



# A Data Strategy for Becoming Data Driven

A Data Strategy for Success

Practical seminar by  
Nigel Turner

**AdeptEvents**

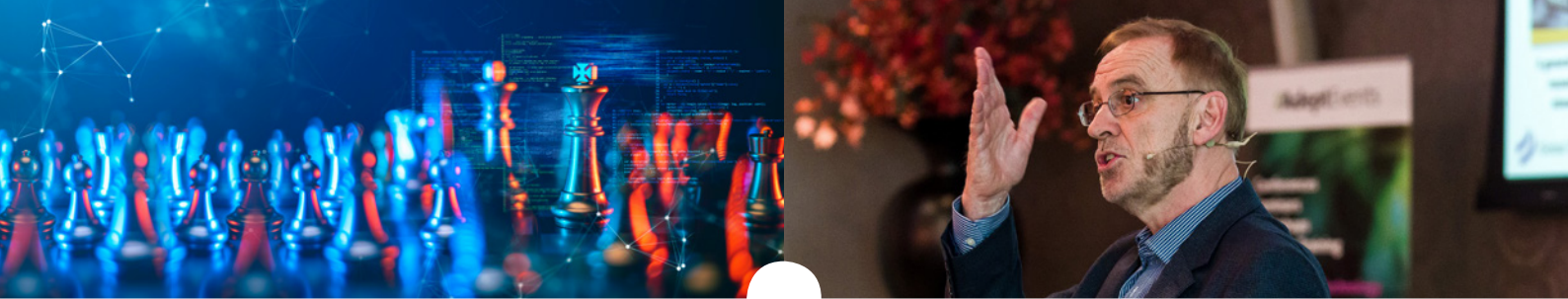
- Identify what a data strategy needs to include
- Define and create an actionable roadmap and plan
- Secure stakeholder support and buy in
- Understand the crucial role of data governance
- Track data strategy deliverables and benefits
- Highlight software and other tools to support and automate the delivery of the data strategy

**LANGUAGE**  
English

**VENUE**  
Utrecht / Hilversum / Virtual

**TIME**  
9:00 – 17:00 hours

**REGISTRATION**  
[www.adeptevents.nl](http://www.adeptevents.nl)



# A Data Strategy for Becoming Data Driven

## A Data Strategy for Success

In this digital world, it is becoming clear to many organisations that their success or failure depends on how well they manage data. They recognise that data is as a critical business asset which should be managed as carefully and actively as all other business assets such as people, finance, products etc. But like any other asset data does not improve itself and will decline in usefulness and value unless actively maintained and enhanced.

For any organisation a critical first step in maintaining and enhancing its data asset is to understand two critical things:

- How well does data support our current business model?
- How do we need to improve and develop it both to better sustain our current business and to enable our future business strategies and goals?

The primary purpose of a data strategy is to answer these two critical questions. For any data driven organisation a data strategy is essential because it serves as a blueprint for prioritising and guiding current and future data improvement activities. Without a data strategy, organisations will inevitably try to enhance their data assets in a piecemeal, disconnected, unfocused way, usually ending in disappointment or even failure. What's needed is a well crafted and coherent data strategy which sets out a clear direction which all data stakeholders can buy into. And as the famous US baseball player Yogi Berra once said, "If you don't know where you are going, you'll end up somewhere else."

This seminar will teach you how to produce a workable and achievable data strategy and supporting roadmap and plan, and how to ensure that it becomes a living and agile blueprint for change.

### The Seminar

In this full day seminar Nigel Turner will outline how to create and implement a data strategy. This includes:

- How data strategy and business strategy interrelate

- What a data strategy is (and is not) and what it should contain
- Building & delivering a data strategy – the key components and steps
- Managing and implementing a data strategy to ensure it continually aligns with changing business priorities and needs

The seminar will take you through a simple and proven four step process to develop a data strategy. It will also include practical exercises to help participants apply the approach before doing it for real back in their own organisations, as well as highlighting some real world case studies where the approach has been successful.

### Learning Objectives

- Know what a data strategy is, and why it is a 'must have' for digital organisations
- Understand the mutual relationship between business and data strategies
- Identify what a data strategy needs to include
- Understand and be able to apply a simple approach to developing a data strategy
- Analyse business goals and strategies and their dependence on data
- Highlight current data problems and future lost opportunities
- Make an outline business case for strategic action
- Assess current data maturity against required data capabilities
- Focus in on business critical data areas
- Identify required new or enhanced data capabilities
- Define and create an actionable roadmap and plan
- Secure stakeholder support and buy in
- Manage change and communication across the organisation
- Understand the crucial role of data governance in implementing and sustaining a data strategy





- Track data strategy deliverables and benefits
- Be aware of case studies of successful implementation of the approach
- Highlight software and other tools that can help to support and automate the delivery of the data strategy.

#### Who is it for?

- Chief Data Officers and all people working in Data Office roles
- Business people with a strong interest in data and how to improve it
- Data management and data governance professionals
- IT professionals who are dealing with data in their role in developing and supporting operational systems
- Business Analysts
- Data Architects
- Data and IT consultants



## NIGEL TURNER

Nigel Turner is Principal Information Management Consultant for EMEA at Global Data Strategy Ltd. and Vice-Chair of the Data Management Association of the UK. Nigel has worked in Information Management for over 25 years, both as an in-house deliverer of Information Management solutions at British Telecommunications plc and subsequently as an external consultant to more than 150 clients, including British Gas, UK Environment Agency, Intel US and others. He also works as a part time project manager at Cardiff University's National Software Academy. Nigel is a sought after speaker at conferences on information management and is based in Cardiff, UK.

Nigel was one of the speakers at previous editions of our yearly conference, the Data Warehousing & Business Intelligence Summit.

## Course description

### 1. Data Strategy: Rationale

- What is a data strategy and why do organisations need one?
- The changing relationship between business and data strategy
- What a data strategy is and what it is not
- The components of a data strategy

### 2. Data Strategy: Where to Begin?

- Overview of a simple, four step approach to developing a data strategy
- Purpose of each of the four steps
  - Step 1: Business Goals and Strategy
  - Step 2: Current State Assessment
  - Step 3: Proposed Future State
  - Step 4: Implementation Roadmap
- The importance of iteration and agile change management

### 3. Data Strategy Step 1: Business Goals and Strategy

- Stakeholder identification and engagement
- Capturing business goals, motivation and drivers
- Understanding and capturing data problems and opportunities
- Making an outline business case for action
- Primary outputs and artefacts

### 4. Data Strategy Step 2: Current State Assessment

- The concept of data maturity
- Baselining current data maturity
- Focusing on business critical data priorities
- Identifying primary action themes
- Primary outputs and artefacts

### 5. Data Strategy Step 3: Proposed Future State

- Identifying new / enhanced data management capabilities
- Visualising current state versus future state
- Aligning business priorities with data improvement activities
- Gaining stakeholder support and buy in
- Primary outputs and artefacts

### 6. Data Strategy Step 4: Developing the Roadmap

- Detailed outline of data strategy content
- Defining an actionable roadmap
- The critical importance of quick wins
- Managing change and the importance of communication
- Primary outputs and artefacts

### 7. Delivering the Roadmap: Data Governance

- Business and IT roles in data strategy delivery
- The relationship between data strategy and data governance
- Data Governance organisational structures
- Assigning data strategy ownership
- Tools and technologies to support implementation and management
- Tracking data strategy delivery and benefits
- Ensuring the data strategy aligns with changing business priorities and needs

### 8. Summary & Conclusions

- Review: delivering a data strategy for success
- The evolution of the data professional's role
- Case studies of success
- Digital innovation and foundational excellence



## Information

### DATE AND TIME

The workshop will take place once or twice a year with the exact date and time available on our website. The programme starts at 9:30 am and ends at 5:00 pm. Registration commences at 8.30 am and we recommend that you arrive early. If we need to run virtual half day sessions, the programme starts at 9:00 am and ends at 1:00 pm. Please log in well in advance to check your video and audio settings.

### VENUE

Adept Events works with several venues in and near Amersfoort and Utrecht. We strive to provide you with the location details as soon as possible. The exact venue will be on our website and in the confirmation e-mail that you will receive one week prior to the event. Always check our website prior to your departure to ensure you have the exact location and directions.

The virtual seminars and workshops will be offered through a live video stream from our video studio. The virtual classroom is equipped with multiple professional cameras and microphones and we have a crew available so that we can offer a similar experience to that of the traditional classroom and, more important, still offer adequate interaction with the speaker.

### HOW TO REGISTER

Please register online at [www.adeptevents.nl](http://www.adeptevents.nl). For registering by print, please scan the completed registration form and send this or your Purchase Order to [customerservice@adeptevents.nl](mailto:customerservice@adeptevents.nl). We will confirm your registration and invoice your company by e-mail therefore please do not omit your e-mail address when registering.

### REGISTRATION FEE

Taking part in this full day workshop will only cost € 625.50 Euro when registering 30 days beforehand and € 695 Euro per person afterwards (excl. 21% Dutch VAT). This also covers documentation, lunch, tea/ coffee.



Members of DAMA NL or Intl. are eligible for 10 percent discount on the registration fee.

**Note:** This seminar may also be offered 'Online' or as 'Face-to-face and online meeting'. In that situation, the prices for attending online differ from the prices listed here. On the **Registration Fee** page of our website you will always find the current rates for all available formats of this seminar.

In completing your registration form you declare that you agree with our Terms and Conditions.

#### Team discounts

Discounts are available for group bookings of two or more delegates representing the same organization made at the same time. Ten percent off for the second and third delegate and fifteen percent

off for all delegates when registering four or more delegates (all delegates must be listed on the same invoice). This cannot be used in conjunction with other discounts.

All prices are VAT excluded.

### PAYMENT

Full payment is due prior to the workshop. An invoice will be sent to you containing our full bank details including BIC and IBAN. Your payment should always include the invoice number as well as the name of your company and the delegate name.

Payment by credit card is also available. Please mention this in the Comment-field upon registration and find further instructions for credit card payment on our **customer service** page.

#### Cancellation Policy

Cancellations must be received in writing at least three weeks before the commencement of the workshop and will be subject to a € 75,- administration fee. It is regretted that cancellations received within three weeks of the workshop date will be liable for the full workshop fee. Substitutions can be made at any time and at no extra charge.

#### Cancellation Liability

In the unlikely event of cancellation of the workshop for any reason, Adept Events' liability is limited to the return of the registration fee only. Adept Events will not reimburse delegates for any travel or hotel cancellation fees or penalties. It may be necessary, for reasons beyond the control of Adept Events, to change the content, timings, speakers, date and venue of the workshop.

### MORE INFORMATION



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