

From Overlooked to Indispensable

How to Get Buy-In on Data Quality

We've all seen this....

Critical
Elements!

Hold
Accountable!

Data
Quality!

Governance!



I wonder if
Starbucks still
has those bear
mugs?



You lost them.

Fastest ways to lose people

- Talk **data** instead of **business**.
- Command and control (the Data Police)
- “It’s a new initiative” – We’ll have lots of meetings and touchpoints to get a 3-year plan on the table.

Avoid these.

**Instead, be The
Fixer.**

Find the Pain

Before you can fix it, you have to find it.

Go to the
Consumers

...and speak their language

Ask and
Listen


...so you can understand and prioritize

Find real-
world
problems


...that make a real
business impact

Common Consumer Problems


*these are data quality problems!




Why does it take my people so long to prepare the data before we can use it?



Why are your sales numbers different from mine?



Why is AI telling me something that just isn't true?

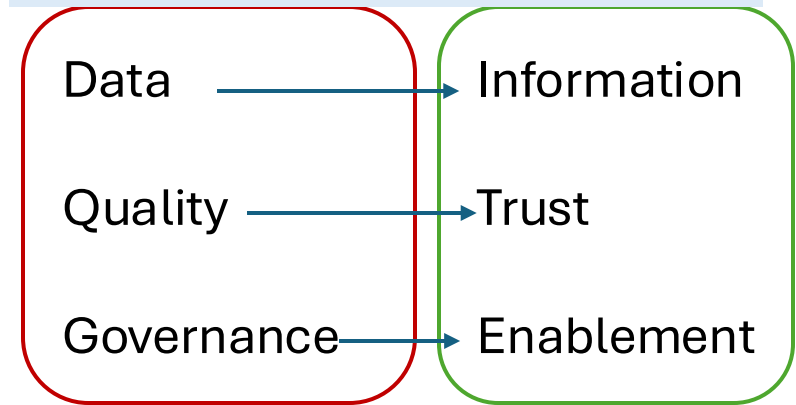


We need faster turnaround in accounting!

Words matter.

Accounting	Automate reconciliations
Banking	Reduce regulatory pressure
Risk	Catch costly errors before they enter the calc engine
Analytics	Streamline data prep
Managers	Enable better decisions
Executives	Increase information trust

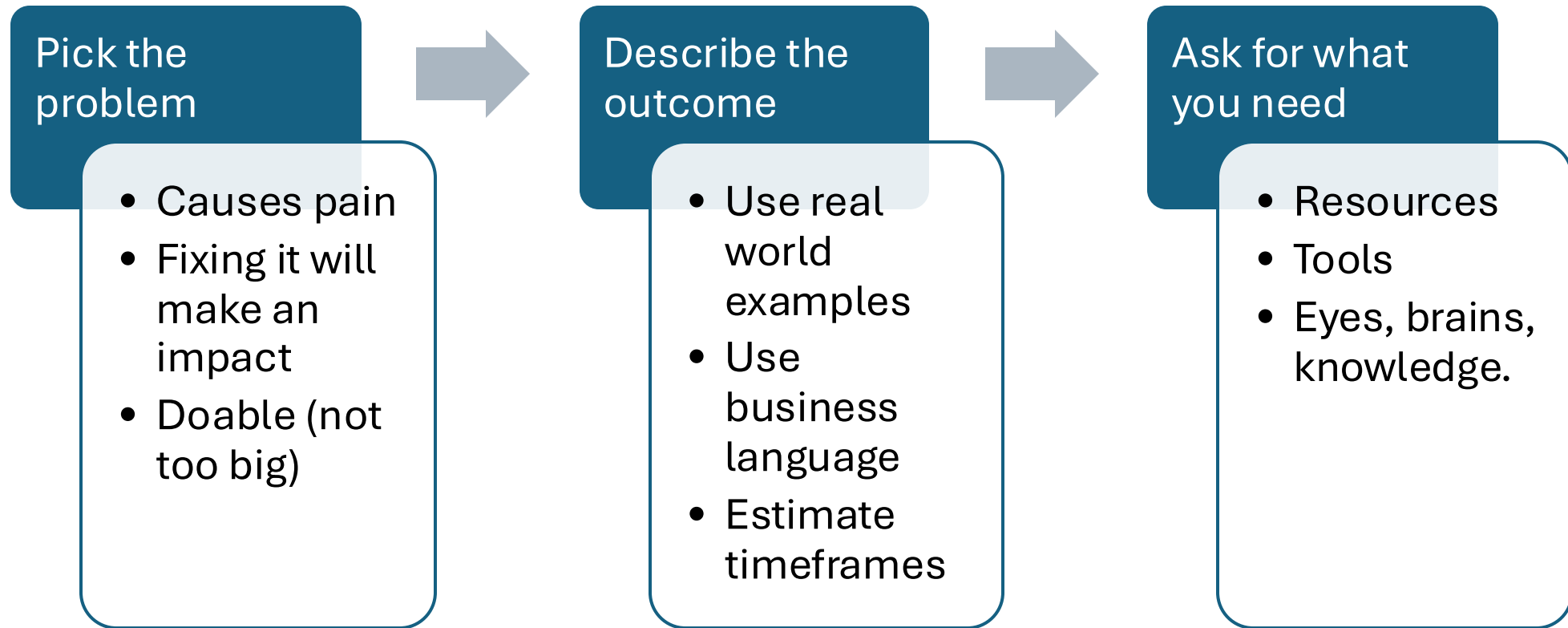
Instead of



* give concrete examples

**Talk is cheap.
Do something real.**

Move fast and fix things.



...then do it!

Go above and beyond



Take personal ownership



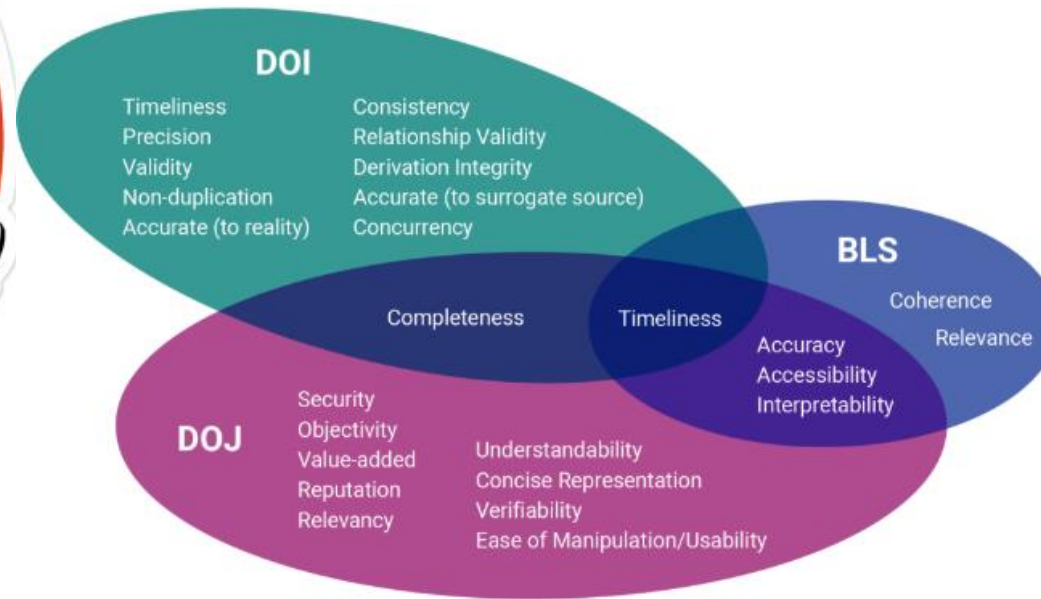
Keep your eyes on THEIR goal



Give extra help and support

* don't throw a spreadsheet over the wall

DQ Dimensions



Translate DQ metrics into business outcomes

DQ Dashboard

Completeness



Timeliness



Validity



Accuracy



Consistency



Uniqueness



“73% Uniqueness” means you are double-counting 27% of your sales numbers.

A few pro tips

- Always keep your stakeholder informed of both good AND bad news.
- Be authentic. Avoid jargon.
- Speak up in big meetings.
- Be honest. Avoid smoke and mirrors.
- Be brave.



Keep a written log of your successes and failures.

Help! I don't
know the
answer!

“I don't have the answer to that yet, but I'll find out.”

“I'm not sure I completely understand your problem/goal, so let's have a working session.” (keep these small!)

“There are a lot of dependencies. I'll get an estimate together for you by Monday.”

“I'll need to do some research/testing before I can be confident in my answer.”

In closing....

Be the fixer

Use their words

Move fast, make a difference

Eyes on their goal

Go above and beyond

Your reputation will grow.

Questions?