

# DAIG

DATA & AI GOVERNANCE

## PARTNERS

# Data Governance Sprint™

Establish Data Governance in Weeks instead of Months

**DW & BI Summit 2026**  
Utrecht – March 24, 2026

# Who is **MATHIAS** Vercauteren



- PhD in Data Governance (AMS, 2025 - 2029)
- MSc in Business Economics (2012, Ghent University)
- BSc in Sociology (2009, Ghent University)



## Consulting & Advisory Services

- DAMA –DMBOK 3.0 (Project Manager)
- UZA (Hospital)
- MLOZ (Healthcare Insurance)
- Monument Group (Insurance)
- De Lijn (Logistics)
- MPET (Logistics)
- Securex (Professional Services)
- Federal Insurance (Insurance)
- Flemish Government (Governmental Institution)
- Belfius (Financial Services)
- Barry Callebaut (Manufacturing)
- Carrefour (Retail)
- Hilti (Manufacturing)

## Research

- President of Data & AI Governance Research Institute (2026, founding phase)
- PhD in Data Governance (AMS, 2025 - 2029)
- Book “Data Governance Sprints” (Technics Publication, est. Q2 2026)
- Data Governance Digest (LinkedIn newsletter)

## Educational Services

### Training and Coaching Engagements – both in-house and classroom:

- Data Governance
- AI Governance
- DAMA-DMBOK® / CDMP®
- Data Strategy
- Data Quality
- Master Data Management

### Speaking Engagements:

- DGIQ/EDW (San Diego, 2026)
- Data Modeling Zone (San Francisco, 2026)
- DGIQ/EDW (Anaheim, 2025)
- Data and AI Conference (London, 2025)
- Data Modeling Zone (Phoenix, 2025)
- DGIQ East (Washington DC, 2024)
- Data and AI Conference (London, 2024)
- DGIQ West (San Diego, 2024)
- Enterprise Data World (Orlando, 2025)
- DG & MDM Conference (London, 2023)
- DGIQ East (Washington DC, 2023)



# AGENDA: Welcome to “Data Governance Sprints™”

We'll cover the following topics

1

Data Governance is **Failing!**

2

Why **Workshops** are Better

3

Breaking Free from  
**Legacy** Data Governance

4

Data Governance Sprint™:  
**Week by Week**

5

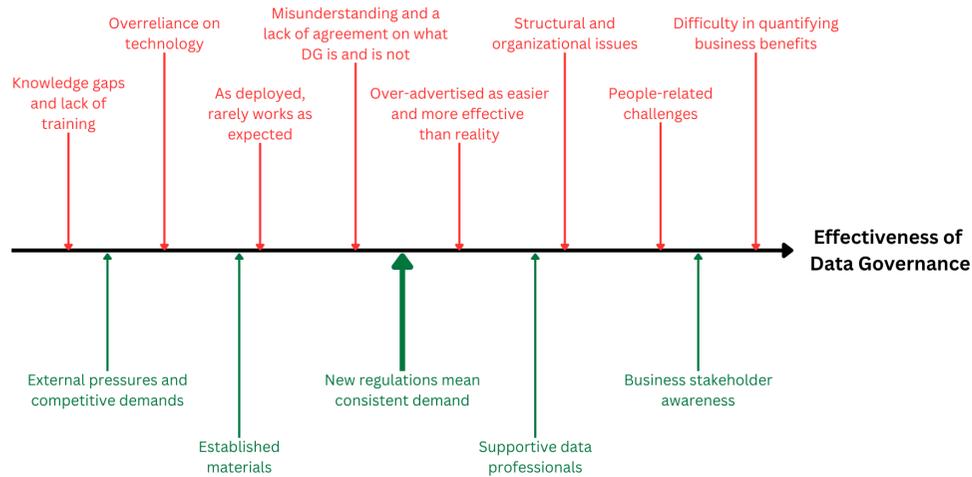
Must See **Case Studies**

1

# Data Governance is **Failing!**

Opinion & Analysis

# Data Governance Is Failing – Here's Why



Representative photo by Claudio Schwarz on Unsplash



Author: Thomas C. Redman, Anne Marie Smith, John Ladley, Mathias Vercauteren, Malcolm Hawker, Aaron Wilkerson

Published on: Jan 22, 2025, 4:00 pm

Source: Redman, T. C. (2025, January 22). Data governance is failing—Here's why. *CDO Magazine*. <https://www.cdomagazine.tech/opinion-analysis/data-governance-is-failing-heres-why>

## **MOST** Data Governance programs fail!

- Most businesses today are **unfit for data**.
- Data Governance programs are **bolted on, not built in**.
- Policies, standards, glossaries, roles all exist **on paper**.
- The data office is a **supplicant**.
- People experience it as **extra work** added on top of their “day job”, **competing** with “real work”.
- **People side** versus Technology side!
- Growing complexity of **modern data organizations**.
- Where's **the value**? And what about **the communication**?
- Data governance, as practiced, is still an **unproven theory**.
- **Disconnect** between **speed** of business and speed of a data governance program.
- **Traditional** Data Governance strategies fail...time and time again!

# What is DATA GOVERNANCE?

The exercise of authority, control, and shared decision-making (planning, monitoring, and enforcement) over the management of data assets. ~ DAMA DMBoK

## Rules: The standards and guidelines for data use.

- Purpose: Define how data should be managed to maintain quality, ensure compliance, and protect sensitive information.
- Examples:
  - Data privacy policies
  - Data quality standards
  - Access control protocols

## Roles: The people responsible for managing, governing, and overseeing data.

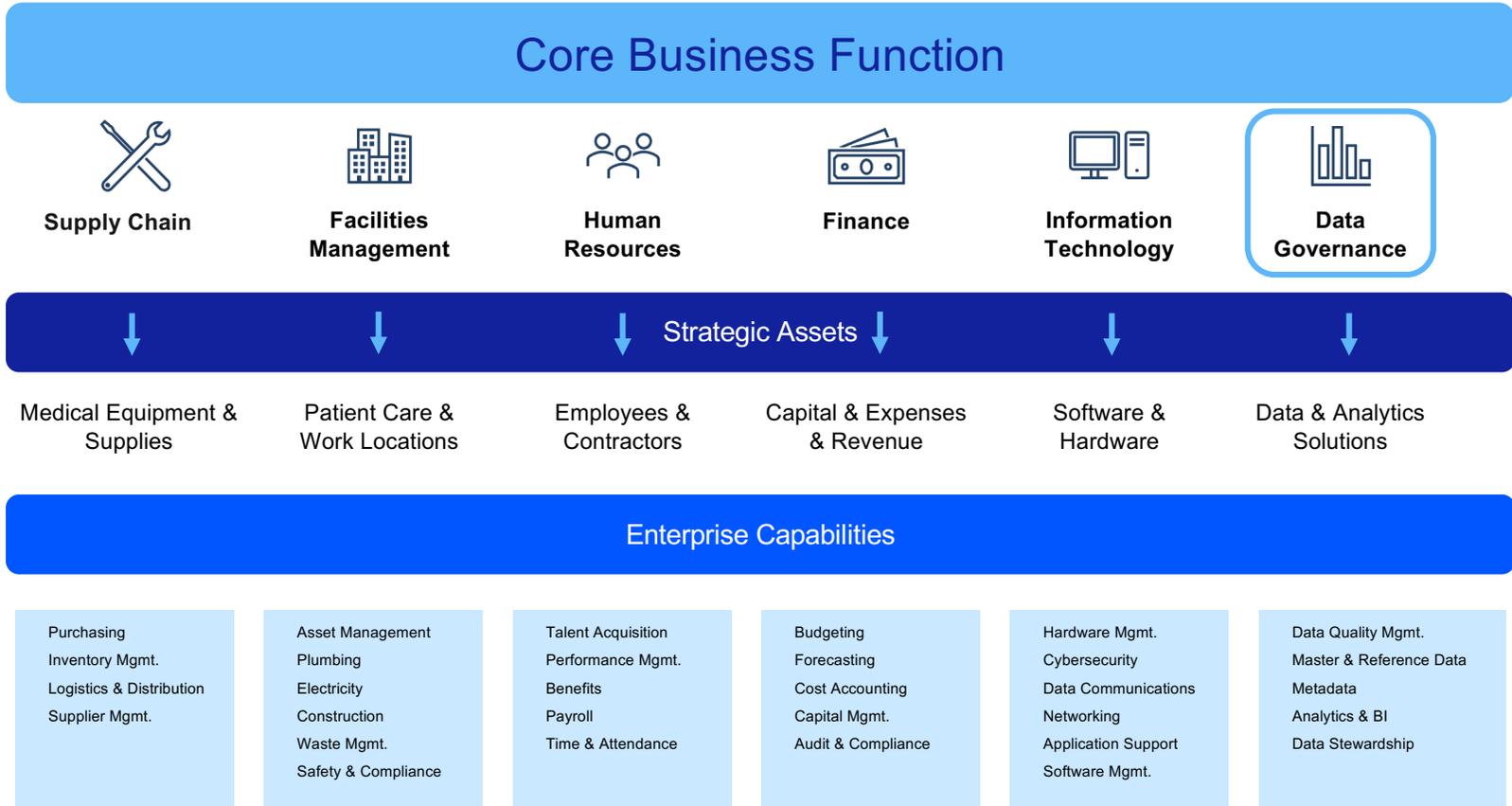
- Purpose: Establish accountability, define responsibilities, and ensure collaboration across the organization.
- Examples:
  - Data Stewards
  - Data Owners
  - Data Custodians

## Control: The mechanisms that ensure compliance and enforcement.

- Purpose: Monitor adherence to rules, enforce policies, and mitigate risks through oversight and governance structures.
- Examples:
  - Data audits and compliance reviews
  - Data governance councils or committees
  - Data quality monitoring

**Rules, Roles, and Control work together to turn data into a valuable, trusted asset.**

# Data Governance is **MANAGING** data as an **ASSET**



2

# Why **Workshops** are Better

# How effective are your **MEETINGS**?



Endless debate cycles



Biased meetings & wrong priorities



Frustrated teams & loss of momentum



Communication barriers

## Why workshops are **BETTER** than meetings?

- Grab pen and paper
- I flash some words on the screen
- Take 20 seconds to write down every word you remember
- I'll show the words again, how many did you remember?

Cat

Fish

Tree

Flower

**Tape**

Key

*Door*

Head

**King**

Square

Hammer

**Ball**

**Box**

Shoe

**Apple**

House

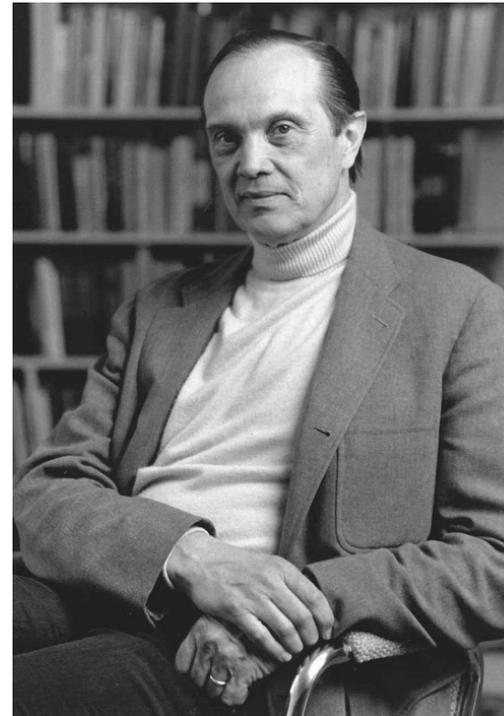
*Milk*

Ball

## The magical number 7 (plus or minus 2)

Some limits on our capacity for processing information.

*So how does this play out in a meeting?*



George Miller

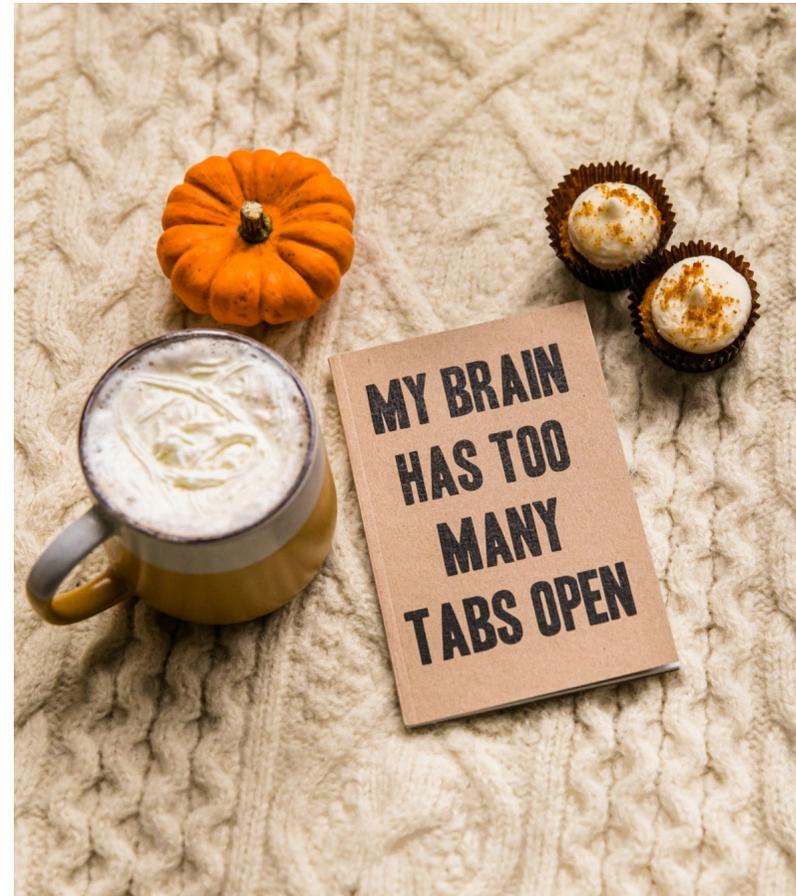
# A TYPICAL meeting



## The **BRAIN** stuff

In meetings, you have a ton of information being produced, but people don't actually remember. Our brains struggle to process this data avalanche, especially when cognitive biases like **recency bias** and **primacy bias** come into play.

**Our brains are just not made to process the amount of data that happens in a meeting.**



A workshop is a **POWERHOUSE!**

*Workshops allow you to **visualize** meetings and make **decisions** based on the data that is visualized around you.*

3

# Breaking Free from **Legacy** Data Governance

## The **SPEED PROBLEM** in data governance

*The gap between rapid business movement and slow data governance implementation, plus the failure of traditional strategies, highlights the need for a more **flexible** and **pragmatic** approach.*

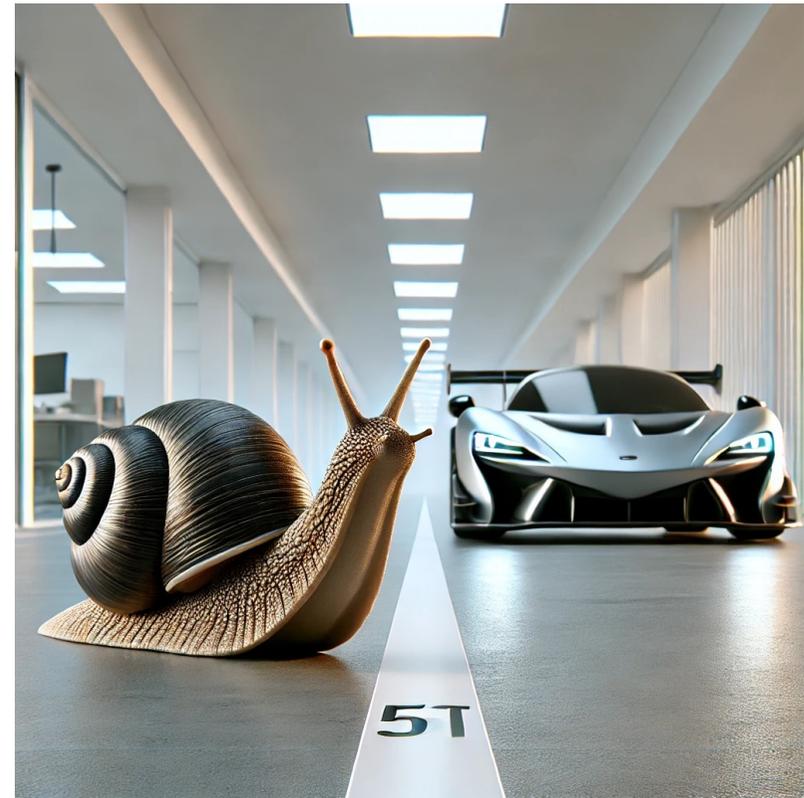


Image Credit: Image generated by DALL-E, OpenAI.

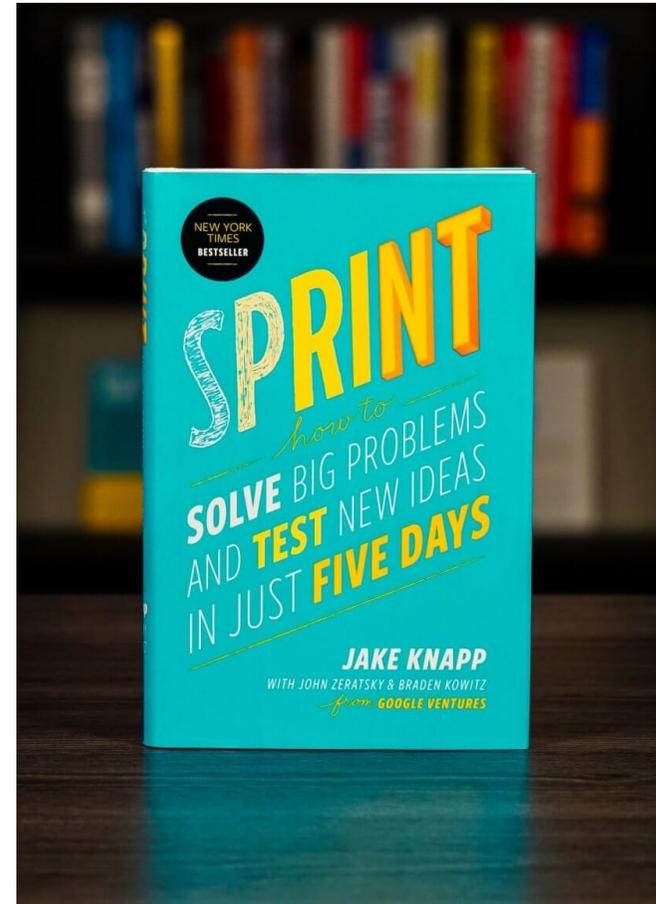
## History of the **DESIGN SPRINT**

**Jake Knapp** worked at Microsoft and later at Google.

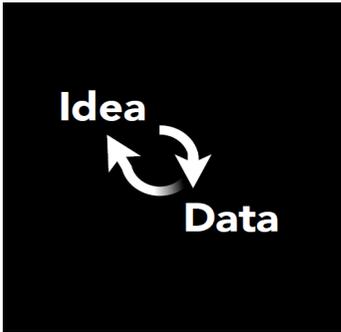
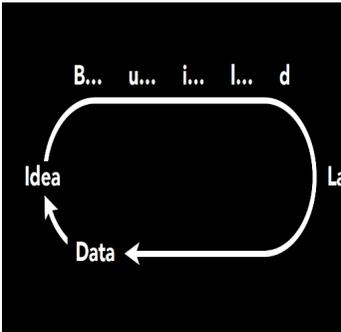
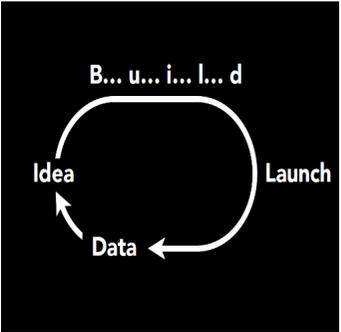
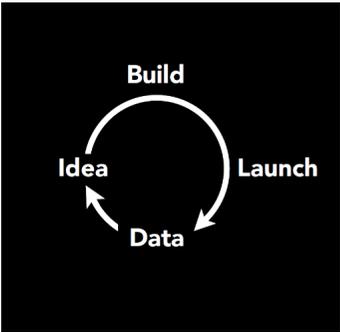
He experienced firsthand how building products would often take months, or even a year, before they could be launched.

Something clicked for Jake in 2009 when he was in Stockholm for **1 week** in January. During that short amount of time, he **designed, prototyped, and tested an idea** - which turned out to be Google Hangout.

That's when he realized that there had to be a better way to build products!



# Get data about an idea **FAST!**



The Design Sprint

# The **STANDARD** design sprint

MON

Map

TUE

Sketch

WED

Decide

Storyboard

THU

Prototype

FRI

Test

## DATA GOVERNANCE SPRINT™: The secret to speed

Imagine a five-week journey where you **design**, **build**, and **test** core components of your data governance program. This is what our Data Governance Sprint™ is all about.

It's a structured, **hands-on experience** for data leadership teams, that uses a proven, repeatable approach that transforms your data governance concepts into reality **in weeks, not months**.

From designing a winning, action-oriented data governance strategy that moves your company to managing data as an asset, to creating a business glossary and piloting an operating model with engaged data stewards—this **iterative approach** helps you make tangible progress in no time, while keeping momentum and morale high.

# Data Governance **SPRINT™** to the rescue

## 1 Establishing Data Governance **CAPABILITIES**



## 2 Through Incremental Implementation of **USE CASES**



Data Quality



Metadata



Critical Data Elements



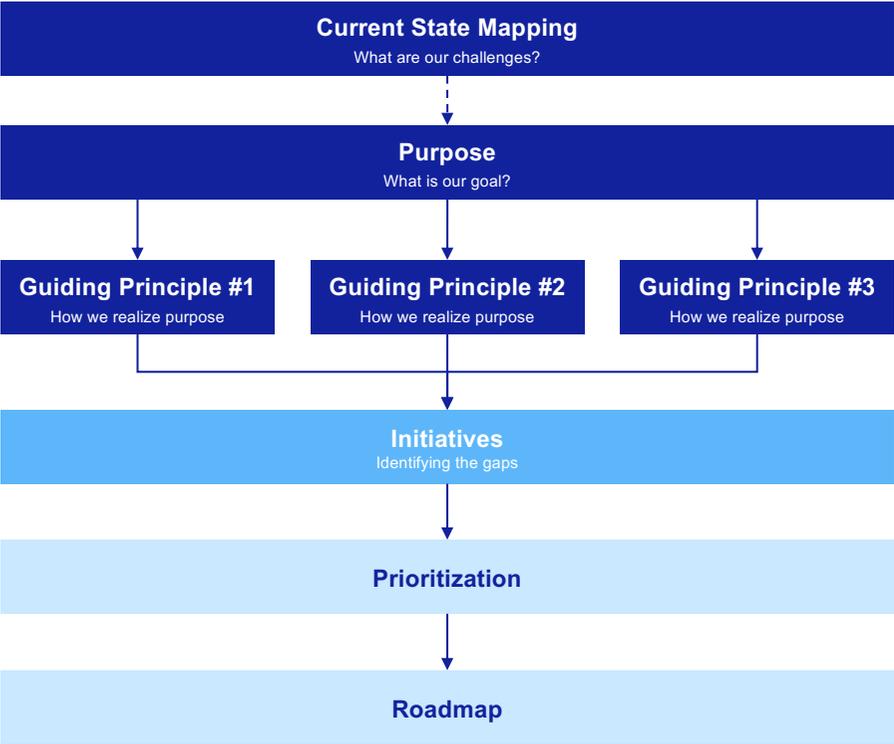
Data Literacy

## 3 In **WEEKS** Instead of Months



Data Governance Sprint™

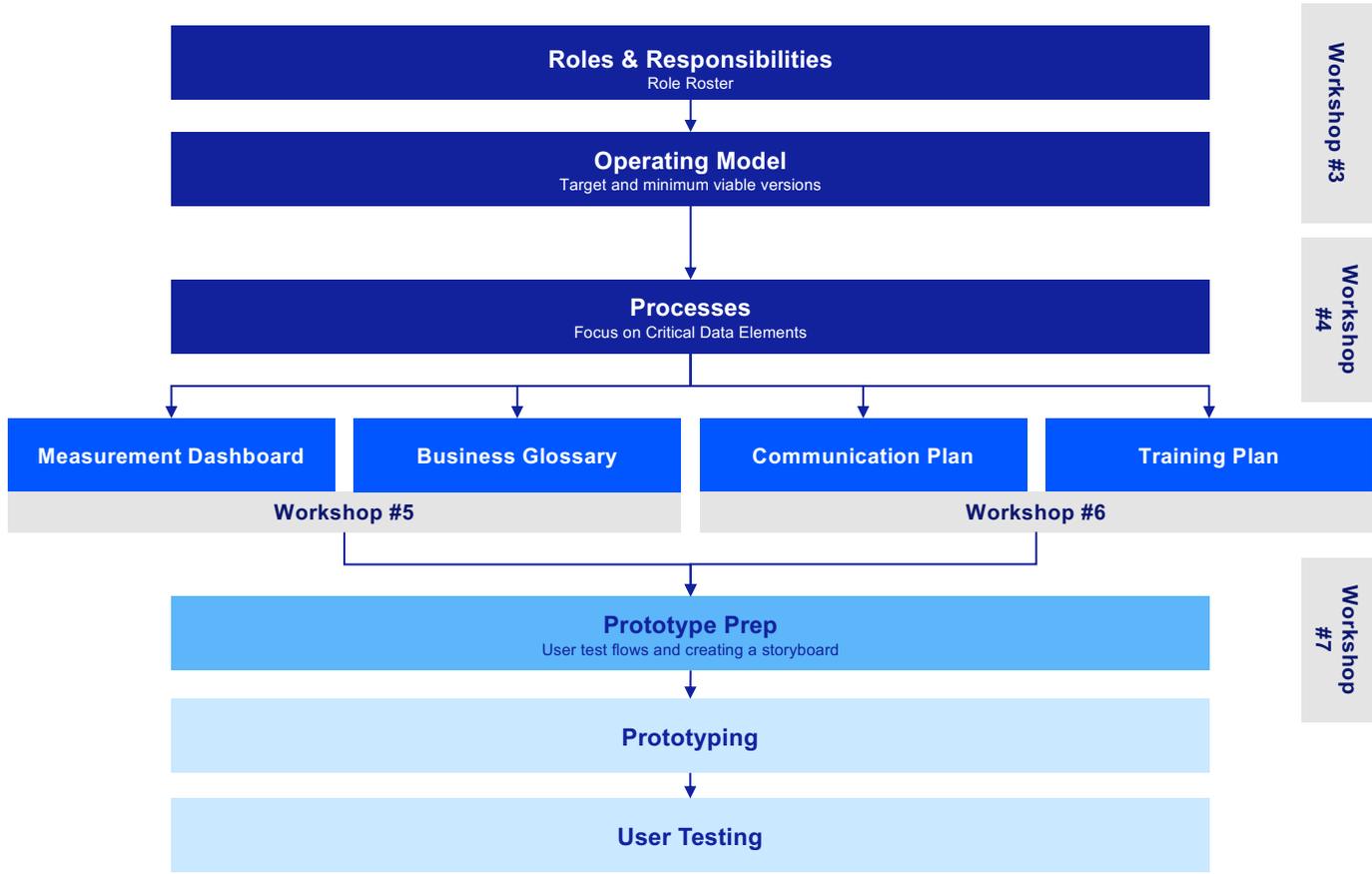
# Data Governance SPRINT™



**Workshop #1**  
*Understanding 'As Is' and defining 'To Be'*

**Workshop #2**  
*Bridge to Governance*

# Data Governance SPRINT™

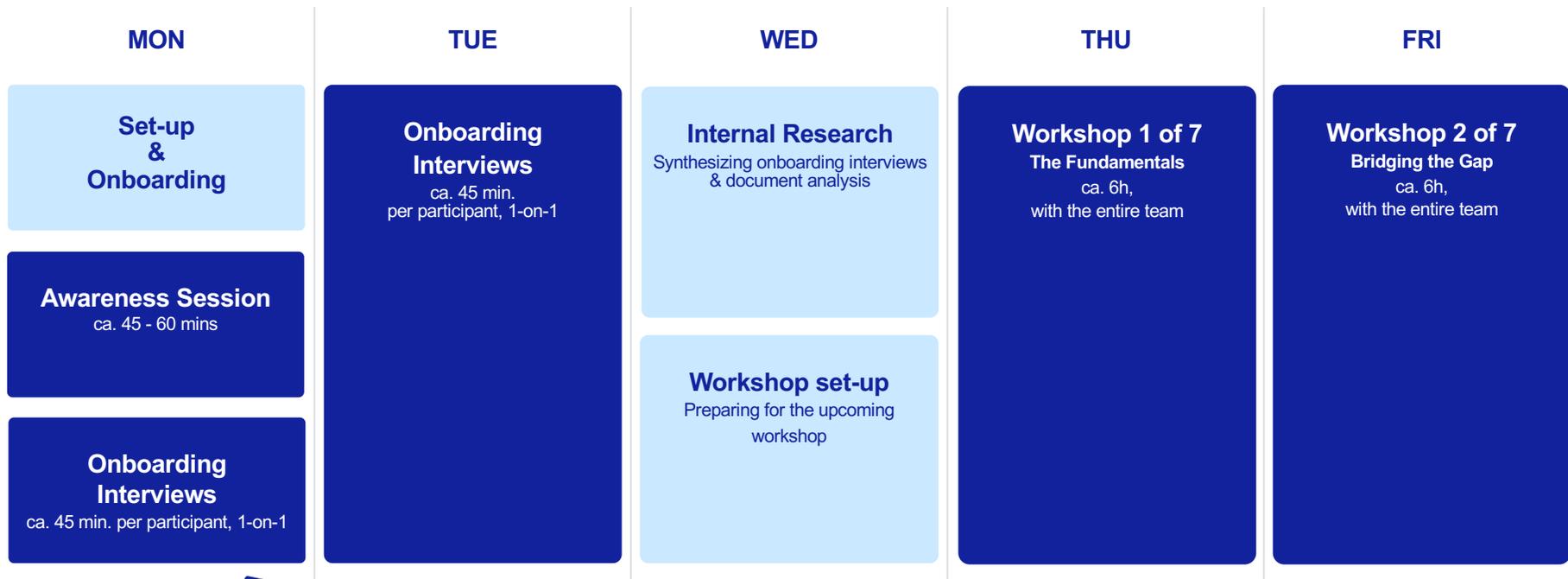


4

# Data Governance Sprint™: Week by Week

# WEEK 1 of 5

## Laying the Groundwork | The Fundamentals



 **Involves stakeholders**  
(block time for these)

# WEEK 1 of 5

## The Fundamentals | Workshops 1 and 2 of 7

### The Fundamentals Workshops: Establishing the Foundation for Data Governance

The Fundamentals workshops are the cornerstone of our Data Governance Sprint™, where we take a comprehensive look at how your organization currently manages its data assets and chart a clear path toward your desired future state.

By the end of The Fundamentals workshops, you'll have a thorough understanding of the “**As Is**” state, the “**To Be**” vision, and **the gaps** that need to be bridged. This clarity will provide a strong, actionable foundation for the remainder of the DG Sprint™ and beyond, ensuring that your data governance efforts are aligned with your strategic objectives and ready to drive meaningful progress.

#### Workshop 1: Thursday Full-Day

- Focus on understanding the current state of data management within your organization.
- Identify existing challenges and examine current practices.
- Define the “To Be” state, our vision for data governance, aligned with business objectives and strategic goals.
- Work through four key exercises: The Challenges Map, Challenges Interview, Purpose, and Guiding Principles.

#### Workshop 2: Friday Full-Day

- Highlight the gaps between the current state and the future vision established on Thursday.
- Prioritize the actions needed to bridge these gaps.
- Focus on improving the quality and understanding of critical data elements.
- Work through five engaging exercises designed to create a clear roadmap with prioritized use cases.

# WEEK 1 of 5

## The Fundamentals | Workshop 1 of 7

### Exercise 1. The Challenges Map

### Exercise 2. Challenges Interview

### Exercise 3. Purpose

### Exercise 4. Guiding Principles

We start by capturing the data challenges and pain points on a Challenges Map.

The purpose is to get a **high-level overview** of how the key components (data, processes, people, & technology) interact with the information life cycle within the organization.

It helps to **identify root causes** and **determine improvements** needed to correct existing problems and prevent them from reappearing.

# The challenges MAP



McGilvray, D. (2008). *Executing Data Quality Projects: Ten Steps to Quality Data and Trusted Information* (Framework for Information Quality). Morgan Kaufmann Publishers.

# The Challenges Map



# The challenges **MAP**



Image © Data Vantage Consulting. Used with permission.

# The Challenges Map



# WEEK 1 of 5

## The Fundamentals | Workshop 1 of 7

**Exercise 1.** The Challenges Map

**Exercise 2.** Challenges Interview

**Exercise 3.** Purpose

**Exercise 4.** Guiding Principles

We will try to get a deeper understanding of the challenges and the **broad-impact components** that affect the quality of information.

This is a **structured discussion** where we listen to our participants and collect all the challenges that come up during the interview.

We capture our thoughts as questions in the **'How Might We'** format. The HMW format helps us define our biggest challenge without prescribing a solution.

Next, we narrow down the Challenges Interview (written in the form of “How Might We” questions) and identify **focus areas** in the Challenge Map.

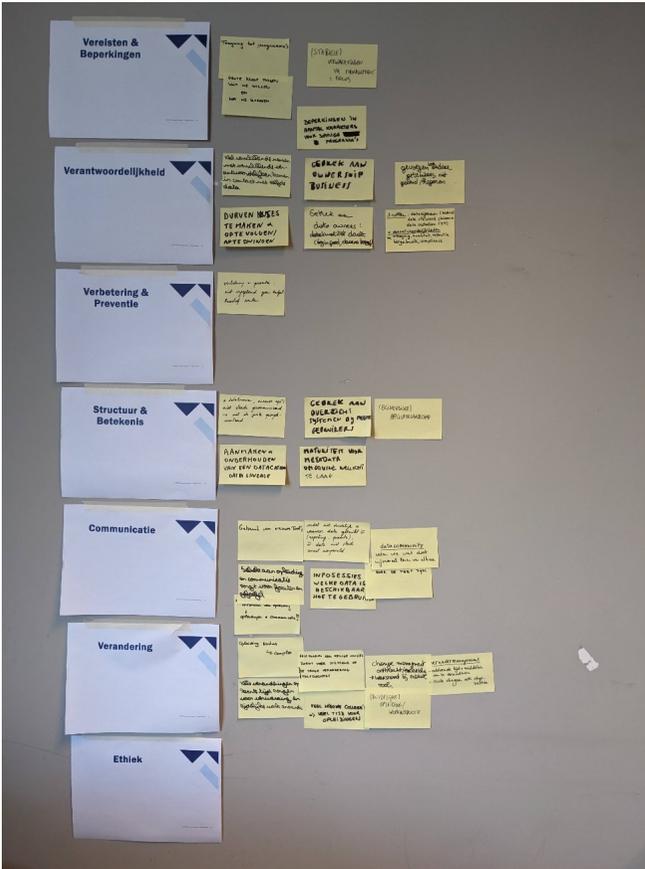
# Challenges INTERVIEW

 **Let the broad-impact components guide your open-ended questioning**

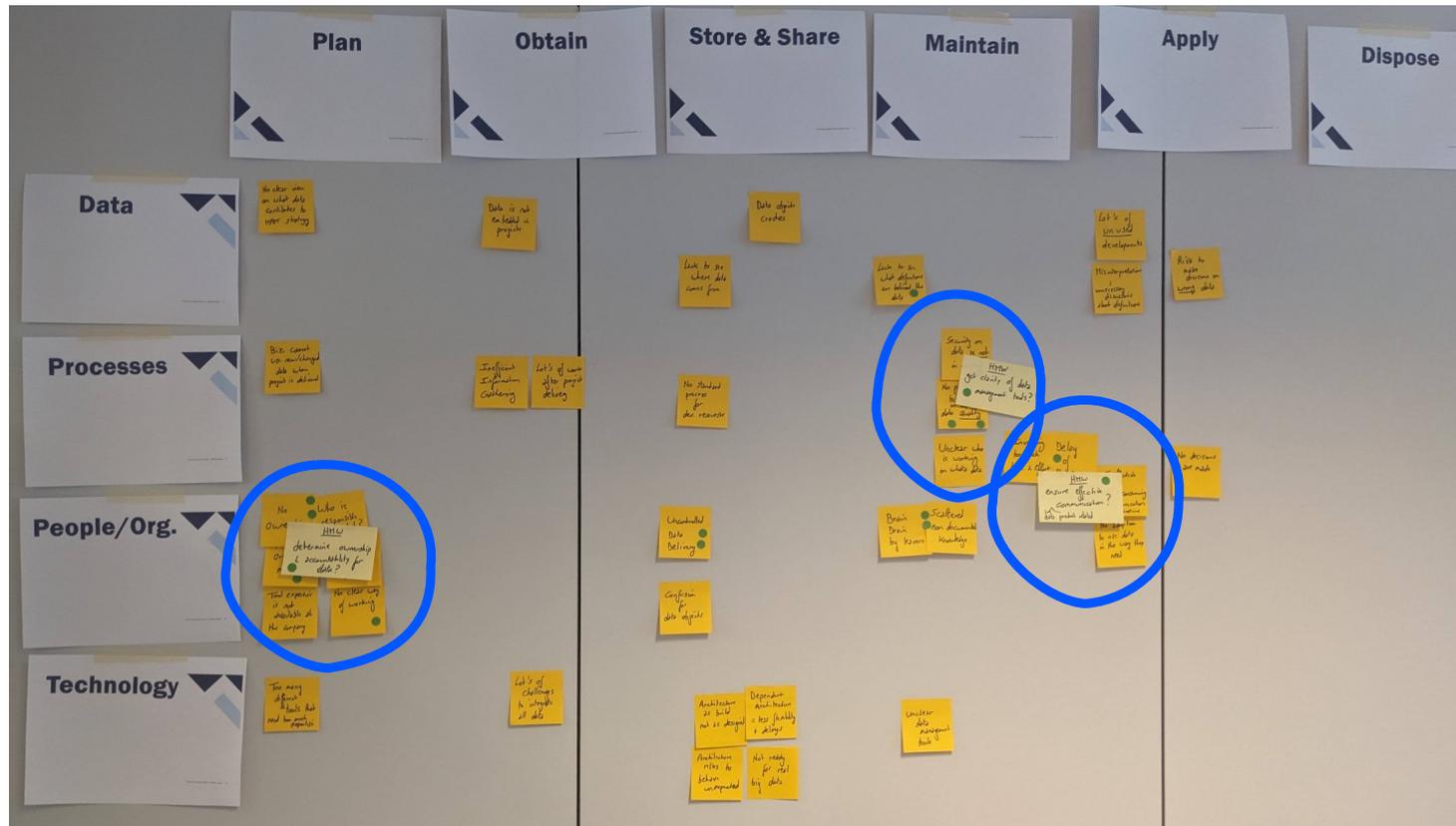
<b><u>R</u>equirements and Constraints</b>	Business, User, Functional, Technology, Legal, Regulatory, Compliance, Contractual, Industry, Internal Policies, Access, Security, Privacy, Data Protection
<b><u>R</u>esponsibility</b>	Accountability, Authority, Ownership, Governance, Stewardship, Motivation, Reward
<b><u>I</u>mprovement and Prevention</b>	Continuous Improvement, Root Causes, Prevention, Correction, Enhancement, Audit, Controls, Monitoring, Metrics, Targets
<b><u>S</u>tructure and Meaning</b>	Definitions, Relationships, Metadata, Standards, Reference Data, Data Models, Business Rules, Architecture, Semantics, Taxonomies, Ontologies, Hierarchies
<b><u>C</u>ommunication</b>	Awareness, Engagement, Outreach, Listening, Feedback, Trust, Confidence, Education, Training, Documentation
<b><u>C</u>hange</b>	Management of Change and Associated Impact, Organizational Change Management, Change Control
<b><u>E</u>thics</b>	Individual and Societal Good, Justice, Rights and Freedoms, Truthfulness, Standards of Conduct, Avoiding Harm, Supporting Well-Being

*Source: Broad Impact Components © 2005, 2020 Danette McGilvray, Granite Falls Consulting, Inc. www.gfalls.com*

# Challenges INTERVIEW



# The challenges MAP



# WEEK 1 of 5

## The Fundamentals | Workshop 1 of 7

**Exercise 1.** The Challenges Map

**Exercise 2.** Challenges Interview

**Exercise 3.** Purpose

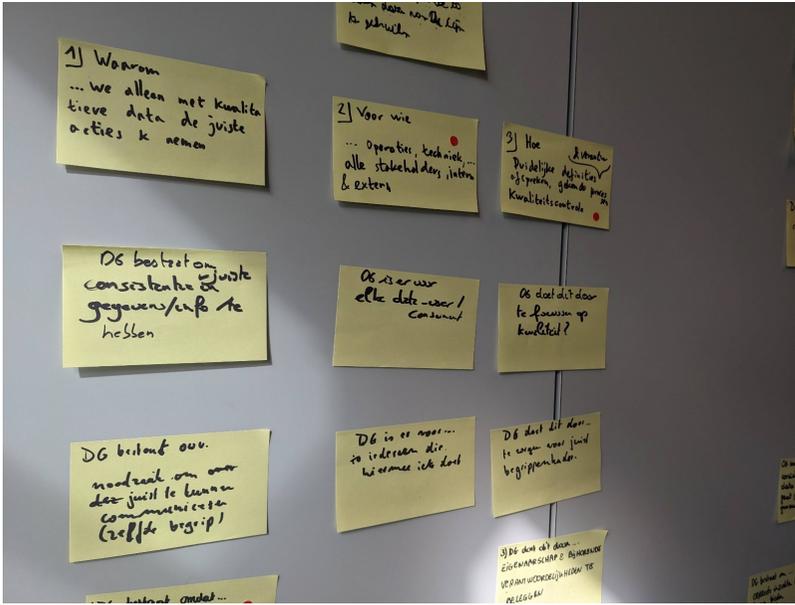
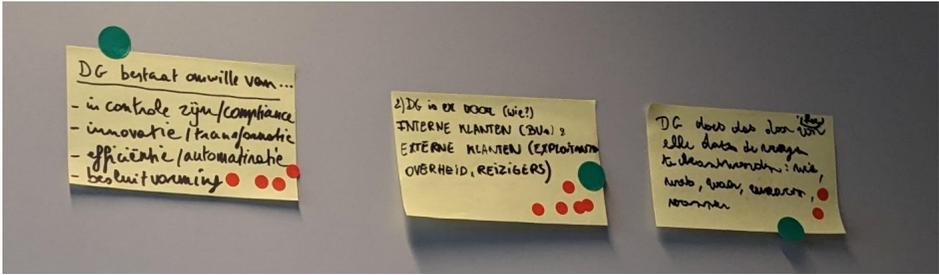
**Exercise 4.** Guiding Principles

In this exercise, we will focus on identifying the **fundamental reason why** we are implementing data governance within our organization. This isn't just about the technical aspects or the tasks we need to perform; it's about aligning our data governance efforts with the overarching business objectives and goals.

Understanding this purpose will ensure that every data governance initiative we undertake directly contributes to the success and strategic direction of the company.

A well-defined purpose will become **our Vision**, guiding our decisions, helping us prioritize, and making sure that everyone—across all levels—understands the critical role that data governance plays in our collective success.

# Purpose MAPPING



**DG exist to...**

**DG does this for...**

**DG does this by...**

Why do we do what we do?

For whom are we doing this?

How do we accomplish this?

# Purpose MAPPING



# WEEK 1 of 5

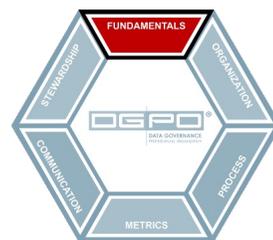
## The Fundamentals | Workshop 1 of 7

**Exercise 1.** The Challenges Map

**Exercise 2.** Challenges Interview

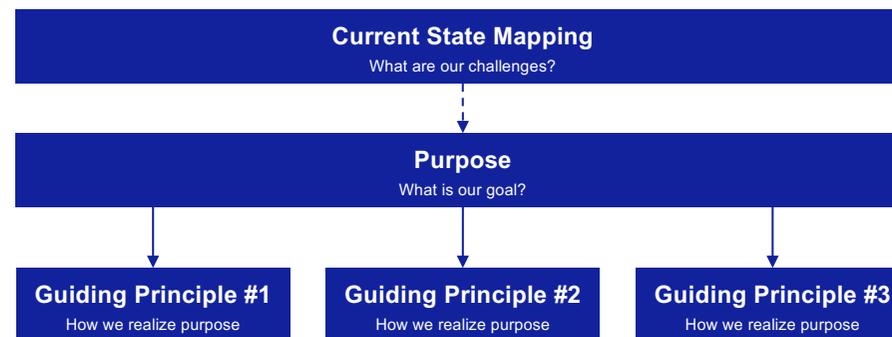
**Exercise 3.** Purpose

**Exercise 4.** Guiding Principles



As we build upon the foundation we've established in our previous exercises—assessing the current state of our data landscape, highlighting key use cases and pain points, and defining our vision and purpose—it's now time to finalize our approach by defining **our Guiding Principles**.

These principles are the **fundamental beliefs** that will steer your organization's approach to data. Think of them as your **North Star**, providing clear direction and setting the stage for how data should be managed and treated within your company.

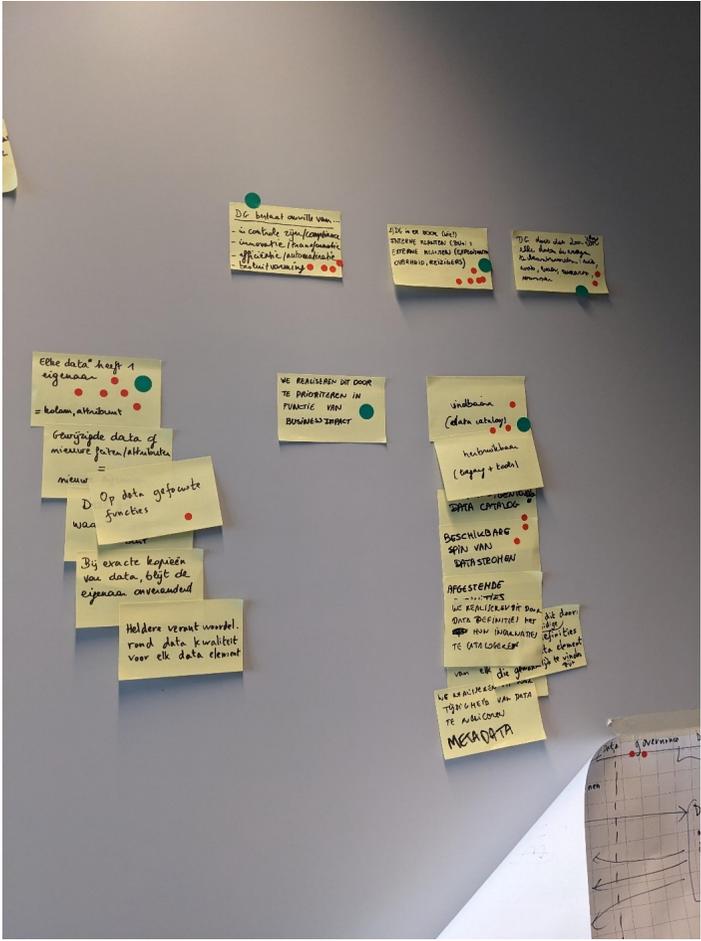
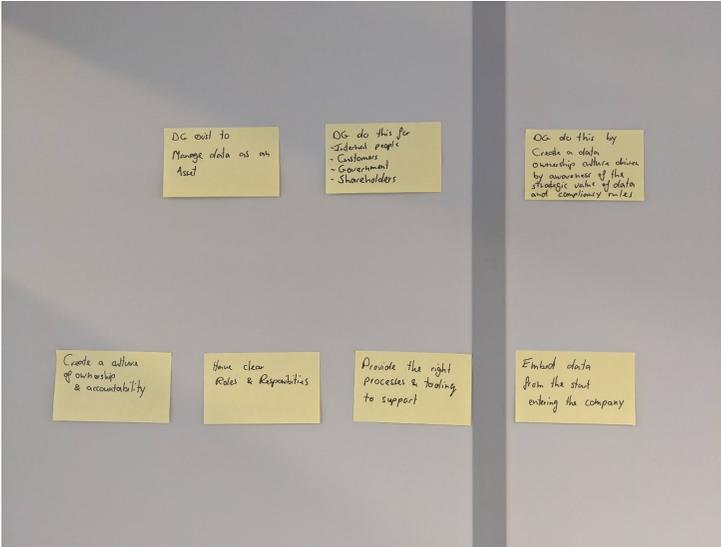


# Guiding PRINCIPLES

**We realize this by...**

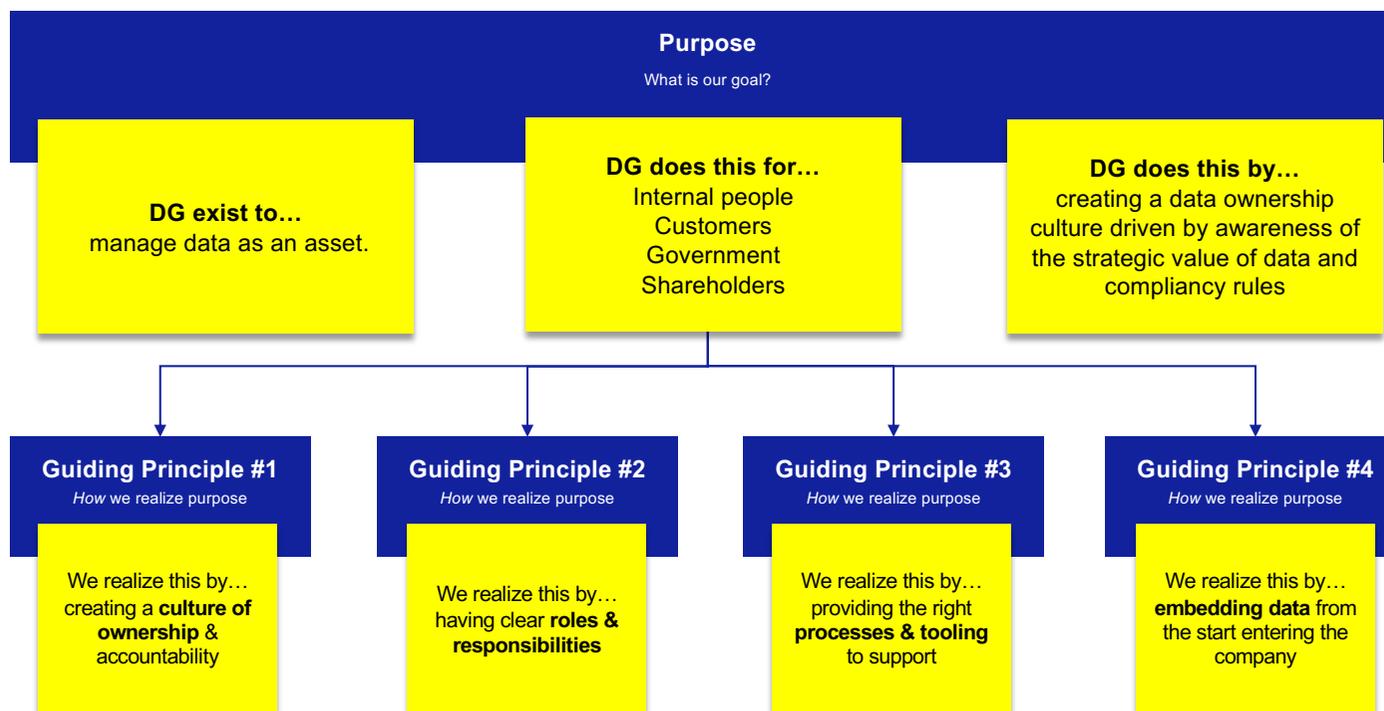
**We realize this by...**

**We realize this by...**



# WEEK 1 of 5

## The Fundamentals | Workshop 1 of 7



# WEEK 1 of 5

## The Fundamentals | Workshop 2 of 7

### Exercise 1. 10 for 10 Brainstorm

### Exercise 2. Action Board

### Exercise 3. Action Steps

### Exercise 4. Roadmap

### Exercise 5. CDE Shortlist

Let's kick off our creative engines with the 10 for 10 Brainstorm! This exercise is all about generating a wide range of ideas to **bridge the gap** between our current state and the future vision for data governance.

In this session, we'll draw inspiration from our Purpose, Guiding Principles, and the focus areas identified in our Challenges Map. The aim is to come up with **as many ideas as possible**—whether they seem practical or far-fetched, all ideas are welcome!

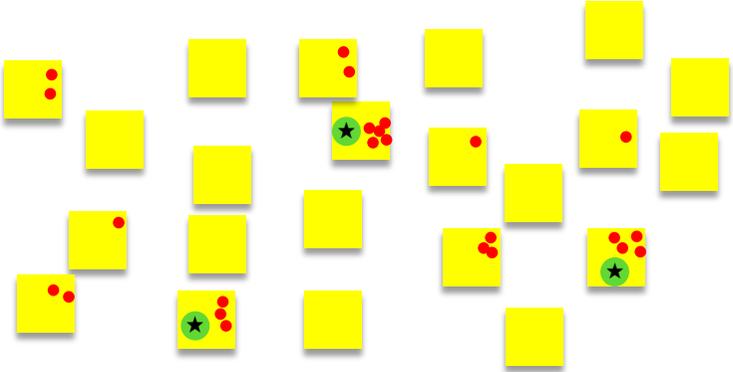
Why is this important? Because the more ideas we generate, the more likely we are to uncover innovative solutions that will propel us forward.

# 10 for 10 BRAINSTORM

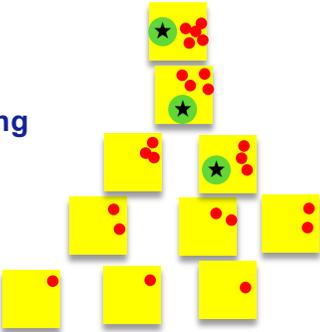
## Presenting the ideas



## Voting on the ideas



## Revisualizing



# WEEK 1 of 5

## The Fundamentals | Workshop 2 of 7

**Exercise 1.** 10 for 10 Brainstorm

**Exercise 2.** Action Board

**Exercise 3.** Action Steps

**Exercise 4.** Roadmap

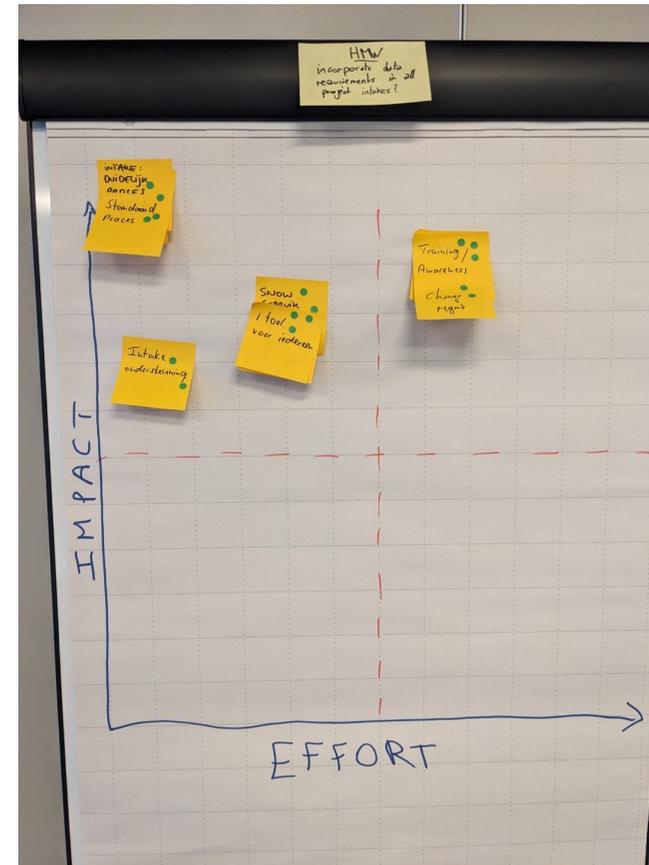
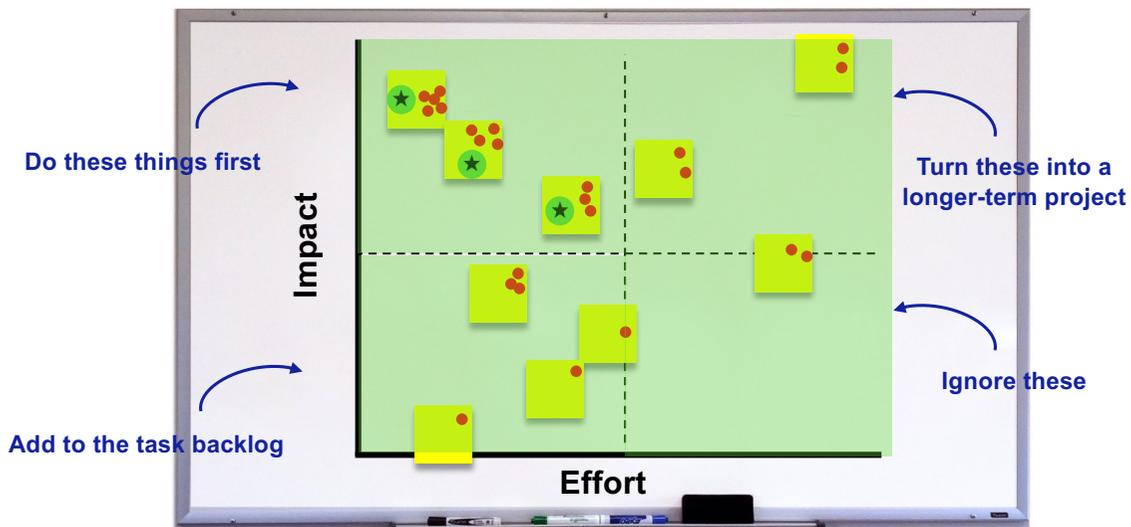
**Exercise 5.** CDE Shortlist

Welcome to our Action Board exercise, where we'll take all the great ideas generated during the 10 for 10 Brainstorm and **prioritize** them based on their **impact and feasibility**.

The Action Board is a powerful tool that helps us focus on what really matters—those initiatives that will drive the most significant change with the least amount of effort. By the end of this exercise, we'll have a clear understanding of which ideas we should tackle first and which ones may require more time and resources.

Why is this important? Because prioritization is key to ensuring that our efforts are directed toward the **most valuable and achievable goals**. This process will help us create a realistic and actionable roadmap that aligns with our data governance objectives.

# ACTION Board



# WEEK 1 of 5

## The Fundamentals | Workshop 2 of 7

**Exercise 1.** 10 for 10 Brainstorm

**Exercise 2.** Action Board

**Exercise 3.** Action Steps

**Exercise 4.** Roadmap

**Exercise 5.** CDE Shortlist

Next up, the Action Steps exercise, where we'll transform our prioritized "quick win" ideas from the Action Board into **actionable steps**.

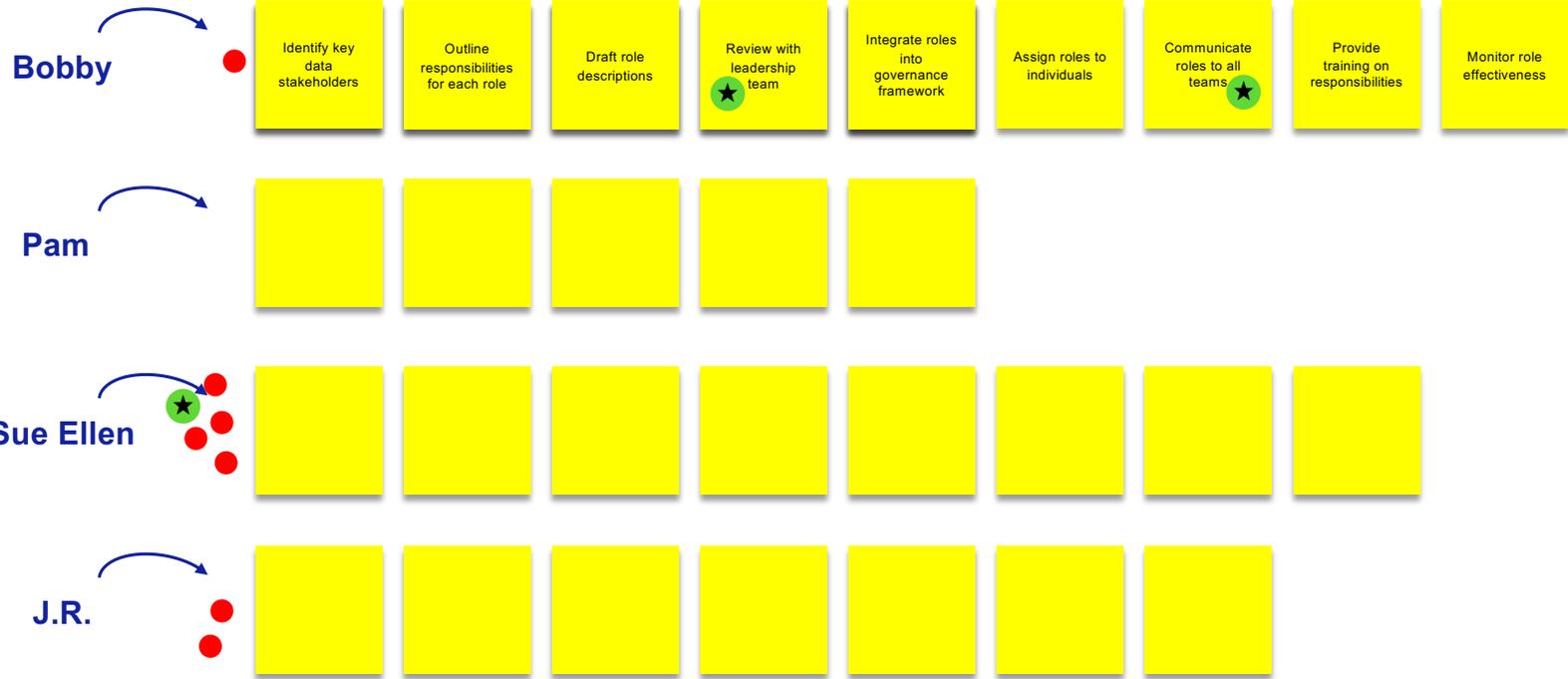
This exercise is crucial because it **turns concepts into concrete actions**, ensuring that we can effectively implement our ideas and start seeing tangible results.

The focus here is on **high-level, strategic steps** that will guide us in bringing these quick wins to life, moving us closer to achieving our data governance goals.

Why is this important? Because having a clear, actionable plan is what separates good ideas from real, impactful change. By the end of this session, we'll have a series of task flows that outline the steps necessary to implement each of our selected initiatives.

# ACTION Steps

★ Define roles for data accountability



# WEEK 1 of 5

## The Fundamentals | Workshop 2 of 7

**Exercise 1.** 10 for 10 Brainstorm

**Exercise 2.** Action Board

**Exercise 3.** Action Steps

**Exercise 4.** Roadmap

**Exercise 5.** CDE Shortlist

Let's hit the road, Jack! In this Roadmap exercise we'll take the prioritized initiatives and their corresponding task flows and strategically place them on a timeline.

This exercise is critical because it transforms our ideas and plans into a **clear, actionable roadmap** that outlines when and how each initiative will be implemented.

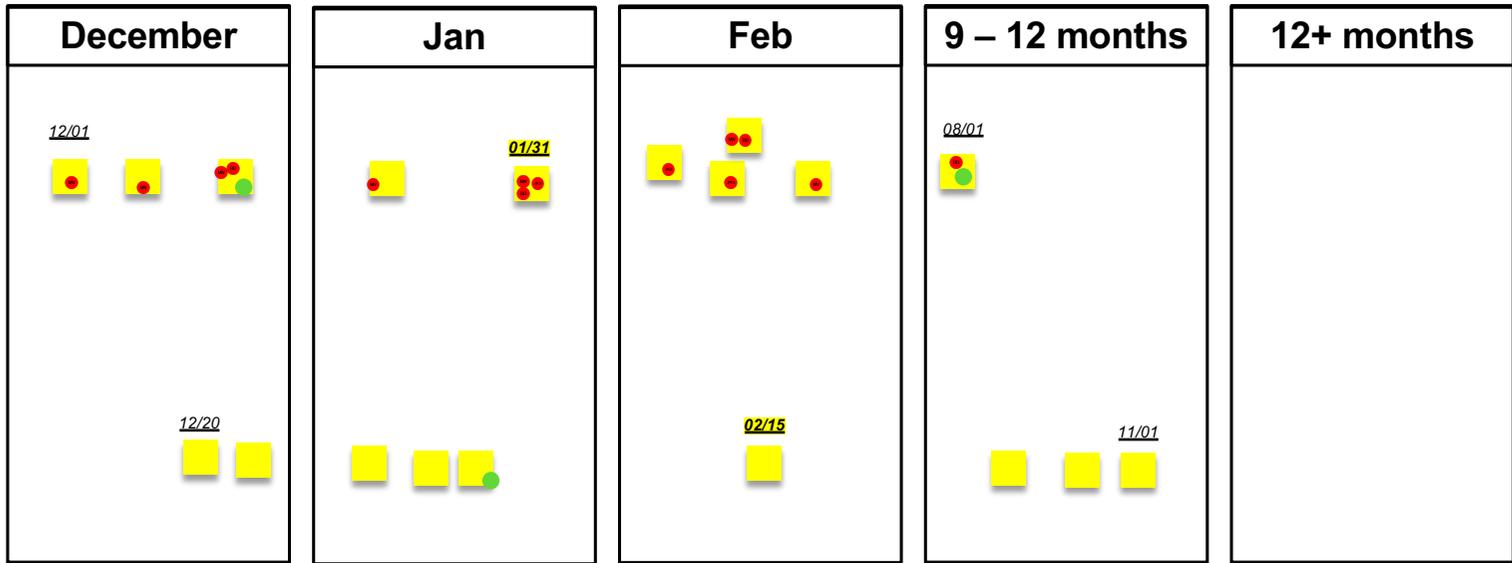
By the end of this session, we'll have a comprehensive plan that not only reflects our data governance goals but also aligns with the organization's overall strategy and priorities.

Why is this important? Because having a well-structured roadmap ensures that our efforts are organized, realistic, and geared toward **achieving tangible results** within a defined timeframe. This roadmap will serve as our guide, helping us maintain momentum and focus as we move forward with our Data Governance Sprint.

# ROADMAP Exercise

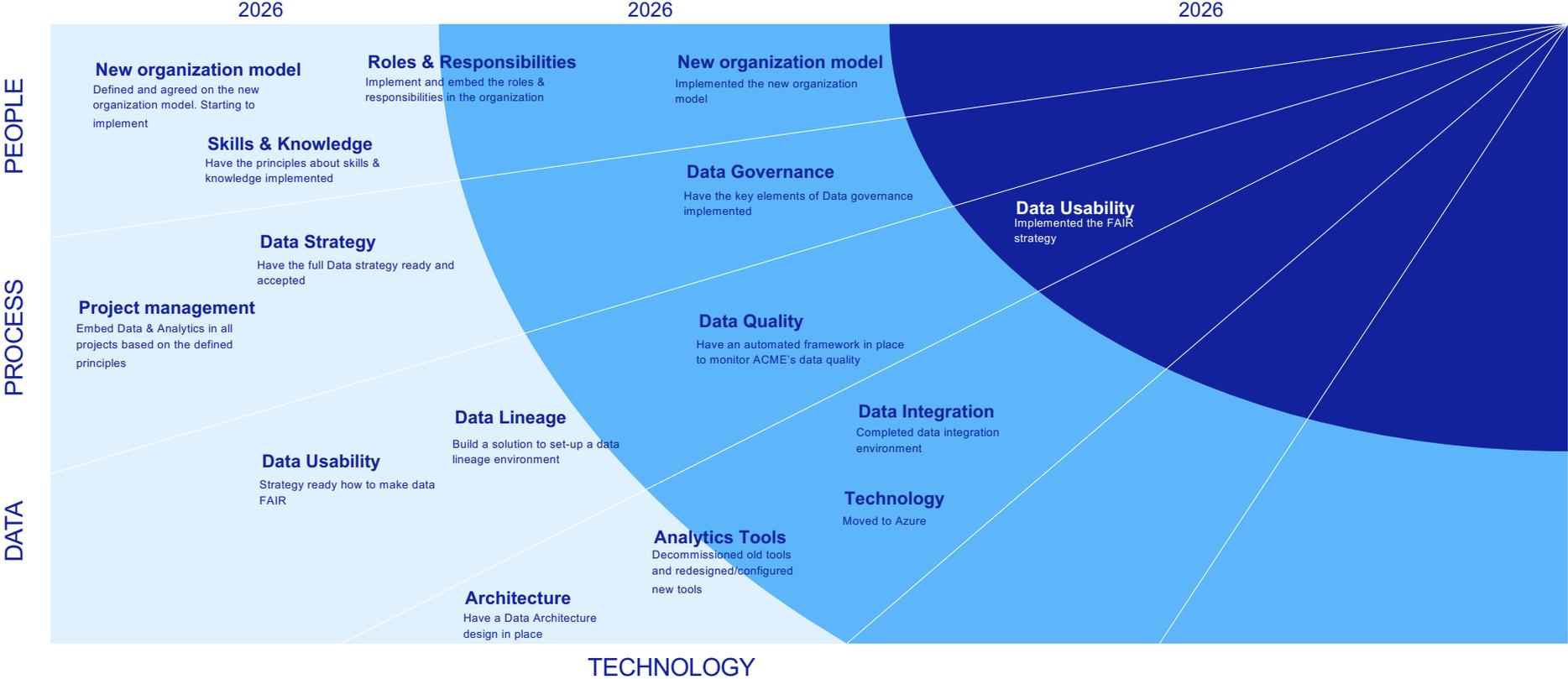
★ Define roles for data accountability

Create a centralized data catalog ★



# WEEK 1 of 5

## Workshop 2 of 7 | Roadmap



# WEEK 1 of 5

## The Fundamentals | Workshop 2 of 7

**Exercise 1.** 10 for 10 Brainstorm

**Exercise 2.** Action Board

**Exercise 3.** Action Steps

**Exercise 4.** Roadmap

**Exercise 5.** CDE Shortlist

Welcome to the final exercise of our workshop, the **Critical Data Element (CDE) Shortlist**. In this session, we'll focus on identifying and prioritizing the most important data elements within our organization.

By narrowing down our focus to the top 10 CDEs, we lay the foundation for effective data governance, enabling us to make fast progress and **demonstrate value quickly**.

These CDEs will later be central to our prototyping phase, where we'll conduct data quality assessments and define these elements in our business glossary. For now, our goal is to identify and select these key data elements that are crucial to our organization's success.

# CDE Shortlist



# WEEK 2 of 5

## The Data Players | The Rules of the Game

MON

### Documentation

Summarizing the outcomes and draft deliverables

### Workshop set-up

Preparing for the next workshop

TUE

### Workshop 3 of 7

The Data Players  
ca. 6h,  
with the entire team

WED

### Documentation

Summarizing the outcomes and draft deliverables

### Workshop set-up

Preparing for the next workshop

THU

### Workshop 4 of 7

The Rules of the Game  
ca. 6h,  
with the entire team

FRI

### Documentation

Summarizing the outcomes and draft deliverables

### Workshop set-up

Preparing for the next workshop

## WEEK 2 of 5

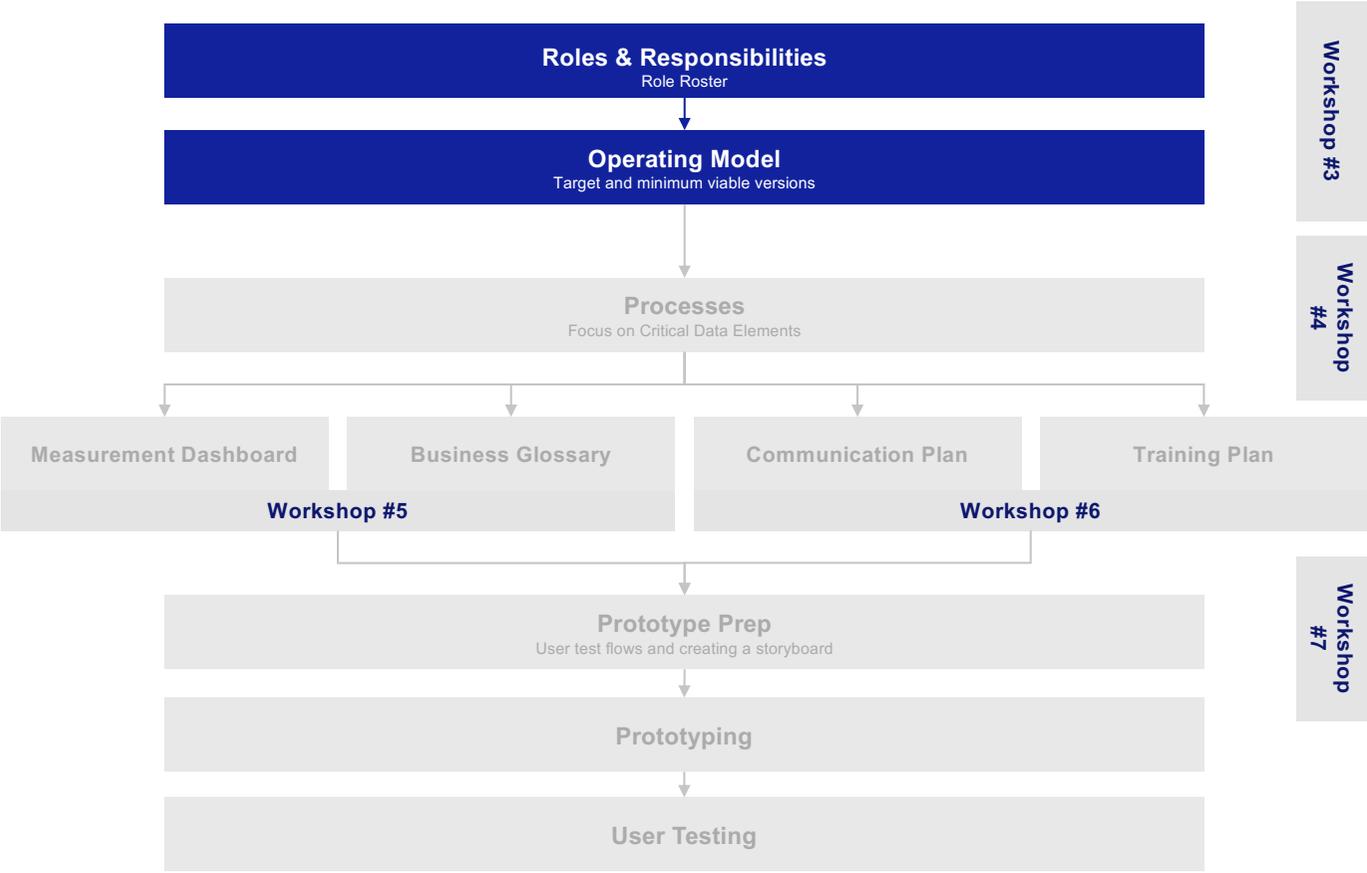
### The Data Players | The Rules of the Game

#### Welcome to Week 2: Building the Data Governance Framework

In Week 2, we transition from strategic visioning to the practical development of your **data governance framework**. This week is dedicated to defining the key roles, responsibilities, and operating models that will drive your data governance efforts, as well as establishing the foundational processes for managing your Critical Data Elements (CDEs).

Through two targeted workshops, we'll develop clear, actionable deliverables that will ensure your data governance structure is both **robust and sustainable**. By the end of this week, you'll have a well-defined framework that aligns with your organization's goals and prepares you for the next steps in your data governance journey.

# Data Governance SPRINT™



## WEEK 2 of 5

### The Data Players | Workshop 3 of 7

#### Exercise 1. Responsibility Mapping

#### Exercise 2. Lightning Demos

#### Exercise 3. Concept Creation

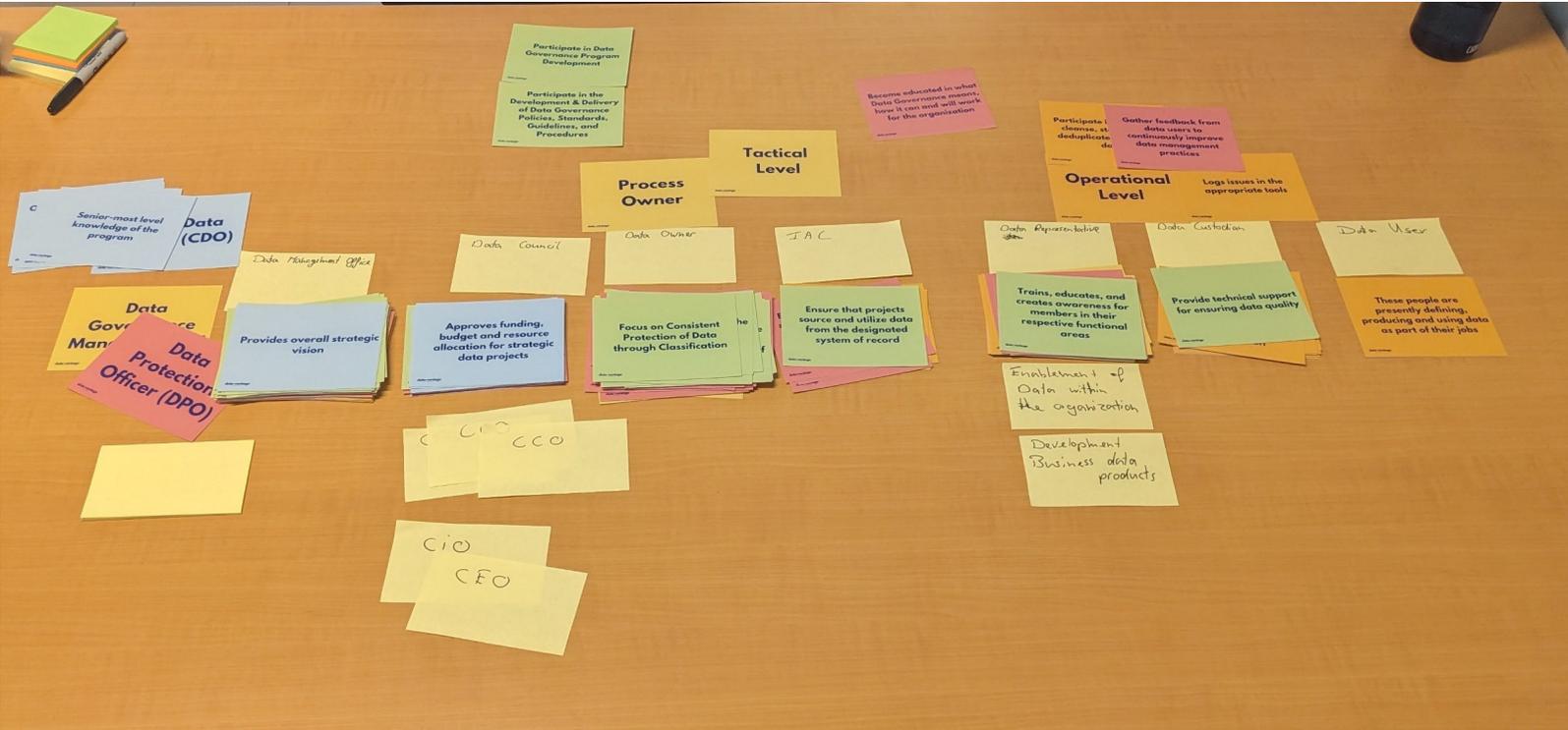
#### Exercise 4. Roles Roster

In this exercise, we'll embark on a journey to uncover and define the **key responsibilities** that are essential for achieving our data governance vision.

Rather than starting with predefined roles, we'll focus first on identifying **what needs to be done**—what are the crucial tasks, decisions, and accountabilities that will drive our success?

By mapping these responsibilities, we'll then naturally evolve into **defining the roles** that will carry them out. This approach ensures that our roles are rooted in the real needs of our organization, making our data governance framework both practical and impactful.

# RESPONSIBILITY Mapping











## WEEK 2 of 5

### The Data Players | Workshop 3 of 7

**Exercise 1.** Responsibility Mapping

**Exercise 2.** Lightning Demos

**Exercise 3.** Concept Creation

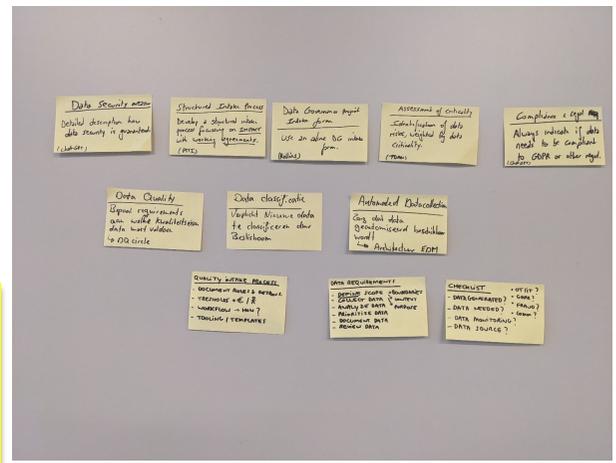
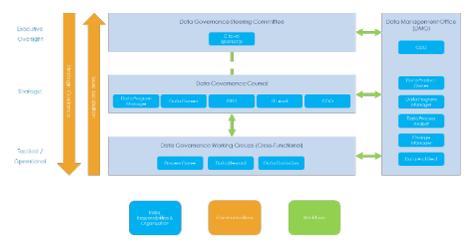
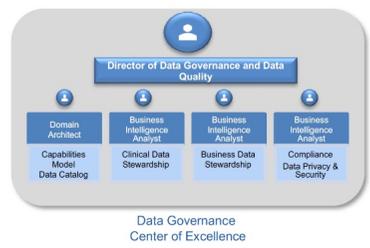
**Exercise 4.** Roles Roster

Now that we've identified and prioritized the key roles and responsibilities crucial to our data governance framework, it's time to explore how these elements will interact within an **effective operating model**.

This exercise is an inspiration-gathering exercise to stimulate creativity before concept creation and is aimed to **inspire creative and practical ideas** for structuring our data governance operating model.

This fast-paced, idea-generating session is designed to spark innovation by **showcasing different approaches** to data governance structures.

# LIGHTNING Demos



**HOSPITAL**  
Big Idea:  
A Data Governance Center of Excellence

**LARGE BANK**  
Big Idea:  
Federated operating model with support structure

**COLLIBRA**  
Big Idea:  
Centralized operating model with Data citizens

## WEEK 2 of 5

### The Data Players | Workshop 3 of 7

**Exercise 1.** Responsibility Mapping

**Exercise 2.** Lightning Demos

**Exercise 3.** Concept Creation

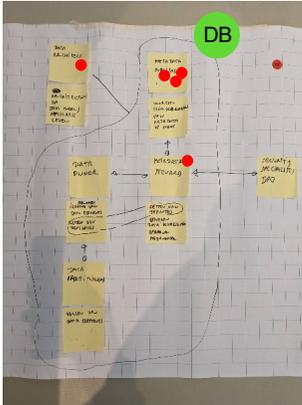
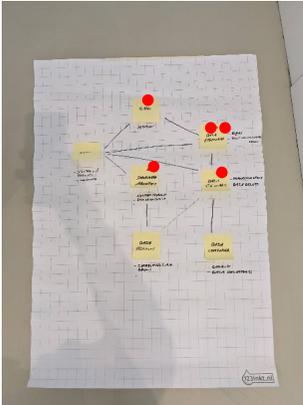
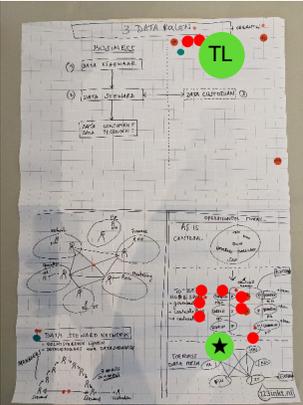
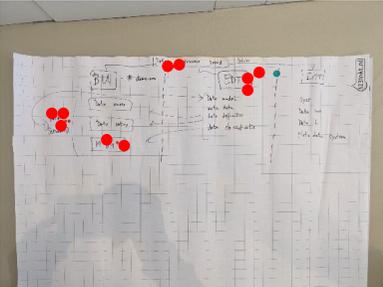
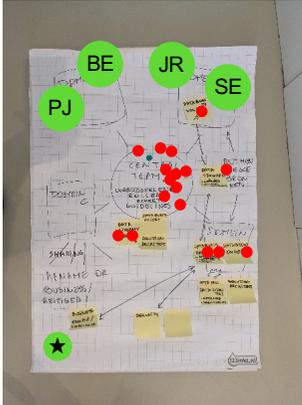
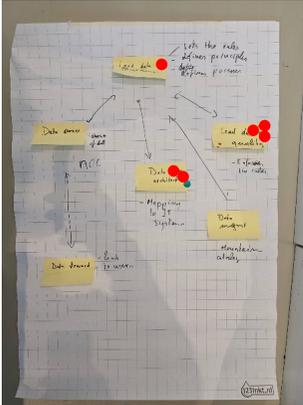
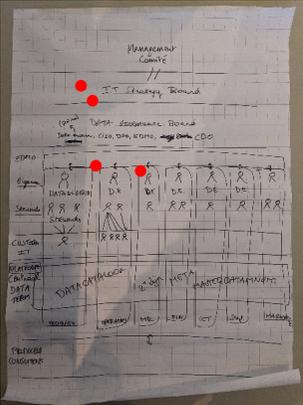
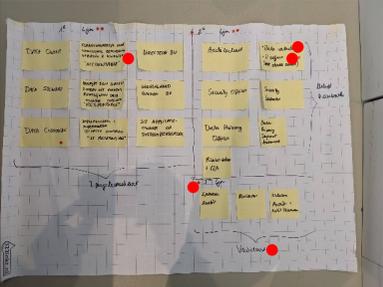
**Exercise 4.** Roles Roster

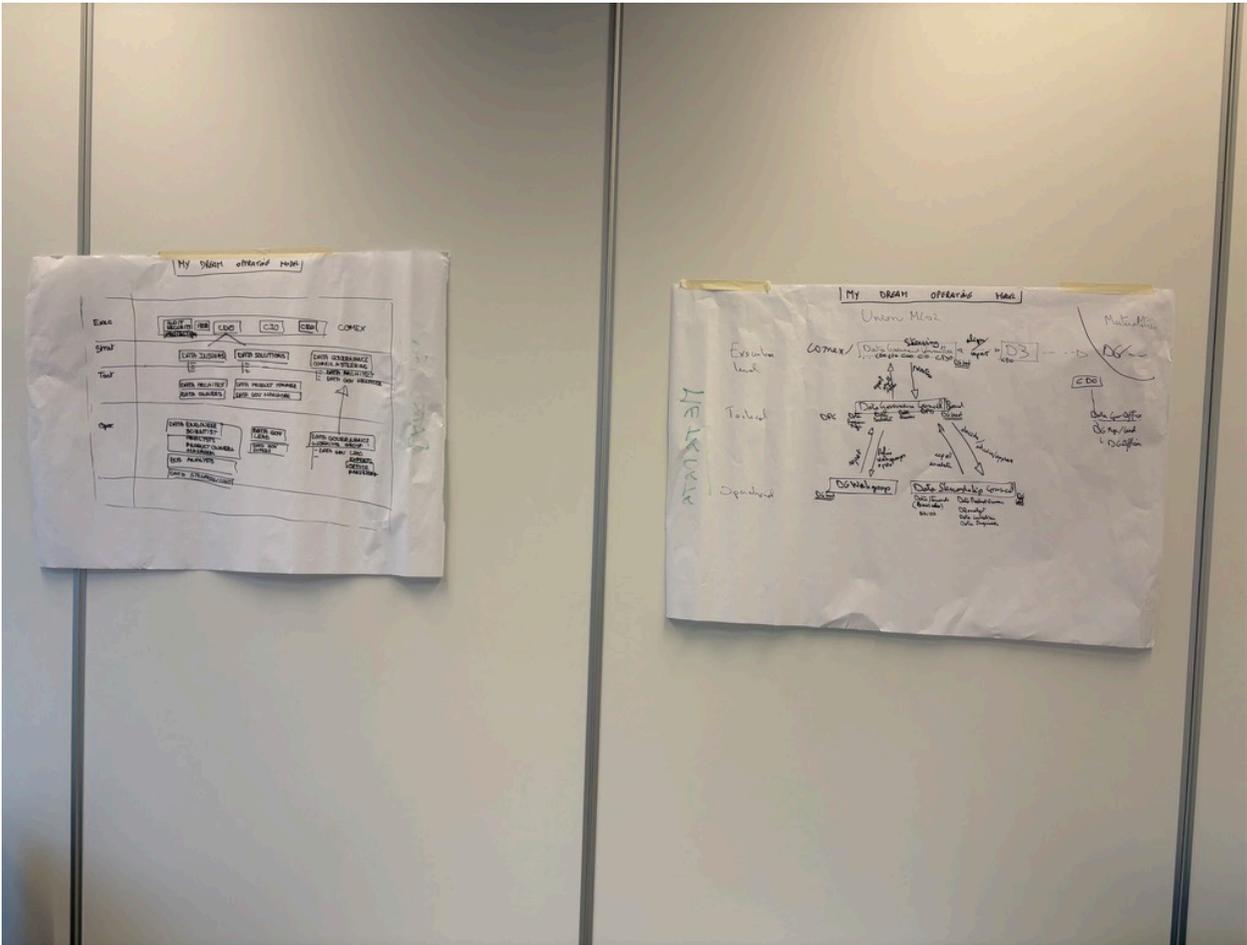
Next up, we'll take the insights gained from our Lightning Demos and the roles and responsibilities we've defined to design a set of **operating model concepts** tailored to our organization.

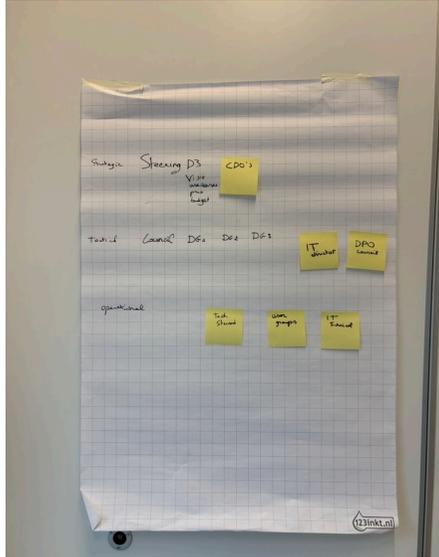
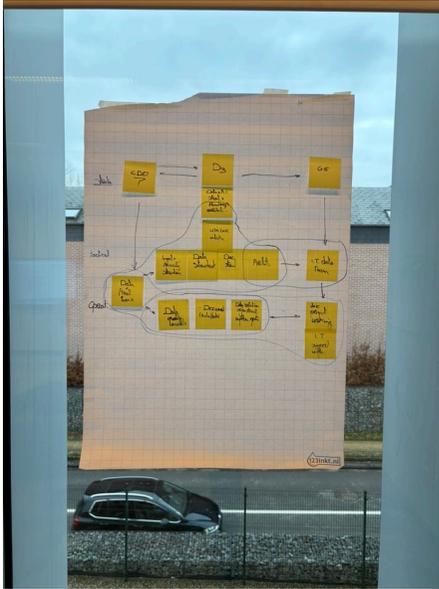
This is where creativity meets strategy—each participant will have the opportunity to envision how our data governance framework could be structured to optimize **communication flows**, **workflows**, and **organizational bodies**.

The goal is to create a robust, effective operating model that aligns with our data governance purpose and strategic goals. By the end of this exercise, we'll collaboratively refine these ideas into a **cohesive target operating model** that will guide our future efforts.

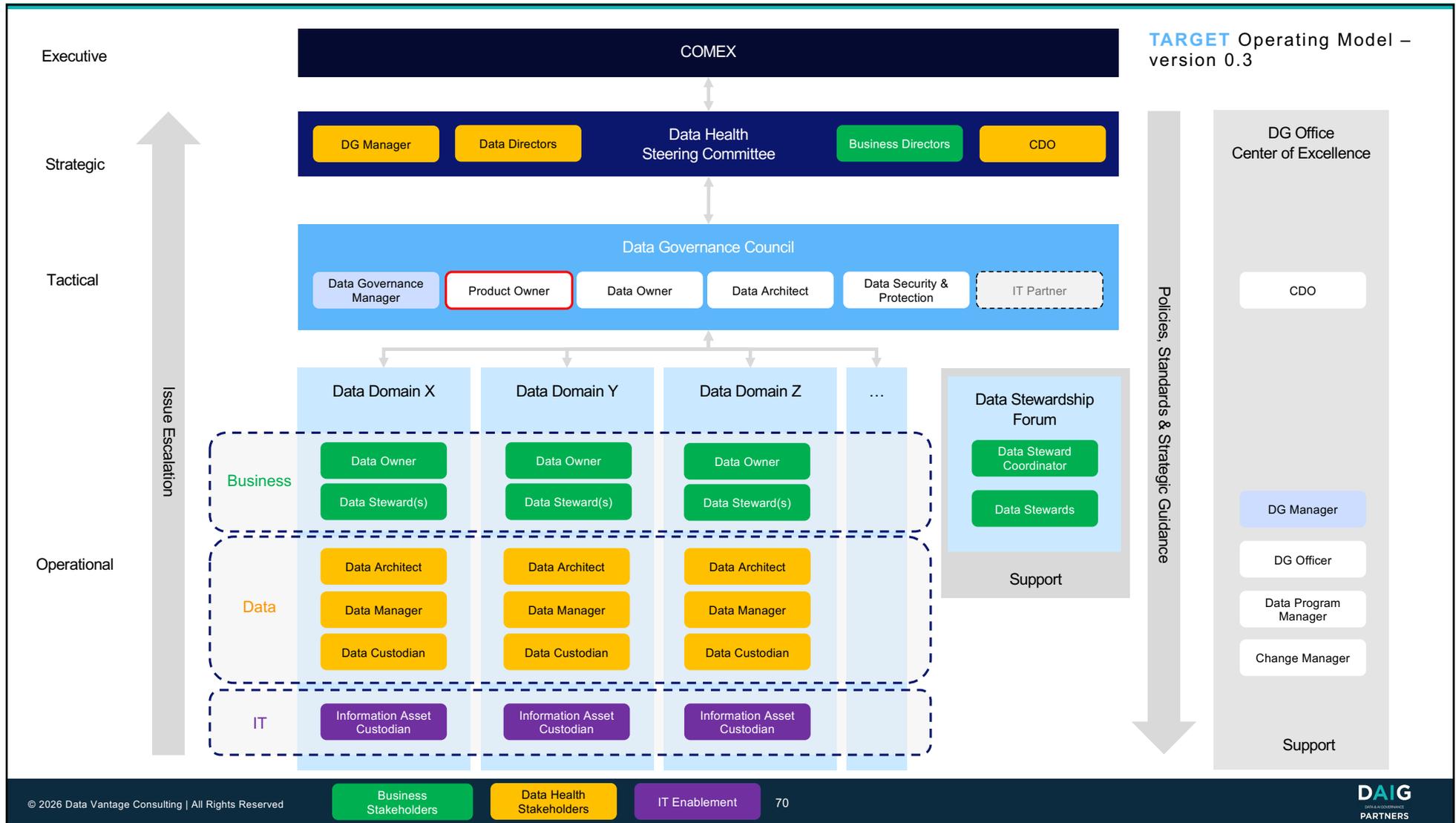
# CONCEPT Creation

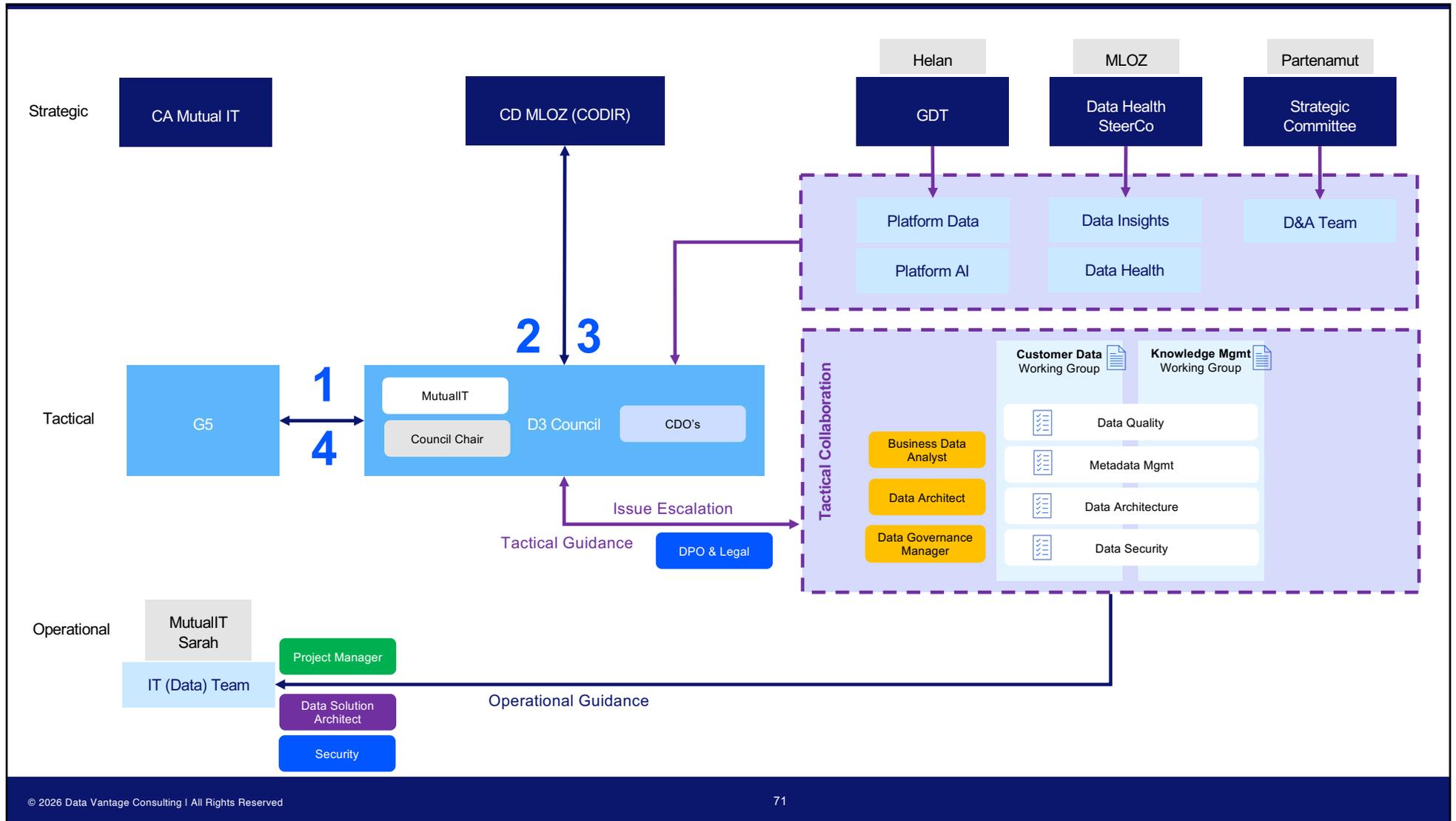






**TARGET** Operating Model – version 0.3





## WEEK 2 of 5

### The Data Players | Workshop 3 of 7

**Exercise 1.** Responsibility Mapping

**Exercise 2.** Lightning Demos

**Exercise 3.** Concept Creation

**Exercise 4.** Roles Roster

The goal of this final exercise – Roles Roster - is to identify the **bare minimum responsibilities** and roles necessary to effectively maintain data quality and document metadata for the selected CDEs.

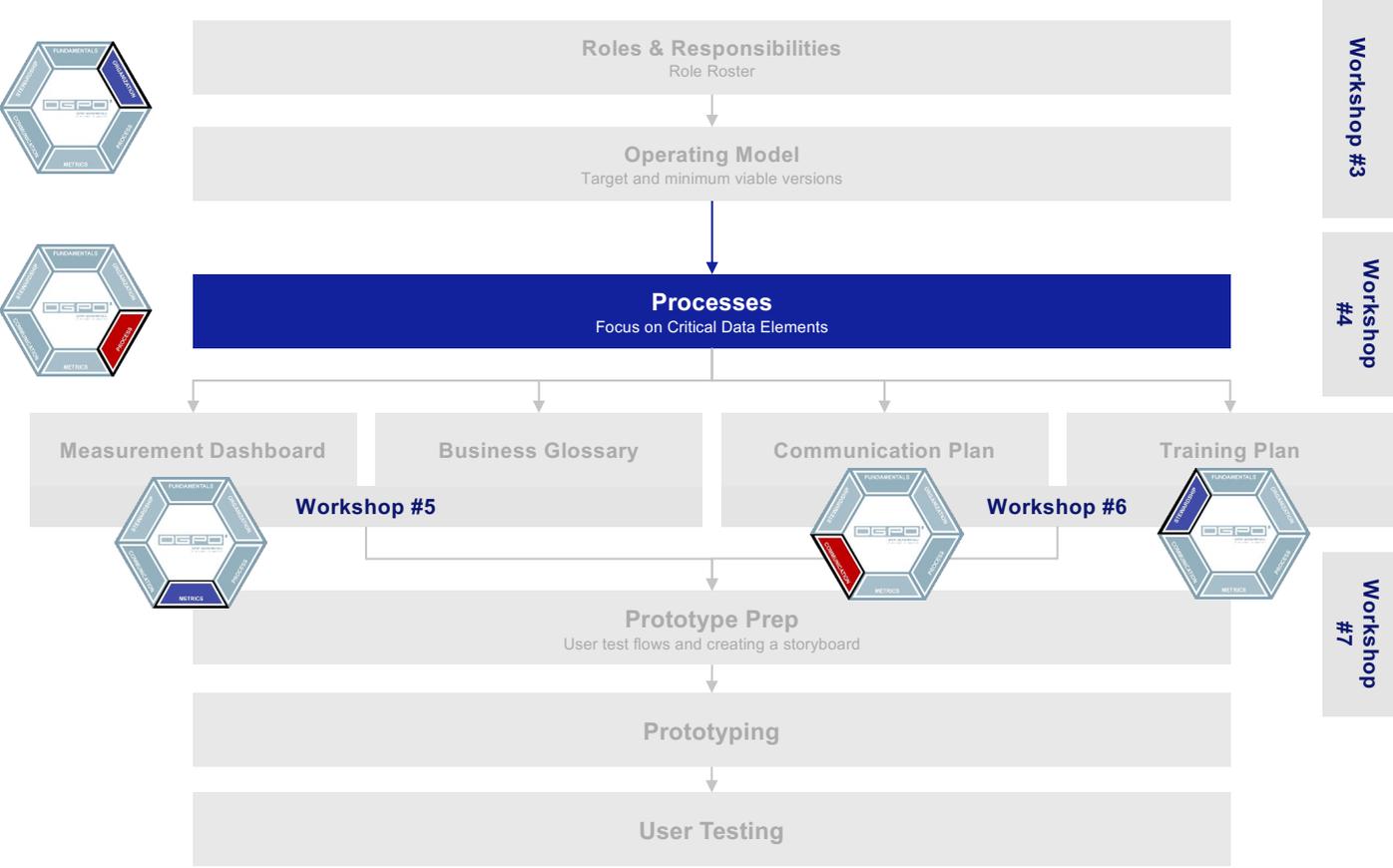
By downsizing our target roles, responsibilities, and operating model, we will establish the most efficient and sustainable structure that can be **practically implemented** during our prototype and testing phase.

This simplified version will ensure that we are focusing our resources where they matter most, while still upholding the core principles of our data governance strategy.

# Week 2

- 1 Monday
- 2 Tuesday
- 3 Wednesday
- 4 Thursday
- 5 Friday

# Data Governance SPRINT™



## WEEK 2 of 5

### The Rules of the Game | Workshop 4 of 7

#### Round 1: Data Quality Focus

**Exercise 1.** Applied Users Story Mapping

**Exercise 2.** The Process Map

**Exercise 3.** Applied Users Story Mapping

**Exercise 4.** The Process Map

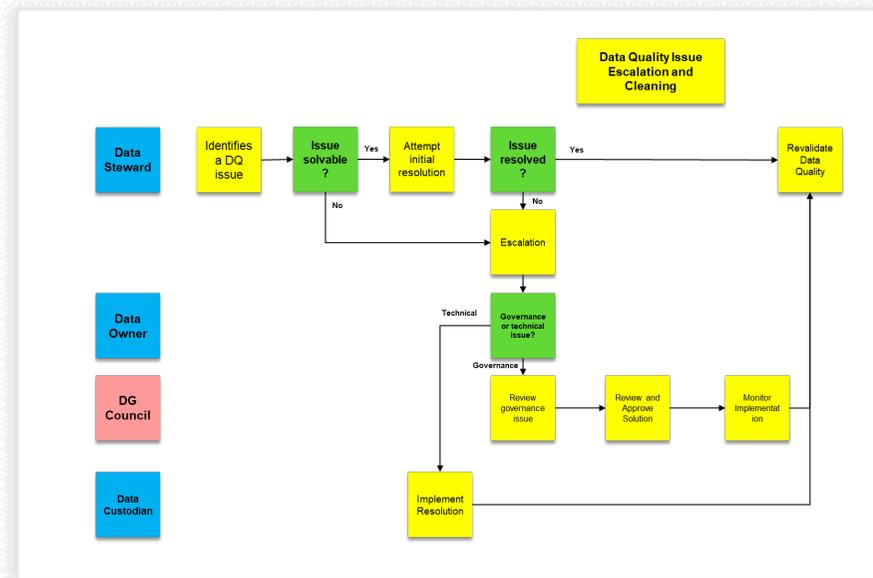
In this exercise, we will dive into the practical aspects of **maintaining and improving the quality** of our Critical Data Elements (CDEs).

By mapping out the story of how data quality is managed within our organization, we'll create a clear, **step-by-step process** that ensures our data remains accurate, reliable, and valuable.

This is where strategy meets action—each of you will bring your insights to the table, mapping out how data quality issues are identified, addressed, and resolved.

By the end of this exercise, we'll have a well-defined process that can be implemented to safeguard the integrity of our most critical data.

# Applied Users STORY MAPPING

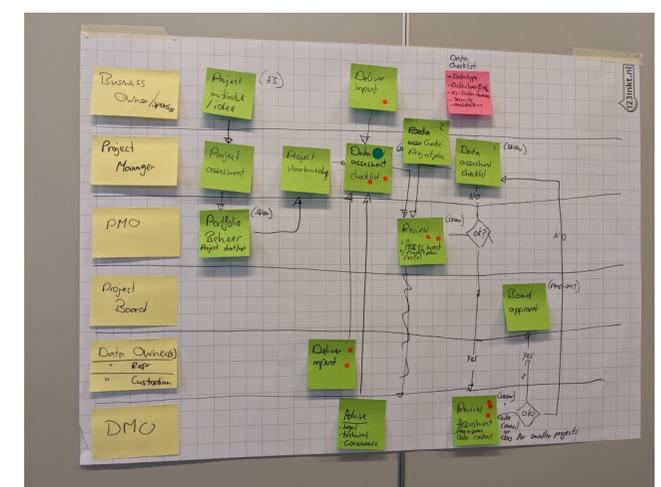
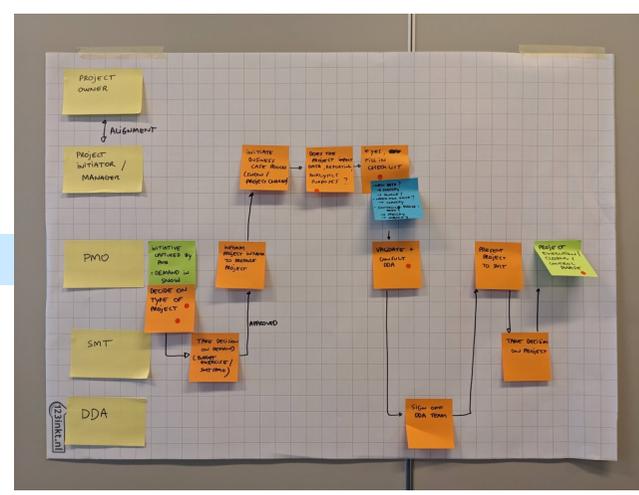


# WEEK 2 of 5

## Workshop 4 of 7 | Applied Users Story Mapping

### Step 2: Create the Story

1. Timing
2. What you'll need
3. Introducing the exercise
4. Flow

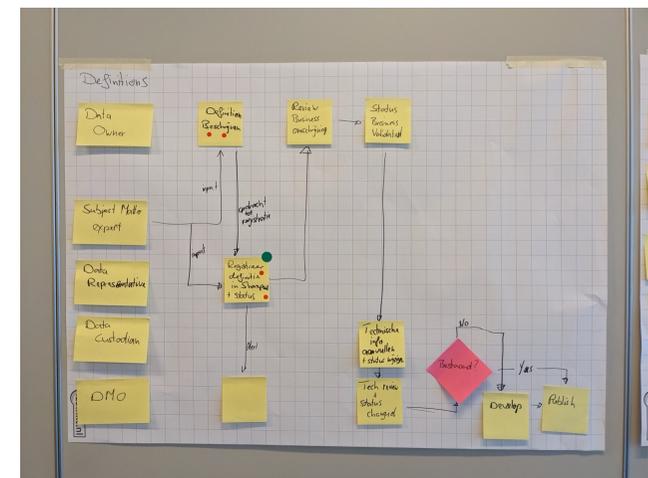
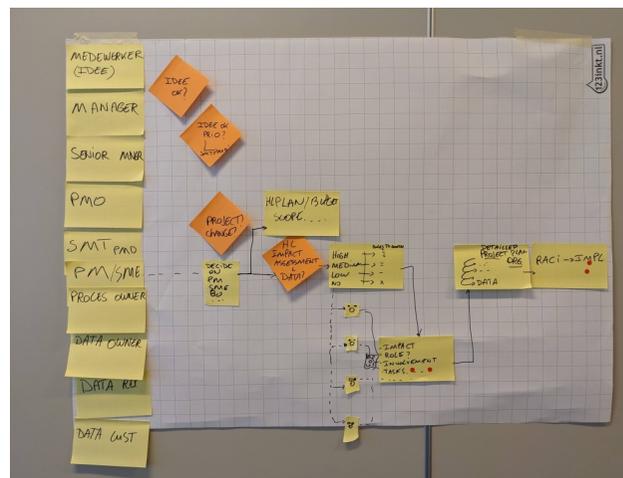


# WEEK 2 of 5

## Workshop 4 of 7 | Applied Users Story Mapping

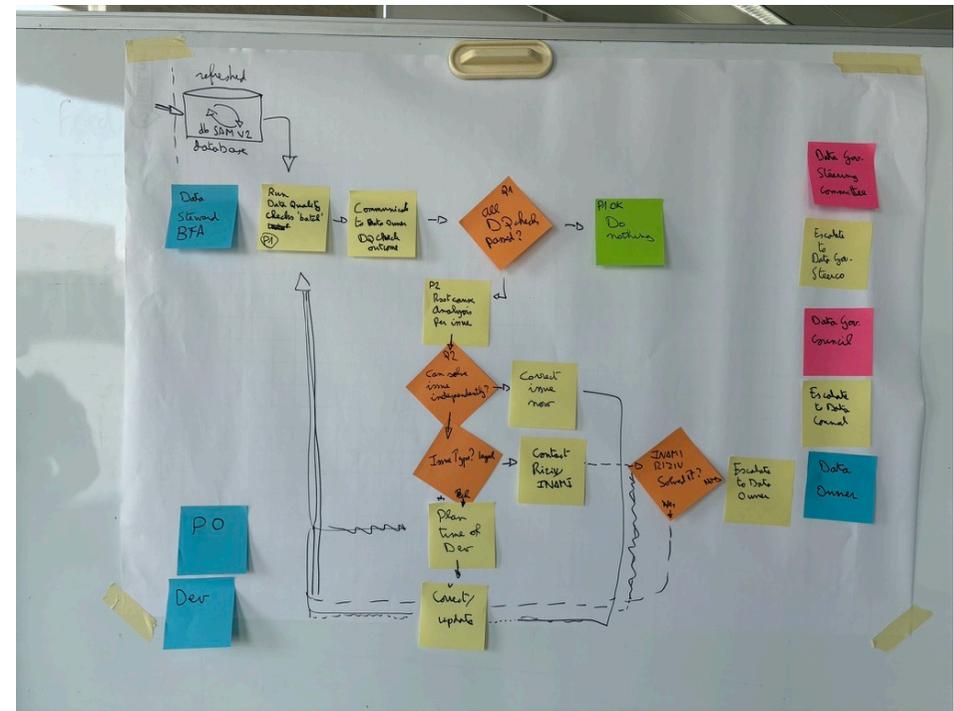
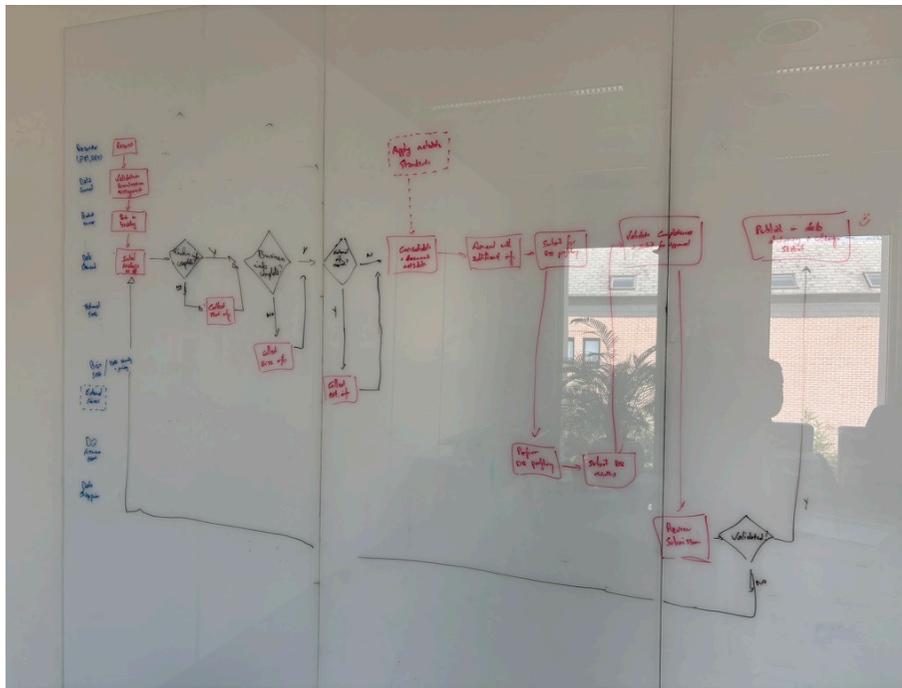
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4. Flow



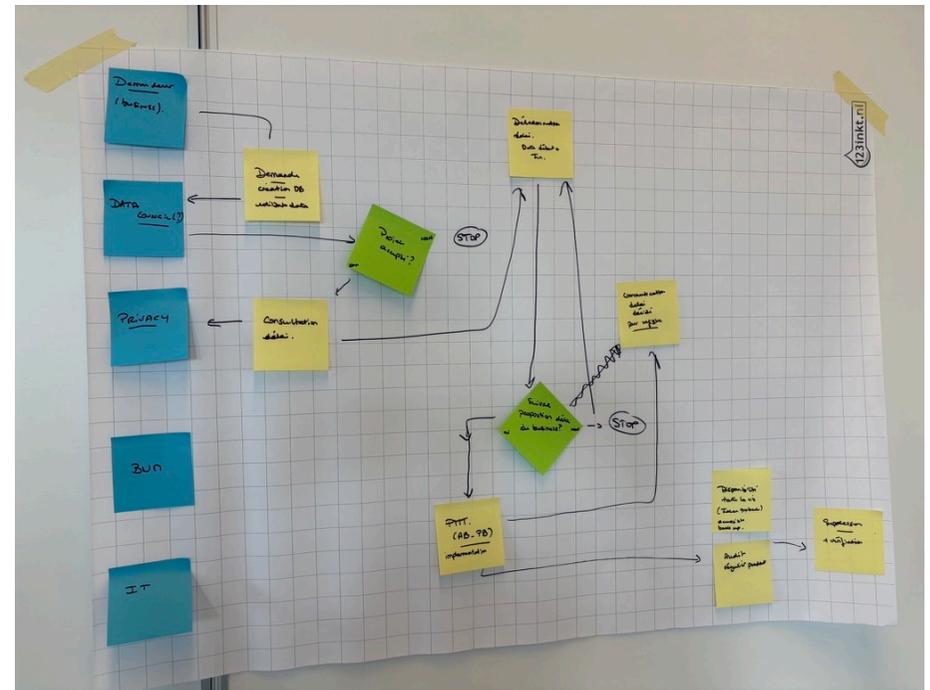
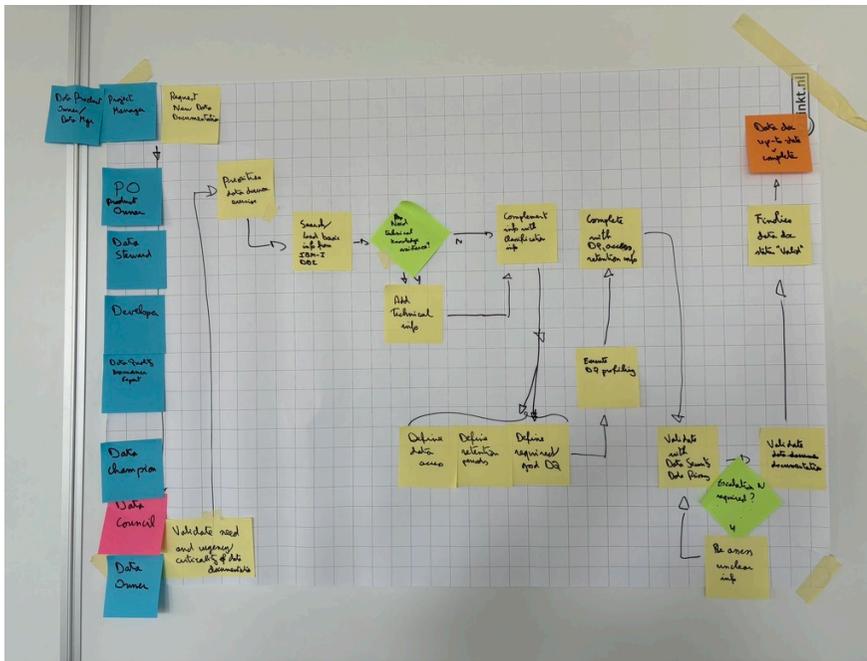
# WEEK 2 of 5

## Workshop 4 of 7 | Applied Users Story Mapping



# WEEK 2 of 5

## Workshop 4 of 7 | Applied Users Story Mapping



## WEEK 2 of 5

### The Rules of the Game | Workshop 4 of 7

#### Round 1: Data Quality Focus

**Exercise 1.** Applied Users Story Mapping

**Exercise 2.** The Process Map

**Exercise 3.** Applied Users Story Mapping

**Exercise 4.** The Process Map

After exploring individual concepts in the previous exercise, it's time to bring our ideas together and collaboratively create a **unified process map** for maintaining and improving the data quality of our Critical Data Elements (CDEs).

This exercise will **synthesize the best elements** from our individual efforts into a clear, practical process that can be implemented across the organization.

By working together, we'll ensure that the final process map is comprehensive, effective, and aligned with our data governance objectives.

# WEEK 3 of 5

## Designing Governance Essentials | Define & Decide

MON

**Workshop 5 of 7**  
Keeping Score &  
Language of the Game  
ca. 6h,  
with the entire team

TUE

**Documentation**  
Summarizing the outcomes  
and draft deliverables

**Workshop set-up**  
Preparing for the next  
workshop

WED

**Workshop 6 of 7**  
Rooting for the Game &  
Training Camp  
ca. 6h,  
with the entire team

THU

**Workshop 7 of 7**  
Prototype Prep  
ca. 4h,  
with the entire team

**Documentation**  
Summarizing the outcomes  
and draft deliverables

FRI

**Prototyping**  
Design a hi-fidelity  
interactive prototype

**User Recruiting**  
Find and schedule users

## WEEK 3 of 5

### Designing Governance Essentials | Define & Decide

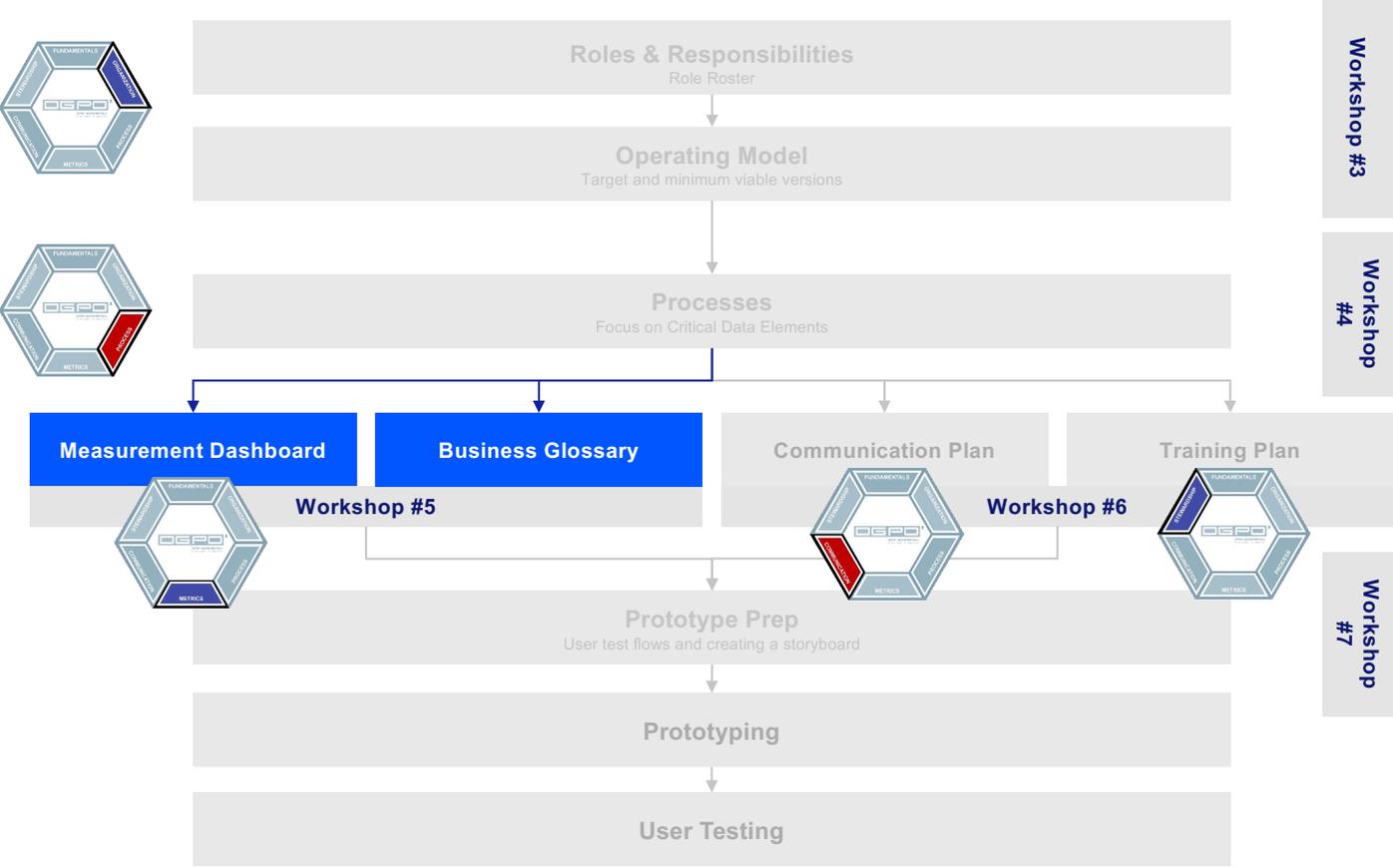
#### Welcome to Week 3: Designing Governance Essentials

This week marks a critical phase in our Data Governance Sprint™ as we shift our focus to creating and building the **tangible, essential elements** of our data governance program. Our goal is to develop practical tools that are ready for immediate use, starting with a simple yet effective **measurement dashboard** and a **business glossary** template. These tools will provide the foundation for consistent communication and tracking of our data governance efforts.

Recognizing that change management and communication are pivotal to the success of any data governance program, we'll also identify and plan the **communication and training activities** that will ensure all stakeholders are informed, engaged, and prepared to execute their roles.

As we progress, we'll prepare for the **prototyping phase**, where we'll bring together everything we've built and create a **minimum sustainable version** of our data governance program. This version will be put into practice and tested next week. To support this, we will also begin **recruiting our test audience**. The entire week is centered around defining the practical aspects of our program and making crucial decisions that will guide our next steps.

# Data Governance SPRINT™



## WEEK 3 of 5

### Designing Governance Essentials | Workshop 5 of 7

#### Keeping Score Workshop: Creating a Measurement Dashboard

The first part of Monday's workshop focuses on creating a Measurement Dashboard that will serve as the backbone of our data governance **performance tracking**. We'll work together to identify the most **meaningful metrics** that align with our business goals and governance objectives.

By the end of this session, we'll have a clear, actionable dashboard template that includes both quantitative and qualitative metrics.

#### The Language of the Game Workshop: Setting up the Business Glossary

In the second part of the day, we shift our focus to establishing a Business Glossary. This glossary will be the cornerstone of **consistent and effective communication** across all data governance efforts.

The template we will design will help define critical terms and concepts, ensuring that everyone in the organization is on the same page.

# WEEK 3 of 5

## Keeping Score | Workshop 5 of 7

### Round 1: Measurement Focus

**Exercise 1.** Metrics Mapping

**Exercise 2.** Lightning Demos

**Exercise 3.** Concept Creation

**Exercise 4.** Lightning Demos

**Exercise 5.** 10 for 10 Brainstorm

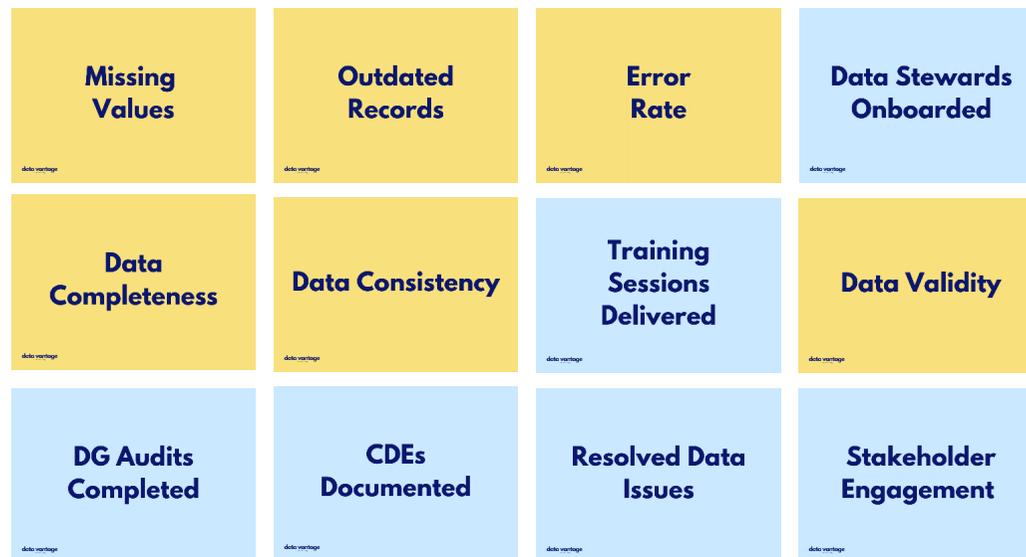
**Exercise 6.** Concept Creation

In this first exercise, we will identify and map out the **key data quality metrics and governance KPIs** that will form the foundation of our data governance dashboard.

These metrics will allow us to measure not only the health and integrity of our Critical Data Elements (CDEs) but also the efficiency and effectiveness of our overall data governance program.

By selecting the right metrics, we ensure that our data governance initiatives are driven by meaningful, measurable goals. Through collaboration, we will narrow down the most important metrics, enabling us to track progress and drive impactful decision-making

# METRICS Mapping



# WEEK 3 of 5

## Keeping Score | Workshop 5 of 7

### Round 1: Measurement Focus

**Exercise 1.** Metrics Mapping

**Exercise 2.** Lightning Demos

**Exercise 3.** Concept Creation

**Exercise 4.** Lightning Demos

**Exercise 5.** 10 for 10 Brainstorm

**Exercise 6.** Concept Creation

In this exercise, we'll take a moment to step outside our own organization and **gather inspiration** from the world around us.

By looking at how other companies and industries visualize their data quality metrics and governance KPIs, we can uncover fresh ideas and discover innovative ways to design our own dashboard.

These "Lightning Demos" will help spark creativity, ensuring that we **create a dashboard** that is not only functional but also intuitive and engaging for stakeholders. Think of it as a quick dive into the best practices and visualizations that can elevate our data governance efforts.



# WEEK 3 of 5

## Keeping Score | Workshop 5 of 7

### Round 1: Measurement Focus

**Exercise 1.** Metrics Mapping

**Exercise 2.** Lightning Demos

**Exercise 3.** Concept Creation

**Exercise 4.** Lightning Demos

**Exercise 5.** 10 for 10 Brainstorm

**Exercise 6.** Concept Creation

Now that we've drawn inspiration from a range of dashboards through our Lightning Demos, it's time to shift gears and start **creating our own**.

In this Concept Creation exercise, we'll design the foundation of our data metrics dashboard, turning ideas into a tangible, workable structure. This is where creativity meets practicality.

Each participant will **map out their vision** for a dashboard that effectively displays the key metrics we've prioritized. The goal is to create something simple, intuitive, and impactful—something that will help drive data governance forward by keeping the most essential metrics front and center.

# CONCEPT Creation



# WEEK 3 of 5

## Workshop 5 of 7 | Lightning Demos

**Exercise 1.** Metrics Mapping

**Exercise 2.** Lightning Demos

**Exercise 3.** Concept Creation

### Round 2: Business Glossary Focus

**Exercise 4.** Lightning Demos

**Exercise 5.** 10 for 10 Brainstorm

**Exercise 6.** Concept Creation

- **Reference to the previous Lightning Demos exercise** from Exercise 2 in the "Keeping Score" part of the workshop. This time, participants will focus on gathering examples of Business Glossaries and Data Dictionaries.
- Specifically, they should look at the **essential metadata elements** that other organizations use to document their data assets, such as descriptions, data types, definitions, and governance-related metadata.
- The goal is to **get inspired** by how others organize and structure their business glossaries, ensuring participants can bring back useful ideas for the next exercises.



## WEEK 3 of 5

### The Language of the Game | Workshop 5 of 7

**Exercise 1.** Metrics Mapping

**Exercise 2.** Lightning Demos

**Exercise 3.** Concept Creation

#### Round 2: Business Glossary Focus

**Exercise 4.** Lightning Demos

**Exercise 5.** 10 for 10 Brainstorm

**Exercise 6.** Concept Creation

The "10 for 10 Brainstorm" is where the creative ideas flow freely, allowing the group to **generate as many ideas** as possible about what metadata elements we should include in the business glossary.

This exercise is critical because the success of the glossary depends on **capturing the right data** about each Critical Data Element (CDE) and business term. We want to think beyond just the typical fields and get creative, but also practical. What are the metadata elements that will bring the most clarity and value to the organization?

From descriptions and business rules to data quality guidelines and possible values, we will aim to identify every potential metadata element that could help ensure consistency and understanding across the organization.

# WEEK 3 of 5

## Workshop 5 of 7 | Concept Creation

**Exercise 1.** Metrics Mapping

**Exercise 2.** Lightning Demos

**Exercise 3.** Concept Creation

### Round 2: Business Glossary Focus

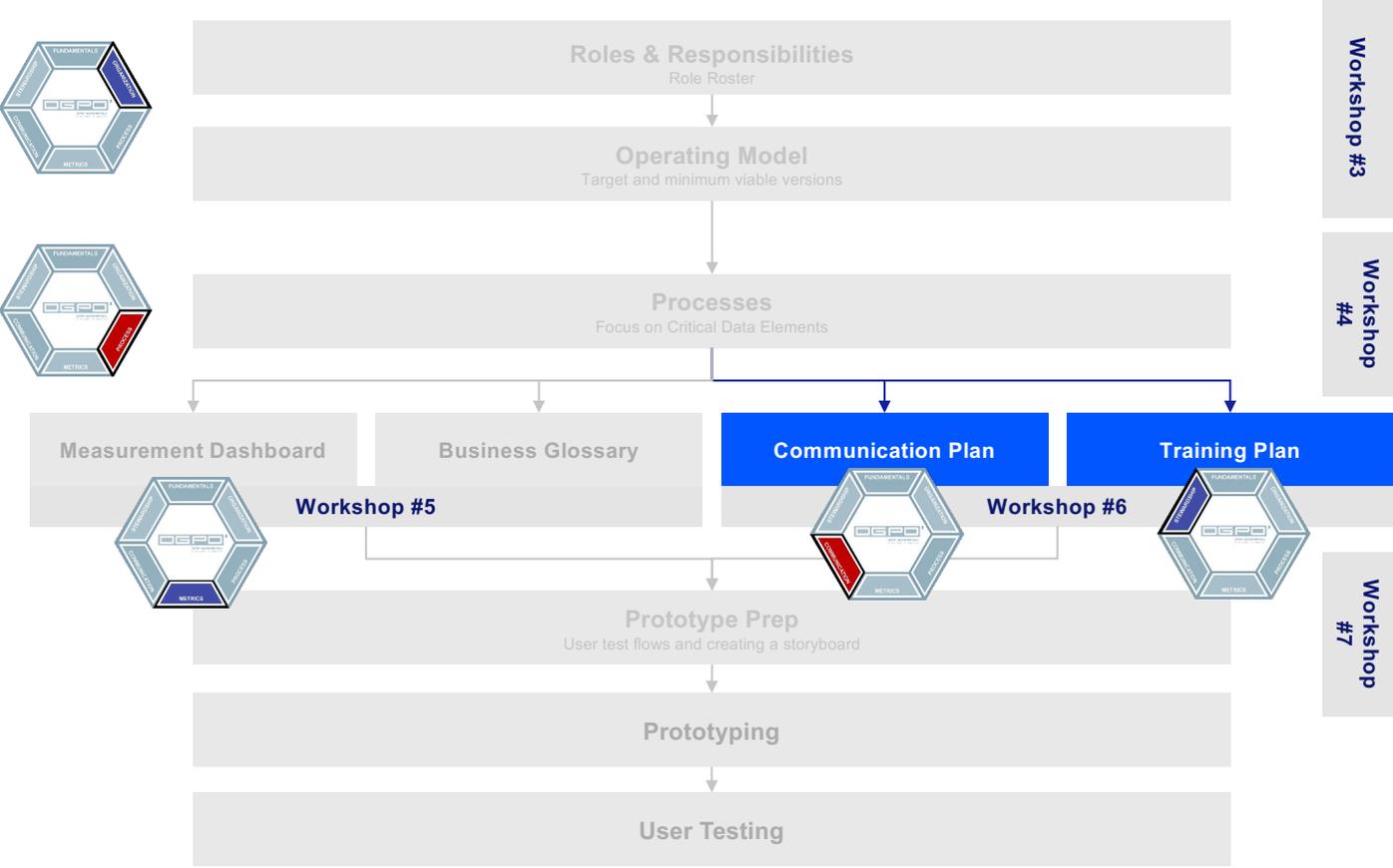
**Exercise 4.** Lightning Demos

**Exercise 5.** 10 for 10 Brainstorm

**Exercise 6.** Concept Creation

Data Element	Definition	Data Type	Owner	Source	Data Quality Rule
Customer ID	A unique identifier assigned to each customer in the system	Number	Sales Director	SAP MDG	Must be unique and not null. No duplicates allowed.
Customer Name	The full legal name of the customer, used for identification and correspondence.	Text	Customer Service Manager	SAP MDG	Must be filled; no blank or incomplete names allowed.
Email address	The email address provided by the customer for communication and notifications.	Text	Sales Director	Salesforce CRM	Must be a valid email format (e.g., name@domain.com). No duplicates allowed.

# Data Governance SPRINT™



## WEEK 3 of 5

### Designing Governance Essentials | Workshop 6 of 7

#### Rooting for the Game Workshop: Defining Communication Plan

On Wednesday, we'll focus on creating a structured Communication Plan that ensures that data governance efforts are clearly communicated across the organization and that all stakeholders are properly informed.

Effective communication is critical for creating awareness, securing buy-in, and fostering ongoing engagement from stakeholders. We'll explore multiple strategies, prioritize key activities, and craft a detailed communication roadmap.

#### Training Camp Workshop: Defining Training Plan

In the second half of the day, we'll shift our attention to developing a Training Plan that equips all data governance roles with the necessary skills and knowledge.

We will brainstorm training activities and key topics, prioritize the most essential ones, and develop a roadmap to deliver targeted training initiatives that align with our governance milestones.

# WEEK 3 of 5

## Workshop 6 of 7 | Lightning Demos

### Round 1 + 2: Same exercises

**Exercise 1.** Lightning Demos

**Exercise 2.** 10 for 10 Brainstorm

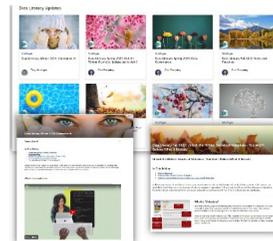
**Exercise 3.** Action Board

**Exercise 4.** Concept Creation

**Exercise 5.** Roadmap

- Show some **real examples** before the exercise starts.

### ➤ Morning Session:



### WEBSITE

**Big Idea:**  
Data Governance  
SharePoint site

### ARTICLES

**Big Idea:**  
Quarterly Data Literacy  
articles

### INFOGRAPHIC

**Big Idea:**  
Engaging infographic  
showcasing the DG  
Program

# WEEK 3 of 5

## Workshop 6 of 7 | Lightning Demos

### Round 1 + 2: Same exercises

**Exercise 1.** Lightning Demos

**Exercise 2.** 10 for 10 Brainstorm

**Exercise 3.** Action Board

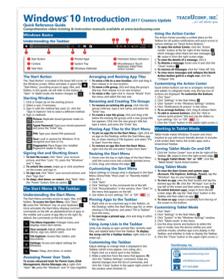
**Exercise 4.** Concept Creation

**Exercise 5.** Roadmap

- Show some **real examples** before the exercise starts.
- **Afternoon Session:**



Data Governance Explained in 5 Minutes



SKILL: ENTERPRISE ARCHITECTURE		
Level	Definition	Description
1	<b>Awareness</b> <i>(disc. aware)</i>	<ul style="list-style-type: none"> <li>Is aware of the purpose, goals, and objectives of enterprise architecture, its importance to the business and our area.</li> <li>Understands contribution of our role to the development of enterprise architecture.</li> <li>Can describe the established enterprise architecture framework used in National Grid.</li> <li>Aware of the key principles, methods, and models that support the enterprise architecture framework.</li> </ul>
2	<b>Basic</b> <i>(app. enable)</i>	<ul style="list-style-type: none"> <li>Applies established enterprise architecture models in the context of own role – typically within projects (and not as an enterprise level).</li> <li>Ensures that the activities carried out within their role align with the enterprise architecture framework.</li> <li>Understands the frameworks for developing enterprise architecture and applies this in their enterprise settings.</li> </ul>
3	<b>Skilled</b> <i>(analyse, create)</i>	<ul style="list-style-type: none"> <li>Contributes to the creation of the principles, models, and methods used in the organization for Enterprise Architecture development.</li> <li>Contributes to the development of enterprise architecture – works to determine requirements and specify effective business processes, through parameters in Information systems, Data Management, practices, procedures, requirements, and equipment.</li> <li>Leads the creation and review of a systems capability strategy that meets the strategic requirements of a segment of the business. Identifies the business benefits of alternative designs.</li> </ul>
4	<b>Mastery</b> <i>(define, influence)</i>	<ul style="list-style-type: none"> <li>Develops enterprise-wide architecture and processes that ensure that the strategic application of Design is implemented in the management of the organization.</li> <li>Establishes the combination that technology can make to business objectives, conducting feasibility studies, producing high-level business models, creating business cases, taking into account different implications of systems considered.</li> <li>Drives compliance between strategic business strategies, enterprise transformation activities and enterprise architecture, using strategic, systems, standards, and practices.</li> </ul>
5	<b>Expert</b> <i>(ref. enable, figure, monitor)</i>	<ul style="list-style-type: none"> <li>Directs the creation and review of an enterprise capability strategy to support the strategic requirements of the overall business. Identifies the business benefits of alternative strategies.</li> <li>Directs development of enterprise-wide architecture and processes that ensure that the strategic objectives of strategic architecture, the management of the organization.</li> <li>Ensures compliance between several business strategies, enterprise transformation activities and technology decisions, using strategic, systems, standards, and practices.</li> </ul>

**VIDEOS**

**Big Idea:**  
Short, targeted videos that explain data governance

**QUICK REFERENCE CARDS**

**Big Idea:**  
Printable or digital cheat sheets

**SKILLS MATRIX**

**Big Idea:**  
Outlining the required competencies and skills for each role

# WEEK 3 of 5

## Workshop 6 of 7 | 10 for 10 Brainstorm

### Round 1 + 2: Same exercises

**Exercise 1.** Lightning Demos

**Exercise 2.** 10 for 10 Brainstorm

**Exercise 3.** Action Board

**Exercise 4.** Concept Creation

**Exercise 5.** Roadmap

- **Reference to the previous 10 for 10 Brainstorm exercise** from Exercise 6 in the "Keeping Score" part of Monday workshop, but this time with a specific focus.
  - **Morning Session:** focus on generating ideas for communication events, activities, and artifacts that will support the rollout and ongoing promotion of the data governance program.
  - **Afternoon Session:** focus on brainstorming training methods, events, activities, and artifacts that will empower and educate the key data governance roles, such as data stewards, data owners, and data custodians.
- The goal is to **generate a wide range of creative ideas** that can be further refined and prioritized for the development of effective communication and training strategies.

# WEEK 3 of 5

Workshop 6 of 7 | 10 for 10 Brainstorm

## Round 1 + 2: Same exercises

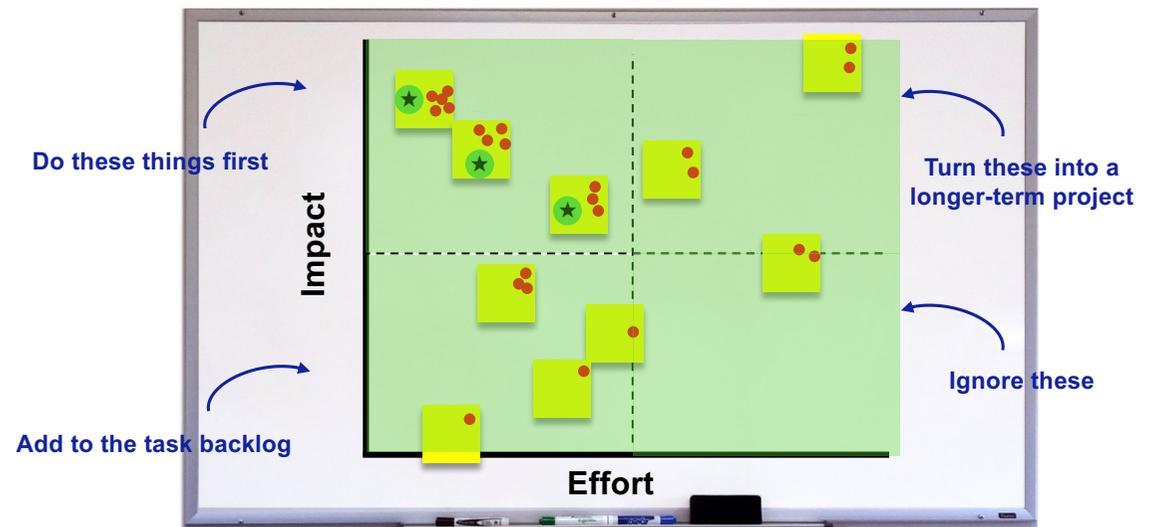
**Exercise 1.** Lightning Demos

**Exercise 2.** 10 for 10 Brainstorm

**Exercise 3.** Action Board

**Exercise 4.** Concept Creation

**Exercise 5.** Roadmap



# WEEK 3 of 5

Workshop 6 of 7 | 10 for 10 Brainstorm

## Round 1 + 2: Same exercises

**Exercise 1.** Lightning Demos

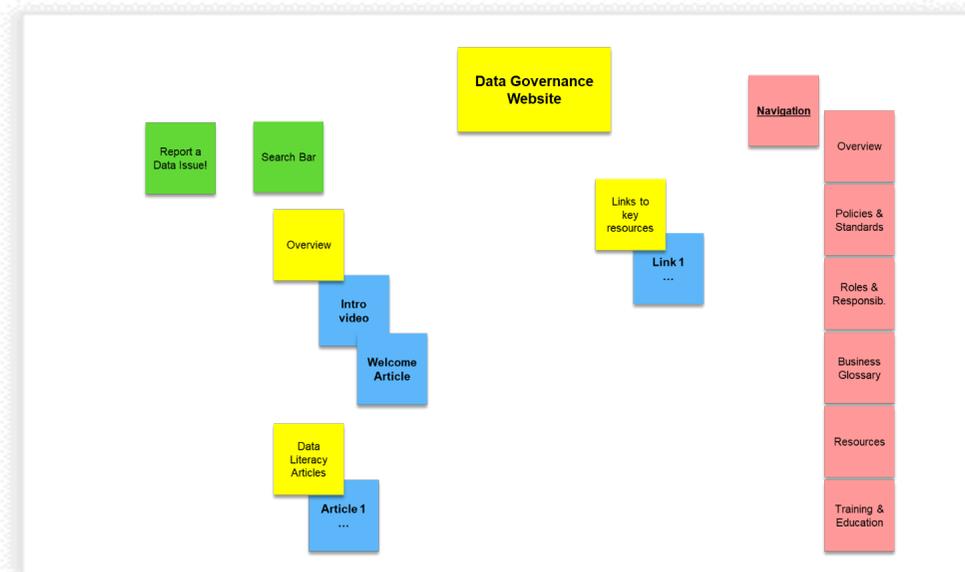
**Exercise 2.** 10 for 10 Brainstorm

**Exercise 3.** Action Board

**Exercise 4.** Concept Creation

**Exercise 5.** Roadmap

- An example of a **communication concept**:



# WEEK 3 of 5

Workshop 6 of 7 | 10 for 10 Brainstorm

## Round 1 + 2: Same exercises

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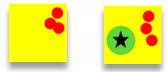
- An example of a **training concept**:



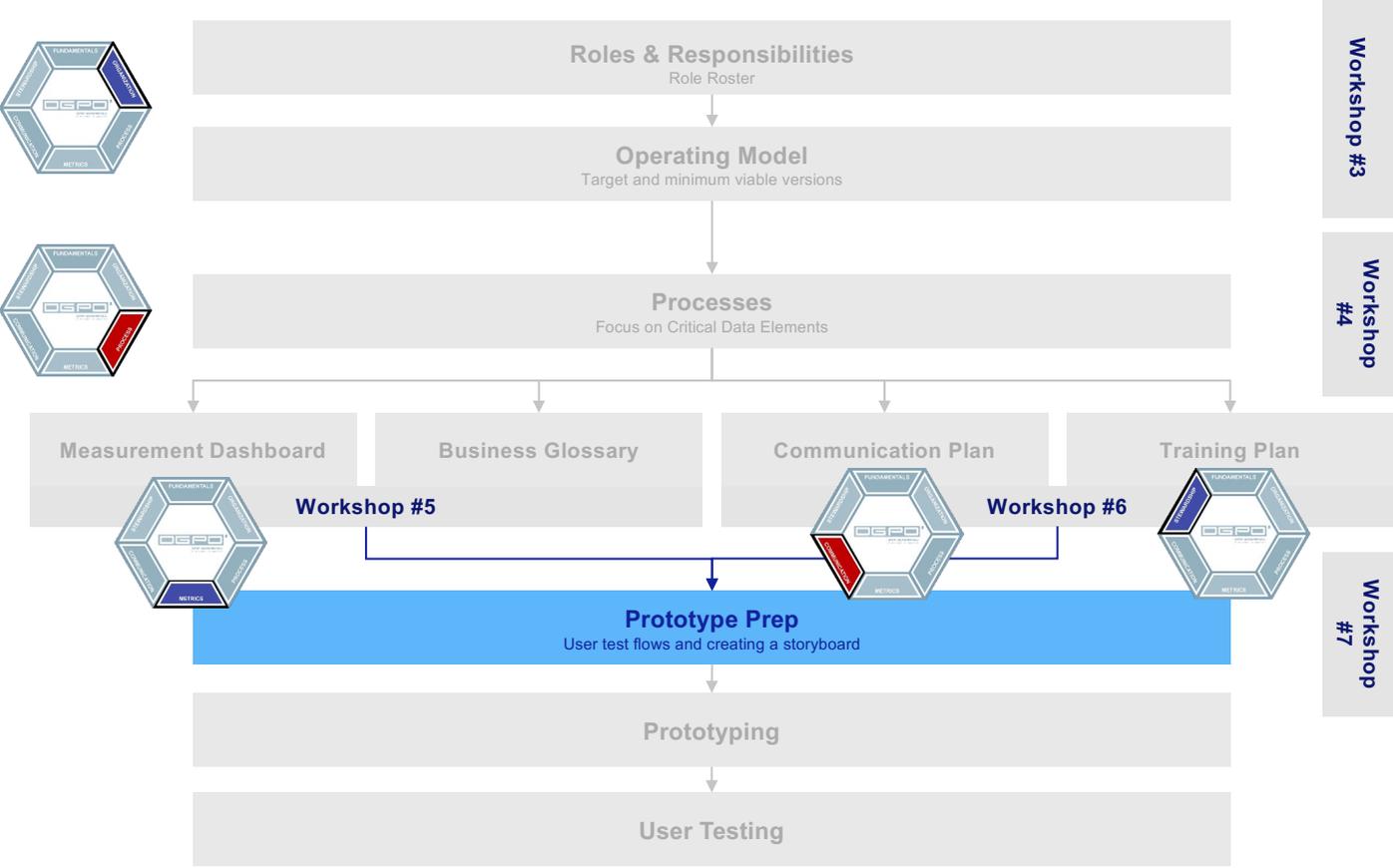
# WEEK 3 of 5

Workshop 6 of 7 | 10 for 10 Brainstorm

- Round 1 + 2: Same exercises
- Exercise 1. Lightning Demos
  - Exercise 2. 10 for 10 Brainstorm
  - Exercise 3. Action Board
  - Exercise 4. Concept Creation
  - Exercise 5. Roadmap

December	Jan	Feb	9 – 12 months
	<p>01/31</p> 	<p>02/15</p> 	<p>11/01</p> 

# Data Governance SPRINT™



## WEEK 3 of 5

### Prototype Preparation | Workshop 7 of 7

#### Prototype Prep Workshop: Bringing Everything Together

In this final workshop, we bring everything together and begin **preparing the prototypes** that will be used during the testing phase. The goal is to take the elements we've developed so far—such as the process flows, business glossary, measurements dashboard, training materials, and communication plans—and **downsize them into small, actionable prototypes** focused on the top-voted and easily accessible Critical Data Elements (CDEs).

We aim to create a **minimum sustainable version** of key processes like the CDE data quality and CDE metadata documentation process, ensuring they are pragmatic and easy to implement on a small scale. This workshop will zoom in on the **1 to 3 key responsibilities** of essential data roles (data steward, data custodian, and data owner) to test how these roles function in real-world scenarios.

Through two targeted exercises—Users Test Flow and Storyboard—we will establish a clear sequence for prototyping and testing, making the implementation phase smoother and more actionable.

##### Workshop 7: Thursday Half-Day

- Preparing the sequence of steps for each prototype, ensuring we have a clear roadmap for testing once we've settled on the concepts and ideas.
- By using a Storyboard, we create a step-by-step guide that outlines the implementation of each prototype in a clear and concise manner, ensuring all aspects of the chosen solution are covered and ready for testing.

## WEEK 3 of 5

### Prototype Preparation | Workshop 7 of 7

#### Exercise 1. Users Test Flow

#### Exercise 2. Storyboard

In this exercise, we'll focus on creating detailed **user flows for the key data governance roles**—data steward, data owner, and data custodian—specifically in the context of managing data quality and metadata. The goal is to map out how these roles will interact with the processes we've defined, ensuring that the workflows are practical and efficient for our upcoming prototype testing phase.

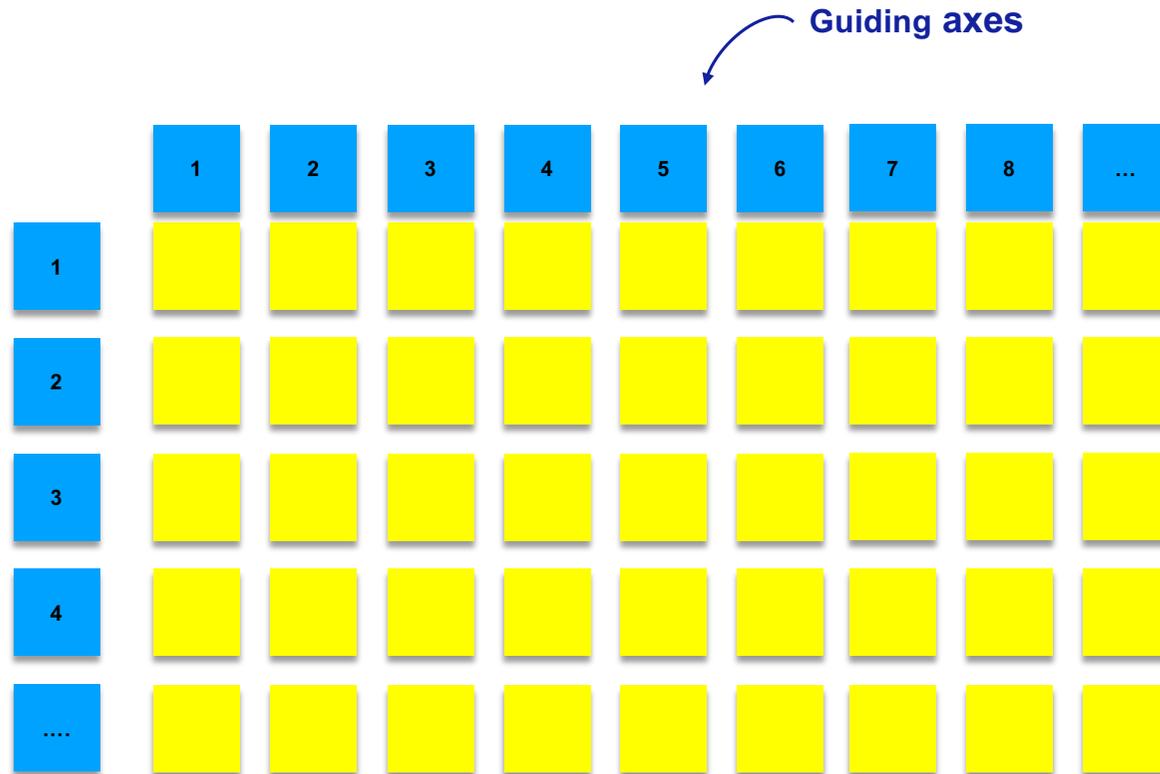
We'll explore how each of these **roles will engage with the Critical Data Elements (CDEs)** and manage their responsibilities. This will help us identify pain points, optimize the flow, and ensure that each role's actions align with the overall governance objectives. The end result will be a clear map of how these roles operate in practice, giving us a solid foundation for testing and validation in the next phase.

# WEEK 3 of 5

## Workshop 7 of 7 | Users Test Flow



# USERS Test Flow



## WEEK 3 of 5

### Prototype Preparation | Workshop 7 of 7

#### Exercise 1. Users Test Flow

#### Exercise 2. Storyboard

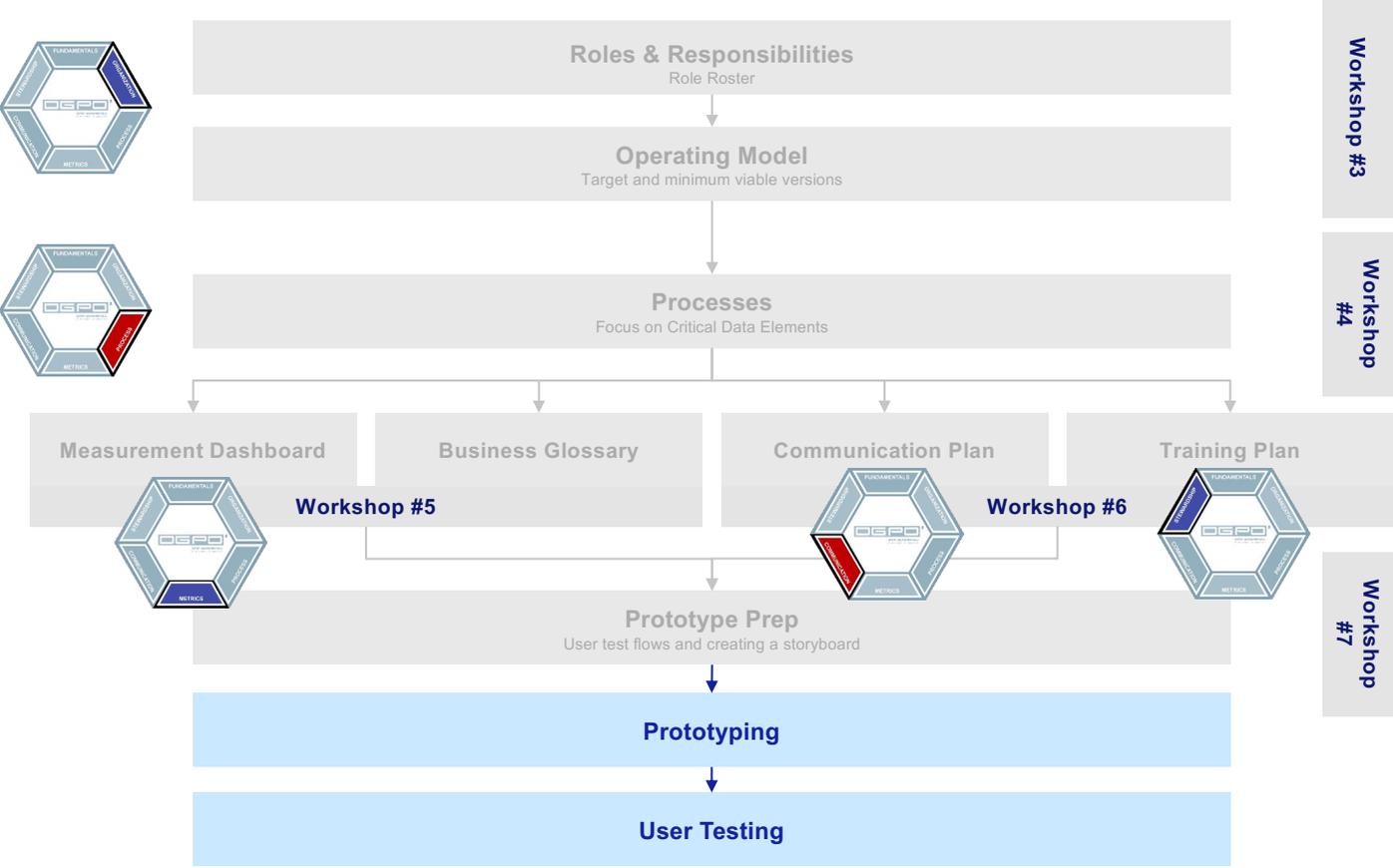
In this exercise, we will take the **best user story flow** from the previous exercise and transform it into a **detailed, step-by-step guide**, much like a **storyboard for a movie**.

Just as a movie storyboard maps out each scene in sequence, our storyboard will map out each step of the data governance process, focusing on the actions of the **data steward**, **data owner**, and **data custodian**.

The goal is to create a clear, actionable plan that outlines every step necessary for executing the chosen process, including the roles, responsibilities, activities, and key decision points. This storyboard will serve as the blueprint for moving from concept to reality, from prototype to testing.



# Data Governance SPRINT™



# WEEK 4 of 5

## Design Sprint | Design & Validate

MON

### Prototyping

Design a hi-fidelity interactive prototype

### User Recruiting

Find and schedule users

TUE

### Prototyping

Design a hi-fidelity interactive prototype

WED

### Prototyping

Design a hi-fidelity interactive prototype

THU

### Onboarding Session

ca. 90 mins

### User Testing

Get qualitative feedback from 5 testers (plus backup testers)

FRI

### User Testing

Get qualitative feedback from 5 testers (plus backup testers)

## WEEK 4 of 5

Design Sprint | Design & Validate

### Welcome to Week 4: From Concept to Reality

In Week 4, we transition from planning and concept development into the hands-on phase of **prototyping and validation**. This is the time to bring everything we've built over the past few weeks into tangible forms that can be tested.

We'll start by **refining and creating prototypes** of our core data governance tools—such as the Data Governance Website, the business glossary template, and process documentation—ensuring they are ready for **user interaction**.

By the end of Week 4, our goal is to have not only tested the prototypes but also gathered **initial insights** on how they can be improved. The results of these tests will be critical as we move into the final stages of refining and implementing the data governance program.

# WEEK 5 of 5

## Design Sprint | Refine & Implement

MON

### User Testing

Potential spillover from previous week

### Feedback Interviews

ca. 30 min. per participant, remotely, 1-on-1.

TUE

### Synthesizing Test Results

Analyzing test results

### Documentation

Summarizing the outcomes

WED

### Iteration Workshop

Refinement

ca. 6h, with the entire team

THU

### Documentation

Summarizing the outcomes

### Prototype Adjustments

Adjust the hi-fidelity interactive prototype

FRI

### User Testing

Get new qualitative feedback on adjusted prototype

# WEEK 5 of 5

## Design Sprint | Refine & Implement

### Welcome to Week 5: The Final Stretch

In Week 5, we enter the critical phase of **refining and implementing** our data governance solutions, putting the finishing touches on everything we've built and tested so far.

This is the culmination of our Data Governance Sprint™—where we turn insights from user feedback into **actionable adjustments**, ensuring our prototypes are not just functional but optimized for **real-world use**.

This week is all about refinement, ensuring that we leave with a strong, actionable version of our prototypes that can be **scaled confidently** and with momentum. It's the final push towards making the Data Governance Sprint a success, ensuring that the groundwork is set for long-term adoption and growth.

# WEEK 5 of 5

## Design Sprint | Iteration Workshop

### Iteration Workshop: Refining for Success

Welcome to the Iteration Workshop, where we take everything we've learned from our user testing and **make it better**. Today is all about getting hands-on with the feedback we've gathered and transforming those insights into improvements for our data governance prototypes.

It's our chance to spot what's working well and **tackle the pain points** head-on. We'll kick off by reviewing what the users told us, and then we'll dive into exercises that let us brainstorm, create, and refine. By the end of the day, we aim to have **sharper, smarter prototypes** that are ready for the next stage. This is the workshop where everything comes together, so let's roll up our sleeves and build something great!

#### Iteration Workshop: Wednesday Full-Day

- Refined prototypes based on user feedback, ensuring improved tools for data governance.
- A clear understanding of what's working, what's not, and actionable insights to guide improvements.
- Strategic priorities and focus areas identified, setting the direction for the next steps.
- Finalized concepts chosen through team discussions and voting, ready for further development.

# WEEK 5 of 5

## Design Sprint | Iteration Workshop

**Exercise 1.** Review Feedback

**Exercise 2.** Sailboat

**Exercise 3.** Strategic Questions

**Exercise 4.** Lightning Demos

**Exercise 5.** Concept Creation



## WEEK 6+

### LiftOff | Embedding & Scaling Data Governance

#### Next Steps After the Data Governance Sprint™

As we wrap up the Data Governance Sprint™, it's important to reflect on the solid foundation we've built in just five weeks.

Throughout this DG Sprint™, we have **designed**, **tested**, and **refined** core elements of a data governance framework that can be scaled and embedded within the organization.

The journey, however, doesn't end here—**this is just the beginning**. The next phase is **LiftOff**, where we transition from prototypes to fully operational systems, further embedding governance practices and scaling them across the organization.

## WEEK 6+

### LiftOff | Embedding & Scaling Data Governance

#### Next Steps After the Data Governance Sprint™

As we move forward with LiftOff, the focus shifts to making data governance a core part of the organization's culture. The prototypes will evolve into **embedded practices and capabilities** that not only improve data quality but also enhance decision-making, transparency, and compliance across the organization.

By continuously implementing the use cases on the roadmap, maturing our prototypes into fully integrated solutions, and scaling the framework using agile methodologies, we will ensure that data governance drives real business value and creates a **sustainable data-driven culture** where you manage your data as an asset.

# Moving fast without sacrificing **QUALITY**

## 1. Adaptability to change

- Agile methods allow data governance initiatives to quickly adapt to evolving business needs, regulatory requirements, and market changes. This flexibility ensures that governance efforts remain relevant and effective without slowing down progress.

## 2. The power of prototyping

- Prototyping allows organizations to test data governance practices on a small scale, gathering feedback and making adjustments before broader implementation. This minimizes risks and ensures high-quality, practical solutions that can be scaled effectively.

## 3. Incremental improvements

- Agile emphasizes iterative development, enabling organizations to achieve quick wins by implementing manageable improvements. These incremental steps enhance data quality over time while focusing on high-impact areas.

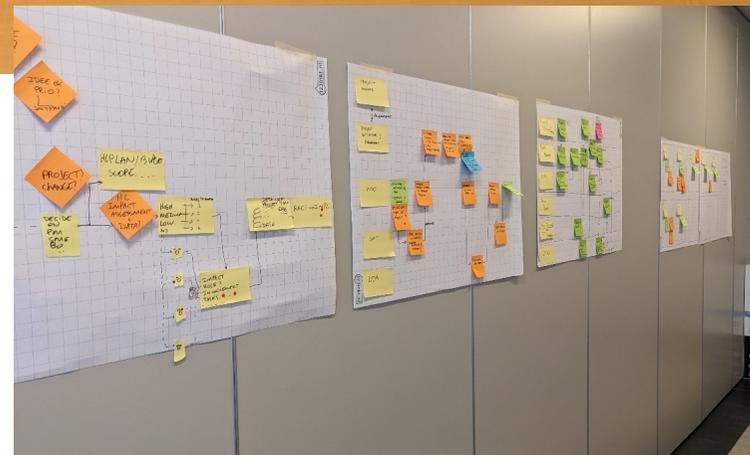
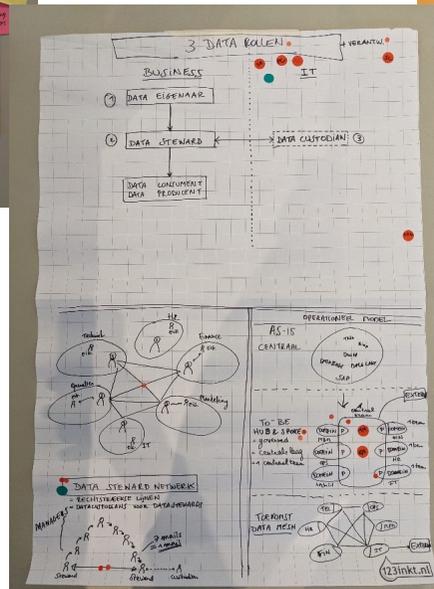
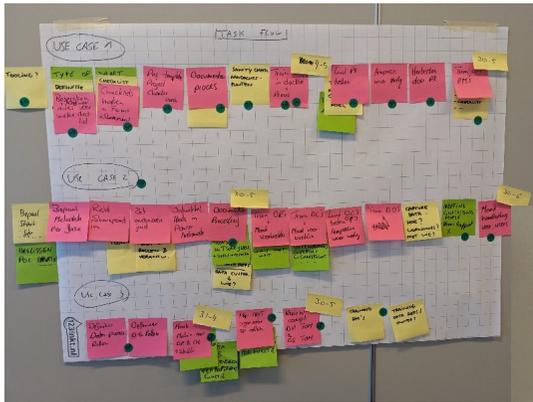
## 4. Enhanced collaboration across teams

- Agile fosters cross-functional collaboration, uniting IT, business, and compliance teams. This collaborative approach improves alignment, ensures governance practices meet diverse needs, and promotes collective accountability for data quality.

5

# Must See **Case Studies**

# Bringing your data governance framework to life with **PROTOTYPING**



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# CASE STUDY: Success with small teams and budgets!



- **Team size:** 2 people (1 DG lead, 1 support)
- **Budget:** Stand-up completed within a \$24K budget

## Objective

To establish a structured data governance framework tailored to this insurance company, enhancing data quality, supporting compliance, and aligning with the organization's strategic goals.

## Key Takeaways

- **Quick wins:** Addressed immediate issues, like inconsistent customer data, using real-world applications of data governance.
- **Strategic alignment:** Aligned data governance with company's key business goals.
- **Scalable foundation:** Established a framework ready for future expansion of data governance.

## Approach & Key Deliverables

### 1. Business glossary and data dictionary

- Created a central repository (Sharepoint) of key business terms and definitions to ensure consistent understanding across departments.



### 2. Data governance charter and operating model

- Developed a charter outlining the goals, roles, and responsibilities within the data governance framework, aligning with the company's corporate strategy.



### 3. Data quality policy and measurement scorecard

- Introduced a policy to improve data accuracy and created a scorecard (Excel) to track data quality metrics, ensuring ongoing monitoring and accountability.

Overall Score	Overall Score
99.992%	99.992% (+0.132)
99.242%	99.242% (-0.009)
99.007%	99.007% (-0.008)
96.617%	96.617% (-0.575)
96.882%	96.882% (-1.176)
99.083%	99.083% (+0.026)
99.228%	99.228% (+0.007)

### 4. Communication and training plan

- Established a plan to raise awareness, train staff, and foster a data-centric culture across the organization.

# CASE STUDY: Data quality initiative for financial institution



## Objective

Establish a data quality framework to improve the accuracy of critical Key Performance Indicators (KPIs) in executive reports.

## Key Takeaways

- **Enhanced consistency:** The business glossary standardized terminology, reducing misinterpretations and improving interdepartmental communication.
- **Improved decision-making:** Reliable KPIs supported better executive decisions and compliance with regulatory requirements.
- **Proactive data monitoring:** The SAS-based dashboard allowed early detection of data issues, fostering continuous quality improvement.

## Approach & Key Deliverables

### 1. Business glossary creation

- Established clear definitions and standards for critical data elements, using and SAS Business Data Network (BDN), ensuring consistent understanding and use across departments.



### 2. Data quality rules setup

- Defined data quality rules for each KPI, aligning them with business objectives to monitor and maintain data integrity.

### 3. Data quality dashboard implementation

- Utilized SAS Visual Analytics (VA) to create an initial data quality dashboard, providing real-time insights for proactive data management.



# CASE STUDY: Foundational activities at public transportation company



## Objective

To establish a foundational data governance framework to support a larger data quality initiative.

## Key Takeaways

- **Identified key pain points:** Conducted Challenge Map workshops, surfacing nearly 600 data-related issues to target.
- **Strategic alignment:** Defined the purpose of data governance and established guiding principles through a strategy workshop.
- **Building blocks for future growth:** Set the groundwork to enable scalable and sustainable data quality improvements.

## Approach & Key Deliverables

### 1. Challenge Map workshops

- Conducted 7 workshops across departments to identify data pain points, resulting in a comprehensive list of 585 issues.
- Provided a clear view of the organization's current data challenges, creating a prioritized action list.

### 2. Prioritized issue list and use cases

- Enabled the organization to prioritize critical data governance initiatives, focusing on use cases that would deliver quick wins and long-term value.

### 3. Data governance strategy workshop

- Facilitated a strategy session to define the overarching purpose of data governance and establish guiding principles.
- Created a unifying vision for data governance that aligns with organizational goals and sets a clear direction.

# CASE STUDY: Enhancing data literacy at a large container terminal



## Objective

Boost data literacy and raise awareness of data governance principles across the organization through creative engagement.

## Key Takeaways

- **Increased engagement:** The cartoon and storytelling approach made data governance fun and engaging, boosting interest and retention.
- **Improved data literacy:** Simplified concepts in the comic helped employees understand data governance basics, enhancing data literacy.
- **Foundation for culture change:** Container Chris is now a recognizable symbol, strengthening the company's commitment to data governance and supporting a data-driven culture.

## Approach & Key Deliverables

### 1. Creation of "Container Chris" character

- Developed a relatable cartoon figure, "Container Chris," who personifies data governance concepts, making them more accessible and engaging for employees.

### 2. Comic story development

- Designed an easy-to-understand comic story featuring Container Chris. The storyline explains the importance of data governance and covers essential topics, such as data quality, security, and compliance.

### 3. Lunch & Learn sessions

- Hosted interactive "Lunch and Learn" sessions to introduce Container Chris to employees and dive deeper into the core data governance principles, fostering open discussions and increasing engagement.



# What success looks like: **KEY DELIVERABLES**

## Foundational Deliverables

- **Business glossary:** A shared vocabulary for key terms and data definitions.
- **Data governance charter:** A formal document outlining the purpose, principles, and framework.
- **Roles & responsibilities matrix:** Clearly defined accountability for Data Owners, Stewards, and Custodians.

## Communication Deliverables

- **Awareness materials:** Posters, website, newsletters, or infographics to promote data governance.
- **Training materials:** Structured guides, videos, and presentations to educate teams.
- **Stakeholder engagement plan:** Strategies for engaging and maintaining stakeholder buy-in.

## Process Deliverables

- **Data quality dashboard:** Visual representation of data quality metrics and trends.
- **Critical data elements (CDEs) documentation:** Defined and prioritized CDEs with data quality rules.
- **Workflow and process maps:** Clear diagrams of key governance processes like issue resolution or metadata management.

## Success Tracking Deliverables

- **Metrics scorecard:** A summary of data governance KPIs to monitor progress.
- **Roadmap:** A phased plan of initiatives, milestones, and timelines.

# Key **SUCCESS** Factors! ...but also **PITFALLS**

- **Start with the problem and assess the current state**
  - ❑ Data Governance must be problem-focused—address specific business problems that need solving. But don't boil the ocean!
  - ❑ Evaluate your existing data landscape to understand the current state before initiating efforts.
- **Focus on critical data and deliver measurable benefits**
  - ❑ Start with governing Critical Data Elements (CDEs) to create the greatest impact.
  - ❑ Ensure the focus is on improving data quality, accessibility, security, privacy, and retention.
- **Deliver early wins and demonstrate value**
  - ❑ Deliver measurable benefits early on to build momentum and maintain stakeholder support.
  - ❑ Data Governance must demonstrate real and ongoing value to the organization, so link it to the business strategy.
- **Secure commitment and communicate effectively**
  - ❑ Gain ongoing support both from the top (leadership) and the bottom (operational level).
  - ❑ Keep stakeholders informed and engaged—communicate the value of Data Governance consistently.
- **Prioritize process over tools**
  - ❑ Focus on establishing strong processes for Data Governance rather than relying on technology alone.
- **Define control measurements and evolve into business as usual**
  - ❑ Set clear metrics to track progress and success.
  - ❑ Treat Data Governance as a continuous process that evolves into business as usual, not a one-off initiative.

# DAIG

DATA & AI GOVERNANCE

## PARTNERS

**Questions? Feel free to contact me**

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