

From Overlooked to Indispensable

How to Get Buy-In on Data Quality

We've all seen this....



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.

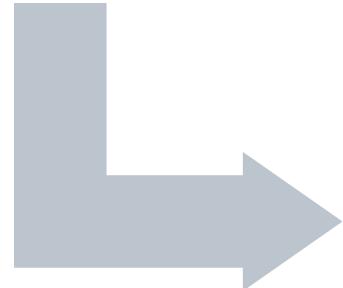
Instead, be The
Fixer.

Find the Pain

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

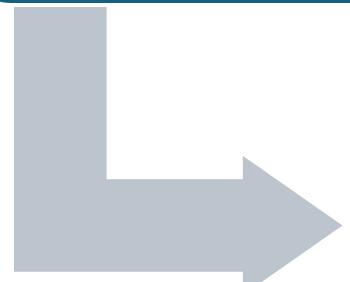
Go to the
Consumers

...and speak their language



Ask and
Listen

...so you can understand and prioritize

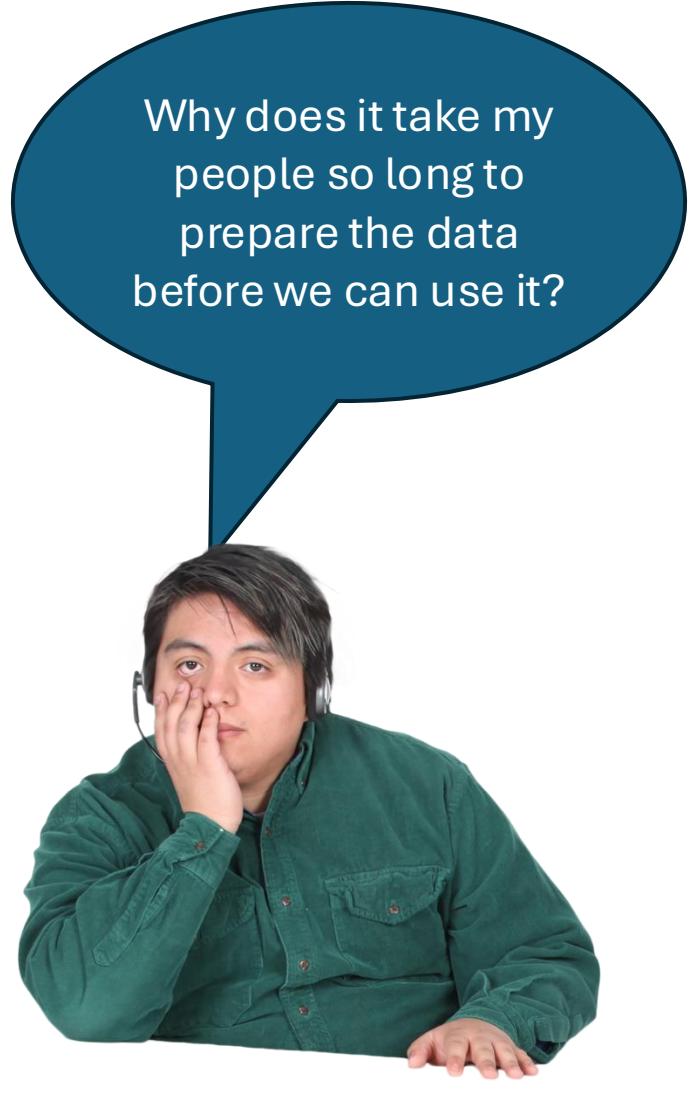


Find real-
world
problems

...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

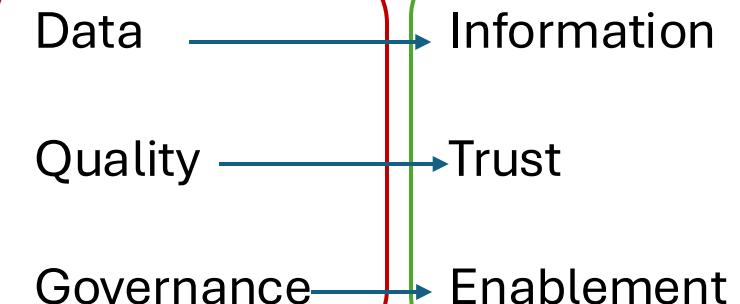
Managers

Enable better decisions

Executives

Increase information trust

Instead of



* give concrete examples

Talk is cheap.
Do something real.

Move fast and fix things.

Pick the problem

- Causes pain
- Fixing it will make an impact
- Doable (not too big)

Describe the outcome

- Use real world examples
- Use business language
- Estimate timeframes

Ask for what you need

- Resources
- Tools
- Eyes, brains, knowledge.

...then do it!

Go above and beyond



Take personal ownership

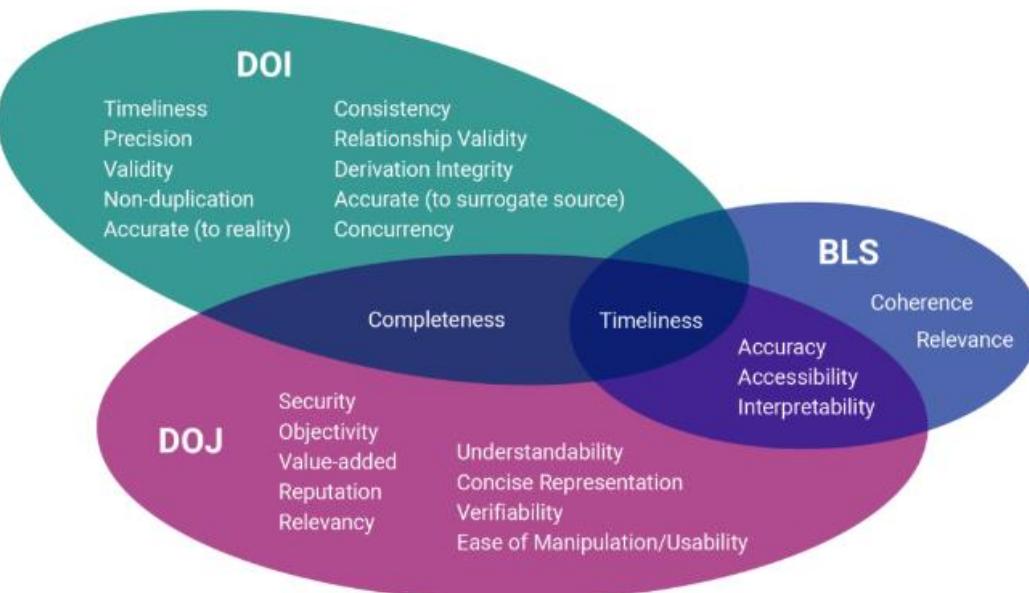
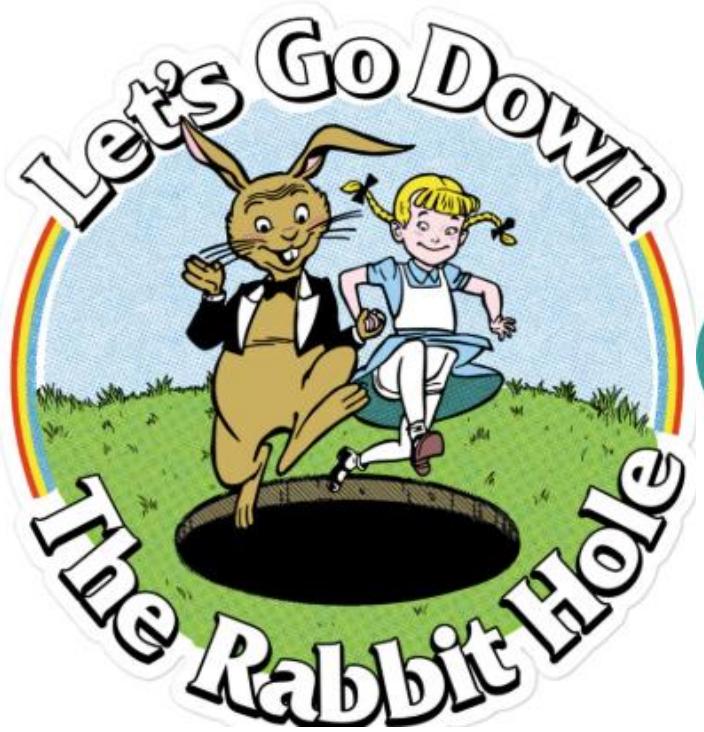
Keep your eyes on THEIR goal



Give extra help and support

* don't throw a spreadsheet over the wall

DQ Dimensions



Translate DQ metrics into business outcomes



“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?