Data Governance Sprint

Establish Data Governance in Weeks instead of Months

Two day workshop by Mathias Vercauteren

///**Adept**Events

- **Is your data governance program failing?**
- **Are your data governance efforts stuck in endless discussions and failing to deliver results?**
- **Do you struggle to get business and IT aligned around data responsibilities and ownership?**
- **Are you under pressure to show quick wins, but unsure where to start?**
- **Do you have a strategy on paper, but no working model in practice?**
- **Are key stakeholders disengaged—or worse, openly skeptical—about governance?**
- **Is it unclear how to move from principles and policies to real, operational execution?**
- **Do your meetings yield little progress while critical data issues persist across departments?**
- **Are you looking for a structured, time-boxed approach that brings clarity, momentum, and real outcomes?**

LANGUAGE
English

VENUE
Utrecht / Hilversum

TIME
9:00 – 17:00 hours

REGISTRATION
www.adeptevents.nl

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In today's digital and data-driven economy, organizations face mounting pressure to manage their data as a strategic asset. The promise of data-informed decision-making, AI integration, regulatory compliance, and operational excellence hinges on the ability to govern data effectively. Yet, many data governance initiatives falter before they take flight — bogged down by theoretical debates, disconnected stakeholders, and months of unproductive planning.

The *Data Governance Sprint™* offers a radically different approach. Inspired by the design sprint methodology and refined through real-world practice in data governance programs across industries, this accelerated method empowers organizations to **design, build, and test core elements of their data governance program in just five weeks**. It brings structure, momentum, and tangible results to an area that is often perceived as slow, abstract, or overly bureaucratic.

Through a proven, workshop-based format, this training guides participants to **translate data governance theory into practical action**. From aligning stakeholders and defining a compelling purpose, to establishing a minimal viable operating model and launching a prototype business glossary — every step is grounded in co-creation, facilitation principles, and immediate business relevance.

Rather than waiting for a perfect blueprint, participants are encouraged to **start where they are**, build on what exists, and validate their governance decisions incrementally. The goal is not just to design a governance framework, but to embed governance into the way the organization works — fostering ownership, agility, and long-term sustainability.

Whether your organization is just starting with data governance or looking to reboot a struggling initiative, the *Data Governance Sprint™* will help you make measurable progress quickly, while laying the foundation for scalable success.

LEARNING OBJECTIVES

By the end of this two-day seminar, participants will have developed the knowledge, skills, and confidence to initiate, lead, or support a data governance program using the accelerated *Data Governance Sprint™* methodology. Specifically, participants will be able to:

Strategic Understanding

- Articulate the business value of data governance and explain why it is essential in today's data-driven organizations.
- Understand and address the common reasons why traditional data governance initiatives fail — including lack of momentum, misalignment, and unclear objectives.
- Position data governance as a business capability for managing data as a strategic asset.
- Align data governance initiatives with broader organizational goals, strategic drivers, and cultural dynamics.
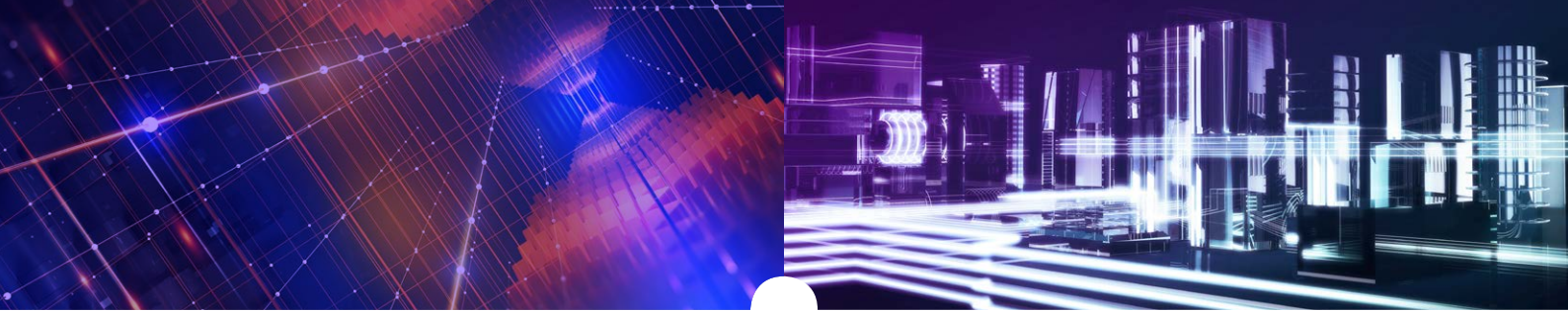
Sprint Methodology & Implementation

- Understand the origin and evolution of the *Data Governance Sprint™*, drawing inspiration from Design Sprints and Strategy Sprints.
- Apply a structured, repeatable five-week approach to develop and test core data governance components.
- Break down data governance into tangible, achievable building blocks that can be rapidly prototyped and validated.
- Design a phased implementation roadmap that balances quick wins with long-term sustainability.

Workshop Design & Facilitation

- Master the core principles of high-impact workshop facilitation (e.g., sequencing, visualization, anonymous collaboration, outcome focus).
- Apply the *4C's Workshop Framework* (Collect, Choose, Create, Commit) to structure effective stakeholder sessions.
- Use facilitation mechanics such as timeboxing, anonymized input, multi-level voting, and decider roles to manage group dynamics.
- Transform meetings into productive working sessions that result in shared understanding and actionable outcomes.

Sprint Tools & Exercises

- Facilitate and apply essential workshop tools and exercises, including:
  - The *Challenges Map* and *Challenge Interviews* for surfacing critical data issues
  - The Business *Needs & Culture Canvas* for strategic alignment

- Purpose definition and guiding principles for data governance
- Data governance prioritization techniques using heatmap and strawpoll voting
- Role mapping, glossary creation, process identification, and dashboarding
- Define and validate minimum viable governance deliverables, such as:
  - A purpose-driven governance vision
  - A business glossary for key data terms
  - A lightweight operating model with clear roles and responsibilities
  - A simple measurement dashboard to monitor adoption and success.

Stakeholder Engagement & Change Management

- Identify the right people to involve in your sprint team — including decision-makers, subject matter experts, and business users.
- Manage stakeholder expectations and gain commitment at both executive and operational levels.
- Build trust and clarity by embedding co-creation, transparency, and shared ownership throughout the sprint.
- Design effective communication and training strategies to support adoption of governance practices.

Real-World Application

- Select the right types of data problems or use cases for a sprint — those that are high-impact, complex, and rapidly testable.
- Learn from real-world examples and case studies across sectors such as healthcare, finance, government, and manufacturing.
- Recognize common pitfalls and anti-patterns — and know how to avoid or overcome them.
- Adapt the sprint methodology to your specific organizational context, whether centralized or federated, small or large-scale.

WHO IS IT FOR?

This training is designed for data leaders, practitioners, and enablers who are responsible for shaping, implementing, or revitalizing data governance initiatives within their organization.

This course is especially valuable for:

- **Chief Data Officers (CDOs)** and other senior executives seeking to drive data governance with strategic alignment and business impact.

- **Data Governance Managers** and **Data Stewards** who want to move from policy writing to real-world execution and change enablement.
- **Business Leaders and Process Owners** who rely on high-quality, trusted data to run their operations and make decisions.
- **Enterprise, Information, or Data Architects** who are tasked with aligning governance with data architecture, lineage, and metadata strategies.
- **Data Quality and Master Data Professionals** looking for a framework to drive improvements in collaboration with the business.
- **Project and Program Managers** working on data-driven transformation, data mesh, MDM, analytics, or regulatory compliance initiatives.
- **BI/Analytics Leaders and Product Owners** who want to embed governance principles in agile, cross-functional teams.
- **AI Governance Professionals and Responsible AI Leads** who need to embed trustworthy, explainable, and auditable data foundations into AI/ML systems.

- **Facilitators and Change Agents** involved in stakeholder alignment, adoption of new ways of working, and cultural transformation around data.

Recommended for teams who:
- Are launching or rebooting a data governance program
- Face resistance, lack of clarity, or slow progress in their current governance efforts
- Want to increase stakeholder engagement and ownership
- Need a practical, fast-track approach to show early wins and build momentum
- Are working in complex environments with multiple departments, systems, or data domains
- Want to start treating their data as an asset.

No prior technical background is required — this is a strategic and facilitation-focused training. The course welcomes cross-functional teams combining business, data, and IT perspectives.

Language: this course is delivered in English unless we have an all-Dutch group.

MATHIAS VERCAUTEREN

Mathias Vercauteren, The Data Governance Advocate, is a trailblazer in the world of data governance. With over a decade of industry-spanning expertise, he's got a knack for transforming organizations. His secret? Implementing data governance frameworks that actually work and are being adopted.

As the president and principal of Data Vantage Consulting, Mathias works closely with top executives across multiple industries, accelerating their journey toward efficient data governance. Boasting an impressive portfolio of successful projects, Mathias has proven time and again that he can turn even the most chaotic data landscapes into organized and efficient systems. More than just implementing data governance, Mathias trains and coaches teams, fostering a culture of data literacy and ownership that lasts long after his work is done.

Mathias is currently the project manager for the development of the DAMA-DMBOK® 3.0, leading the global initiative to update the renowned data management reference guide. His exceptional communication skills make him a sought-after speaker at conferences like DAIA, DGIQ and EDW, and a trusted advisor for businesses grappling with data quality issues and compliance. He's a thought leader who's consistently pushing boundaries to explore new ways of leveraging data for business success. His innovative approach to data governance is rooted in his belief that data, when governed effectively, can be a powerful tool!

Mathias is also pursuing an Executive PhD in Data Governance at Antwerp Management School, drawing on his extensive industry experience to conduct academic research that bridges the gap between theory and practice. In parallel, he is establishing an international research institute dedicated to advancing data governance, leveraging his global network of peers, academia, and C-level professionals.

Data Governance Sprint™ – 5 Weeks. 7 Workshops. Real Impact.

This program is built around a proven 5-week sprint structure, anchored in seven powerful workshop sessions. Each week delivers focused outcomes—combining hands-on facilitation, co-creation, and structured stakeholder alignment. The outline also includes a Lift-off phase for long-term embedding and key facilitation principles to ensure success in real-world implementation.

DAY 1 — Foundations, Alignment & Governance Design

Framing the Challenge & Sprint Mindset
- Why data governance fails (and how to fix it)
- Data as an asset: the missing capability
- Overview of the Data Governance Sprint™ method
- Sprint philosophy: progress over perfection, co-creation over control
- What to expect: structure, outcomes, and sprint journey

Week 1 – Laying the Groundwork
Workshop 1: The Fundamentals
- What is governance really about?
- The key domains and building blocks
- Organizational maturity and readiness
- Aligning goals with sprint scope

Workshop 2: Bridging the Gap
- Define your Governance Purpose Statement
- Map pain points to business needs
- Set sprint ambitions, boundaries, and stakeholder expectations

Week 2 – The Data Players & Rules of the Game
Workshop 3: The Data Players
- Stakeholder landscape: data owners, stewards, architects, consumers
- Role clarity and typical governance tensions
- Mapping decision-makers and influencers

Workshop 4: The Rules of the Game
- What policies, rules, and expectations exist?
- Define "minimum viable governance"
- Align on decision rights, access control, quality rules

Week 3 – Design the Essentials
Workshop 5: Keeping Score & Language of the Game
- Create business glossary entries (test cases)
- Define governance KPIs & success metrics
- Identify terminology pain points

Workshop 6: Rooting for the Game & Training Camp
- Build a lightweight governance operating model
- Define governance forums and meeting cadences
- Training and onboarding strategies

DAY 2 — Prototyping, Validation & Scaling

Week 3 continued – Sprint Prototypes
Workshop 7: Prototype Prep
- Prepare prototypes for validation (glossary, role map, process)
- Select pilot users and stakeholders
- Decide what feedback matters

Week 4 – User Testing & Feedback
- Simulate a feedback round with internal users
- Capture silent feedback, red flags, enthusiasm
- Structured debrief: what worked, what confused people
- Adjust on the fly: from theory to action

Week 5 – Refine & Commit
- Conduct mini-interviews with peers: what would you improve?
- Refine glossary, role map, and processes
- Create a post-sprint roadmap:
- 30-day implementation focus
- 60-day stakeholder engagement
- 90-day governance scaling

Week 6+ Lift-off – Embedding & Sustaining Governance
- Governance rhythms and operational ownership
- Communication and enablement assets
- Building internal sprint teams and scaling out
- Apply lessons across new domains or departments

Keys to Success: Facilitation & Implementation
- The 6 Laws of Facilitation
- Avoiding common traps (scope creep, tech distractions, people issues)
- Giving instructions, managing troublemakers, remote adaptation
- Closing reflection & peer feedback.

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 9:00 am and ends at 5:00 pm on both days. Registration commences at 8:30 am and we recommend that you arrive early.

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.

HOW TO REGISTER

Please register online at **www.adeptevents.nl**. For registering by print, please scan the completed registration form and send this or your Purchase Order to **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.

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

REGISTRATION FEE & DISCOUNTS

Please find the registration fee and early bird discount terms **on this page** on our website. Discounts are also 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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Would you like to run this course in-company for a group of persons? We can provide a quote for running an in-house course, if you offer the following details. Estimated number of delegates, location (town, country), number of days required (if different from the public course) and the preferred date/period (month). Please find more info on the **In-house page on our website**.