



The Baseline on Data Governance

An Interactive Workshop

This service is offered through the Baseline Consulting, Inc. and BroadstreetData partnership in Canada.

Workshop Agenda

- I. Client Introduction: “Our Journey So Far”
- II. Data Governance Defined
 - ❖ What is Data Governance?
 - ❖ Why Data Governance? The Drivers and the Value
 - ❖ What Data Governance Does
 - ❖ IT Governance, Data Governance, and Data Management: A Rapprochement
- III. A Framework: Designing Data Governance
 - ❖ Assess Your Readiness
 - ❖ Determine Guiding Principles
 - ❖ Identify Decision-Making Bodies
 - ❖ An Organizational Structure for Data Governance
 - ❖ Identify Governance Mechanisms
- IV. Lessons Learned
- V. Data Governance in Action: Real Companies; Real Examples
- VI. Q&A and Suggested Next Steps

Workshop Overview

Helping stakeholders answer the “what, why, who, and how”

Data—and especially customer data—is getting lots of airtime lately. Managing the customer lifecycle. Integrating customer data. Fixing bad data. Investing in data as an enterprise asset.

Yet few companies have a holistic approach to managing the decision-making, organizational authority, and oversight processes of enterprise information. Good governance generates greater returns on IT investments. But convincing executives that it’s needed and demonstrating tangible improvements continue to be challenges.

Lots of the dialog today about data governance focuses on organizational charts, job functions, data quality, rules and procedures, and data management technologies. Baseline, however, starts from a different viewpoint—from the perspective of senior managers who will be asked to endorse, invest, and engage in the data governance process. Our approach is based on what we’ve seen work:

- ❖ Deliberately design data governance.
- ❖ Distinguish between data governance and data management.
- ❖ Blend top-down business and bottom-up IT value drivers.
- ❖ Start with a single, key initiative and add governance components incrementally.

In this workshop, Baseline paints a picture of the data governance discipline, beginning with definitions, needs and benefits—the “what and why.” Then we drill down, using a very practical framework to help you design the “how and who” to fit your company’s unique needs and culture. At the end of the workshop, you will have a working model for planning and communicating the basic components of a good data governance process.

This half-day workshop presents real world examples of how companies have succeeded in using a programmatic approach to data governance. It includes exercises and interactive question-and-answer sessions that will allow participants to begin designing data governance for their company.

Pre-workshop preparation includes a conference call with Baseline principals to understand your experience with data governance and to identify your immediate goals and opportunities. Following the workshop’s completion, Baseline presents you with a set of moving forward recommendations in the form of a Data Governance Approach Memo.

Who Should Attend

Baseline's Data Governance Workshop is designed for executives, sponsors, and subject matter experts in both business and IT who will endorse or participate in a data governance or data management program. Attendees may ultimately be responsible for designing, approving, acting as champions, and implementing data governance within their organizations or enterprise-wide.

The workshop is conducted in business language with a minimum of "IT-speak" and is thus valuable to both business managers and IT practitioners alike. The latter will find this workshop particularly helpful in educating their business counterparts about the components and steps involved in effective data governance.

This workshop is for:

- ❖ Senior executives who will endorse, invest, and engage in data governance as leaders and change agents.
- ❖ Senior business sponsors of key initiatives such as Business Intelligence (BI), Enterprise Resource Planning (ERP), Customer Relationship Management (CRM), Business Performance Management (BPM), or regulatory compliance and security.
- ❖ IT managers responsible for development and operations of shared data source systems and applications.
- ❖ Metadata managers.
- ❖ Data stewards who help business users find and access information, troubleshoot data problems, and correct erroneous information.
- ❖ Data architects and data modelers who develop and maintain a shared data asset.

Workshop Deliverables

- ❖ Potential Projects for Data Governance Launch (pre-workshop preparation)
- ❖ Goals, Objectives, and Value Drivers
- ❖ Readiness Assessment
- ❖ Data Governance Framework: A first-cut view of your company's Guiding Principles, Decision Areas, Decision-Making Bodies, and Oversight Mechanisms for Data Governance
- ❖ Data Governance Approach Memo (post-workshop recommended next steps)

After the Workshop, You Will Be Able To:

- ❖ **Position the need for and value of Data Governance with senior management.**
- ❖ **Communicate Data Governance concepts using a common language and understanding of key issues.**
- ❖ **Assess your readiness level to move forward.**
- ❖ **Identify goals and objectives for your Data Governance program.**
- ❖ **Describe how Data Governance can work at your company, using the Baseline Data Governance Design Framework.**
- ❖ **Decide on the scope and action plan to get started.**

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