure critical data is prioritized and of high quality to deliver business results and enable strategic priorities

Organization Enablement

Instill a data-driven culture and accountability mindset for trusted decision-making and ensure business adoption of data-centric mentality using proven data operating models

Value Realization

Clearly align data initiatives to business value drivers with meaningful performance measures that quantify their value and drive followership and adoption within the organization.

- Recognized Data Thought Leadership
- 100% Referenceable Client Success
- Strategy Through Execution
- Customer Enablement
- Business Value Delivery Model
- Proven Industry Knowledge

"Top choice for clients looking for a well-rounded data solutions with solid data quality capabilities and data strategy consulting services"

The Forrester Wave™

Precisely Strategic Services

- Trusted voice and strategic advisors
- Value-based approach with a lean delivery model
- Industry-leading practice points of view
- Operationalizing people, processes and performance measures
- Teach to Fish delivery models

Brands you trust, trust us

Data leaders partner with us

precisely

Learn More

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Gaining Leadership Support for Data Governance

Introduction

Real-World Data Governance – Monthly Webinar Series

July 20, 2023: How to Govern Glossaries, Dictionaries, and Data Catalogs

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

Upcoming Events

Enterprise Data World – Dataversity Conference – Anaheim, CA – September 18th – 21st

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

2014: ISBN 9781935504856 / Technics Publications / Amazon.com

May 2023: ISBN 9781634623599 / Technics Publications / Amazon.com

Non-Invasive Data Governance / Metadata Governance Online Learning Plans

Latest: Business Glossaries, Data Dictionaries and Data Catalogs

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

KIK Consulting & Educational Services

KIKConsulting.com ("Knowledge is King")

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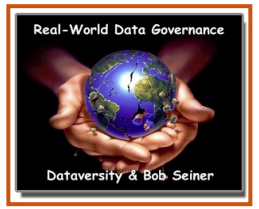
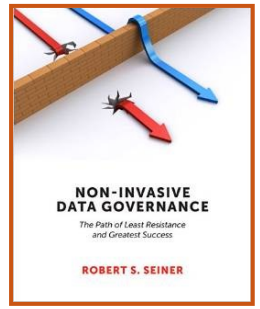
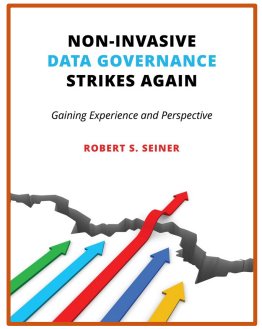
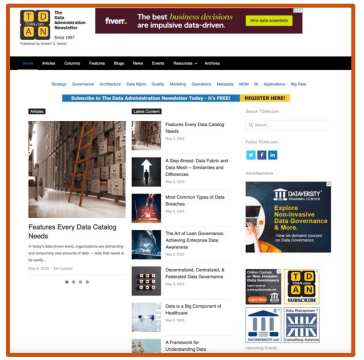
Carnegie Mellon University (CMU)

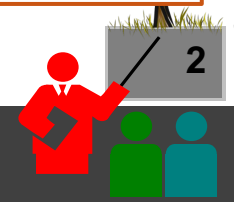
Adjunct Faculty: Heinz College Chief Data Officer (CDO) – Executive Education











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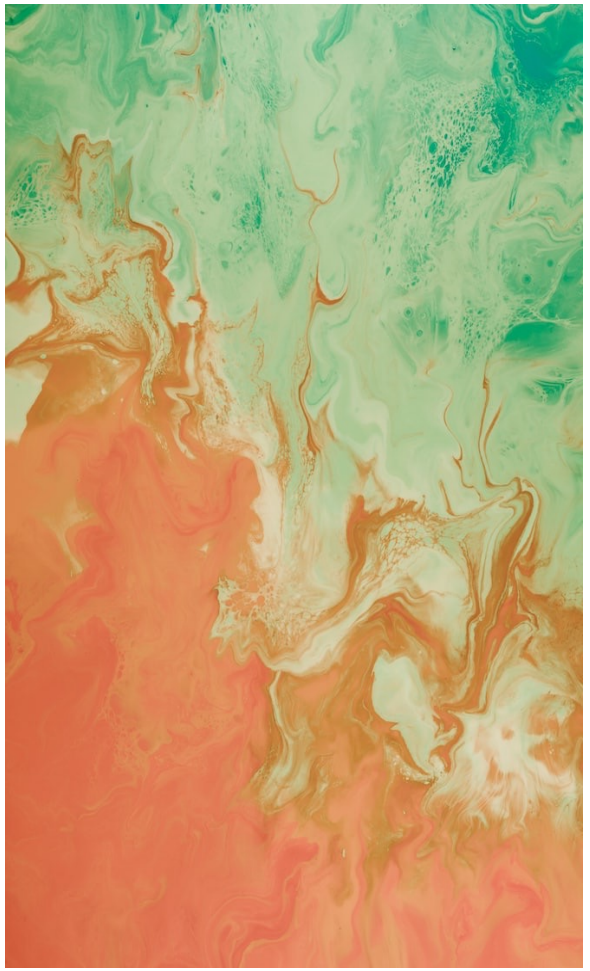
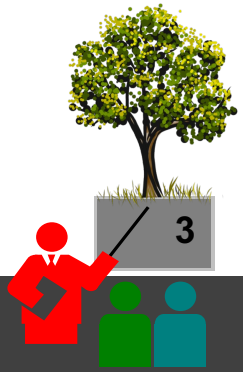
Gaining Leadership Support for Data Governance

Abstract

- In this webinar, I will talk about …
  - The Best of Best Practices
  - Defining What Leadership Needs from Data Governance
  - Techniques to Record Business Data Challenges
  - Using the Challenges to Gain Leadership Support
  - Policy and Strategy to Gain Leadership Support





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Gaining Leadership Support for 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.
- Metadata – Data that improves both the business and technical understanding of the data.
- Metadata Governance – The execution and enforcement of authority over metadata.
- Metadata Steward – A person held formally accountable for their relationship to the metadata.

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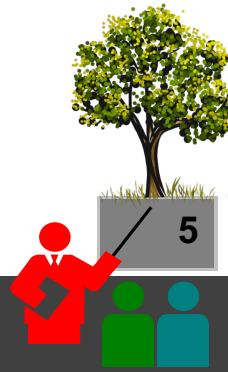
Gaining Leadership Support for Data Governance

The Best of Best Practices

- The Best Practice Assessment
- Industry Best Practices
- How to Select Best Practice for Your Organization
- The Importance of Best Practice Numero Uno
- Recommendations Associated With Leadership Support



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Gaining Leadership Support for Data Governance
The Best of Best Practices

- The Best Practice Assessment
  - Always Best to “Ready, Aim, Fire” Rather Than the Alternative
  - Select From Industry Best Practice
  - Criteria to Determine Best Practice
  - What Can Be Leveraged
  - Where There is Opportunity to Improve

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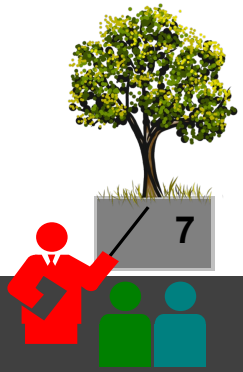
Gaining Leadership Support for Data Governance
The Best of Best Practices

- Industry Best Practices
  - Senior Leadership Support, Sponsor, and Understand
  - Resources are Allocated to Administer the Program – On an On-Going Basis
  - Policy, Guidelines, Frameworks, Standards are Approved and Enforced
  - Goals, Scope, Expectation, Roles, Measures are Defined and Communicated
  - Data is Governed Consistently Across the Organization



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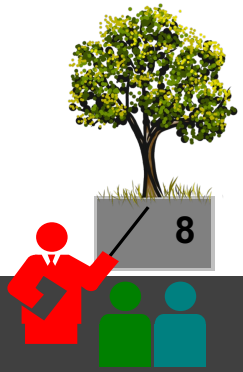
Gaining Leadership Support for Data Governance
The Best of Best Practices

- How to Select Best Practice for Your Organization
  - Research and Discovery Industry Best Practice
  - Consider Best Practice That Has Worked for Others
  - Customize Best Practice for Your Organization
  - Stay in the Present – Tense That Is
  - Provide Context for Unfamiliar Words



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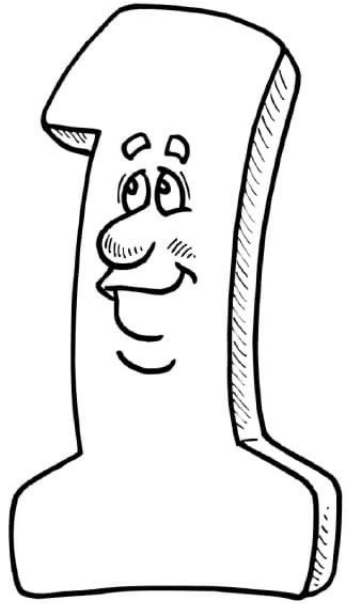
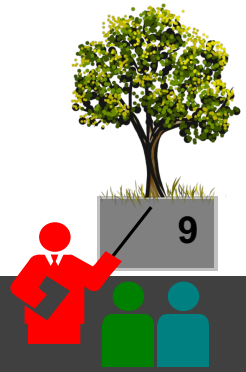
Gaining Leadership Support for Data Governance
The Best of Best Practices

- The Importance of Best Practice Numero Uno
  - Number 1 – 100% of the Time
  - Senior Leadership Support and Sponsor
  - Senior Leadership Understand
  - If You Are Just Getting Started – How Could They Understand
  - Focus Actions on Gaining Support, Sponsorship, and Understanding





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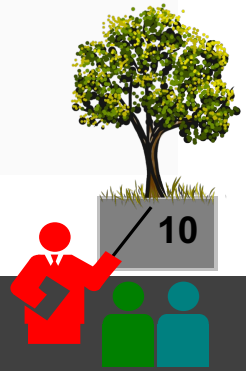
Gaining Leadership Support for Data Governance
The Best of Best Practices

- Recommendations *Associated With Leadership Support*
  - Deploy Chief Data Office / Officer / Lead
  - Define and Implement an Operating Model of Roles and Responsibilities
  - Define and Execute a Communications Plan
  - Define and Deliver Program Metrics
  - Deliver and Enforce Policy, Guidelines, Standards
- Other Recommendations
  - Incrementally Initiate and Deploy the Program Via Use Cases
  - Deploy a Data Documentation Platform



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Gaining Leadership Support for Data Governance

Defining What Leadership Needs from Data Governance

- Clear Data Strategy
- Quality and Accuracy
- Compliance and Risk Management
- Accessibility and Availability
- Data-Driven Insights

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Gaining Leadership Support for Data Governance

Defining What Leadership Needs from Data Governance

- Clear Data Strategy
  - Clear Vision and Strategy
  - Executive Sponsorship
  - Governance Framework
  - Data Stewardship
  - Data Culture
  - Data Privacy and Security
  - Data Quality and Standards
  - Data Governance Committee
  - Continuous Improvement
  - Collaboration and Communication

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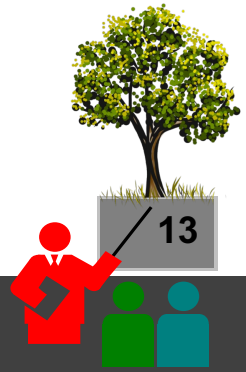
Gaining Leadership Support for Data Governance

Defining What Leadership Needs from Data Governance

- Quality and Accuracy
  - Data Quality Standards
  - Data Validation and Verification
  - Data Cleansing and Enrichment
  - Data Quality Metrics and Monitoring
  - Data Governance Roles and Responsibilities
  - Data Lineage and Traceability
  - Data Quality Training and Awareness
  - Continuous Improvement



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Gaining Leadership Support for Data Governance

Defining What Leadership Needs from Data Governance

- Compliance and Risk Management
  - Regulatory Compliance Framework
  - Data Classification and Handling Policies
  - Risk Assessment and Mitigation
  - Data Privacy and Security Controls
  - Data Audit and Monitoring
  - Data Governance Accountability
  - Training and Awareness Programs
  - Compliance Reporting and Transparency

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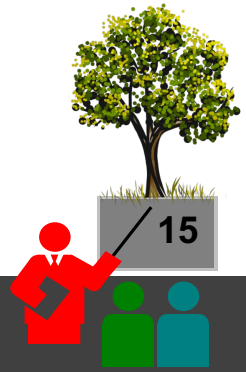
Gaining Leadership Support for Data Governance

Defining What Leadership Needs from Data Governance

- Accessibility and Availability
  - Data Inventory and Catalog
  - Data Access Policies and Controls
  - Data Availability and Reliability
  - Data Provisioning and Self-Service Capabilities
  - Data Lifecycle Management
  - Data Documentation and Metadata Management
  - Data Integration and Interoperability
  - Performance Monitoring and Optimization



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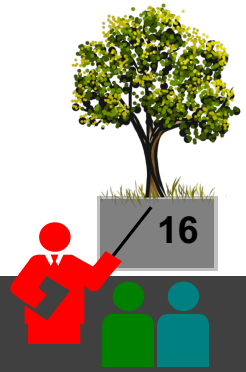
Gaining Leadership Support for Data Governance

Defining What Leadership Needs from Data Governance

- Data-Driven Insights
  - Data Strategy Alignment
  - Data Quality and Integrity
  - Data Integration and Analytics
  - Data Governance Policies and Guidelines
  - Data Literacy and Training
  - Collaboration and Cross-Functional Partnerships
  - Data Governance Performance Measurement
  - Continuous Improvement and Innovation



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Gaining Leadership Support for Data Governance

Techniques to Record Business Data Challenges

- Data Audit
- Stakeholder Interview and Surveys
- Data Issue Tracking
- Data Governance Council Meetings
- Data Analytics and Monitoring
- Simple Tricks – Two Questions
  (three really! ☺)

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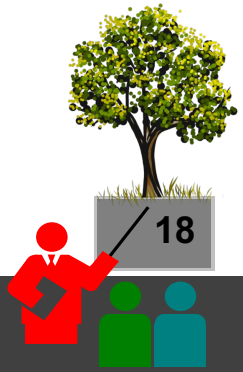
Gaining Leadership Support for Data Governance

Techniques to Record Business Data Challenges

- Data Audit
  - Identifying Data Quality Issues
  - Highlighting Data Governance Gaps
  - Uncovering Data Security Vulnerabilities
  - Assessing Data Storage and Retention Practices
  - Evaluating Data Integration and System Compatibility



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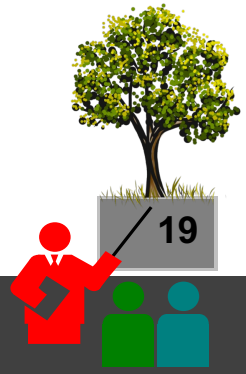
Gaining Leadership Support for Data Governance
Techniques to Record Business Data Challenges

- Stakeholder Interview and Surveys
  - Identifying Data Quality Issues
  - Uncovering Data Usability Concerns
  - Identifying Data Integration and System Compatibility Issues
  - Highlighting Data Governance Gaps and Compliance Issues
  - Obtaining Insights on Data Needs and Requirements



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Gaining Leadership Support for Data Governance
Techniques to Record Business Data Challenges

- Data Issue Tracking
  - Centralized Documentation
  - Efficient Issue Capture and Reporting
  - Collaboration and Communication
  - Prioritization and Resource Allocation
  - Trend Analysis and Improvement Initiatives

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Gaining Leadership Support for Data Governance
Techniques to Record Business Data Challenges

- Data Governance Council Meetings
  - Discussion and Identification of Data Challenges
  - Collaboration and Knowledge Sharing
  - Documentation and Tracking of Data Challenges
  - Escalation and Decision-Making
  - Setting Data Governance Priorities and Initiatives

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Gaining Leadership Support for Data Governance
Techniques to Record Business Data Challenges

- Data Analytics and Monitoring
  - Real-Time Data Anomaly Detection
  - Data Profiling and Quality Assessment
  - Trend Analysis and Pattern Recognition
  - Data Lineage and Audit Trails
  - Performance Monitoring and Benchmarking

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Gaining Leadership Support for Data Governance
Techniques to Record Business Data Challenges

- Simple Tricks – Two Questions
  - To be asked to people that define, produce, and/or use data as part of their job …
  - … with the answers to be presented to Senior Leadership …
  - … to help them recognize that the answers will not resolve themselves on their own.
- There is really a third question which relates to the topic of today's webinar.

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Gaining Leadership Support for Data Governance

Techniques to Record Business Data Challenges

What can't you do, that you need to do, because you don't have the data to do it?

What could you do, that you want to be able to do, if you had the data to do it?

What do the answers to these questions have to do with Data Governance?

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Gaining Leadership Support for Data Governance

Using the Challenges to Gain Leadership Support

- Quantify the Impact
- Align With Business Objectives
- Link to Risk Management
- Present Cost-Benefit Scenarios
- Provide Actionable Recommendations

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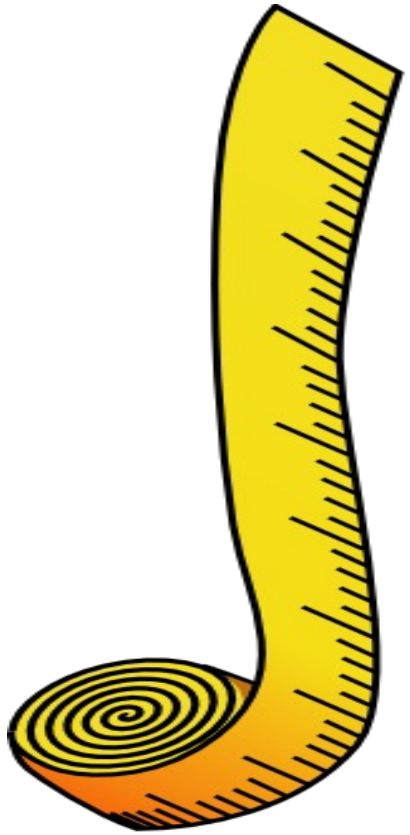
Gaining Leadership Support for Data Governance

Using the Challenges to Gain Leadership Support

- Quantify the Impact
  - Data Quality Metrics
  - Reduction in Data-Related Incidents
  - Cost Savings
  - Improved Decision-Making
  - Stakeholder Satisfaction



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Using the Challenges to Gain Leadership Support

- Align With Business Objectives
  - Key Performance Indicators (KPIs)
  - Business Impact Analysis
  - Return on Investment (ROI) Analysis
  - Business Process Efficiency
  - Data-Driven Insights

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Using the Challenges to Gain Leadership Support

- Link to Risk Management
  - Risk Mitigation
  - Regulatory Compliance
  - Data Security Incidents
  - Business Continuity and Resilience
  - Reputation and Brand Protection

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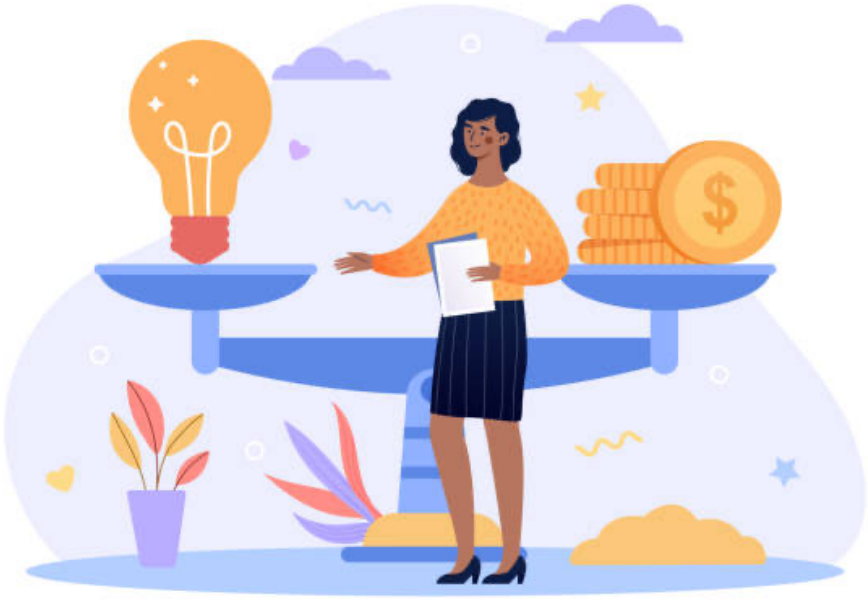
Gaining Leadership Support for Data Governance

Using the Challenges to Gain Leadership Support

- Present Cost-Benefit Scenarios
  - Cost Reduction
  - Operational Efficiency
  - Return on Investment (ROI)
  - Decision-Making Effectiveness
  - Business Impact



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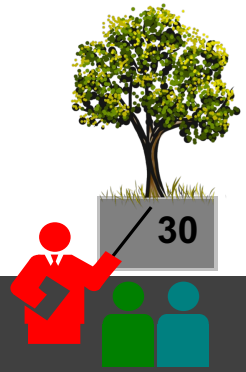
Gaining Leadership Support for Data Governance

Using the Challenges to Gain Leadership Support

- Provide Actionable Recommendations
  - Implementation of Recommendations
  - Improvement in Data Quality
  - Risk Mitigation
  - Process Efficiency Gains
  - Decision-Making Effectiveness



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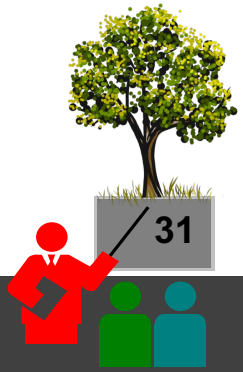
Gaining Leadership Support for Data Governance

Policy and Strategy to Gain Leadership Support

- Develop a Data Governance Policy
- Align With Business Objectives
- Establish a Data Governance Framework
- Communicate Risks and Benefits
- Establish Metrics and Performance Indicators



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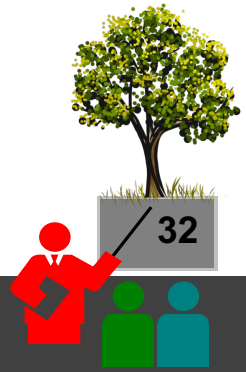
Gaining Leadership Support for Data Governance

Policy and Strategy to Gain Leadership Support

- Develop a Data Governance Policy
  - Establish the Objectives and Scope
  - Identify Stakeholders and Obtain Buy-In
  - Conduct a Data Assessment
  - Define Roles and Responsibilities
  - Develop Policy Components

5 Actionable Steps to Gain Leadership Support



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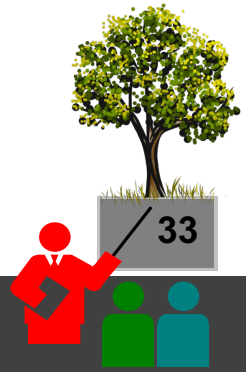
Policy and Strategy to Gain Leadership Support

- Align Policy With Business Objectives
  - Understand Business Objectives
  - Perform a Gap Analysis
  - Define Alignment Objectives
  - Identify Key Focus Areas
  - Develop Action Plans

5 Actionable Steps to Gain Leadership Support



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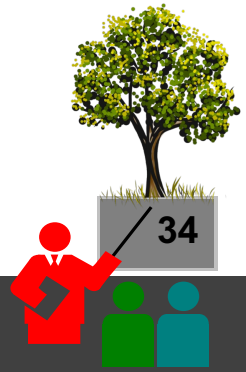
Policy and Strategy to Gain Leadership Support

- Establish a Data Governance Framework
  - Define the Purpose and Scope
  - Identify Key Stakeholders
  - Establish Governance Structure
  - Develop Policies and Procedures
  - Establish Data Governance Framework Components

5 Actionable Steps to Gain Leadership Support



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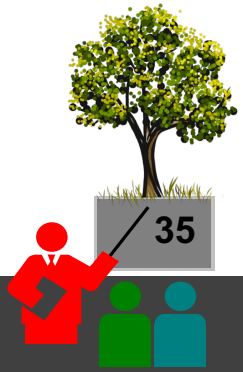
Policy and Strategy to Gain Leadership Support

- Communicate Risks and Benefits
  - Understand the Audience
  - Define Key Messages
  - Provide Concrete Examples
  - Use Visual Aids
  - Address Concerns and Questions

5
Actionable Steps to Gain Leadership Support



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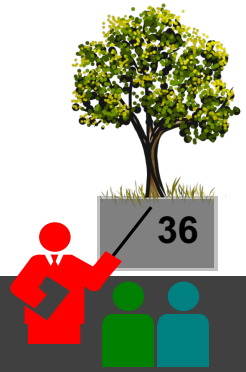
Policy and Strategy to Gain Leadership Support

- Establish Metrics and Performance Indicators
  - Align with Business Objectives
  - Define Clear and Measurable Goals
  - Identify Relevant Metrics and Indicators
  - Establish Baseline Measurements
  - Develop Reporting and Communication Framework

5 Actionable Steps to Gain Leadership Support



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Gaining Leadership Support for Data Governance

Summary

- In the webinar, I shared …
  - The Best of Best Practices
  - Defining What Leadership Needs from Data Governance
  - Techniques to Record Business Data Challenges
  - Using the Challenges to Gain Leadership Support
  - Policy and Strategy to Gain Leadership Support

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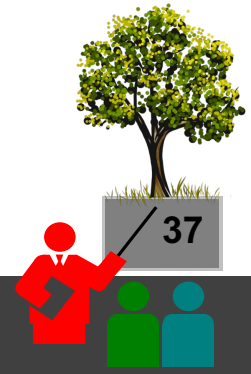

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thank you

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