# Connecting Organizational Data Decisions to Value
From detritus to asset – an encompassing perspective

Today, an organization's data decisions dramatically affect its future success, and with increasing regulatory demands even its ability to trade. These decisions also create opportunities for organizations to:

- **Reduce data ROT**–**R**edundant, **O**bsolete, and **T**rivial data cause organizations to suffer tangible pain from uncounted data cuts as they grapple with 5 to 10 times the data volume required

- **Interoperate with less friction**–In our increasingly digital ecosystem, data will continue to underlie all challenges and getting good at solving them is a surprisingly useful organizational skill

- **More effectively leverage assets**–Not just data assets, but asset management of all types improves organizational effectiveness and subsequent ability to achieve the organization's mission
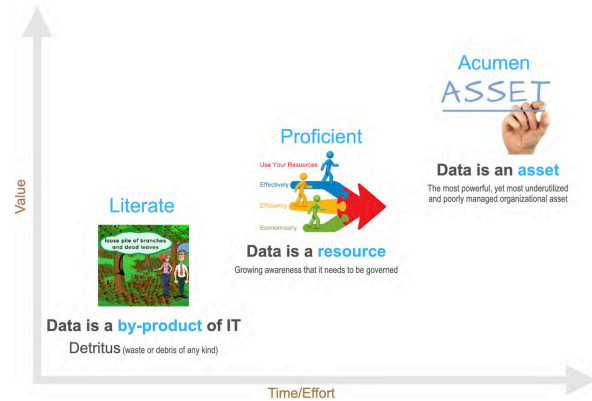
Data decisions are often not recognized as data decisions by decision makers. They may appear as outsourcing, process architecture changes, system re-hosting, IT application or cloud service purchases, or a range of other forms. Since the data aspects of these decisions are **un** or **under addressed**, well-meaning individuals frequently make poor organizational decisions; for example, being unaware of data quality prerequisites to CRM initiatives.

Benefits

This 90-minute program teaches participants how to recognize and understand data decisions (whether presented as data decisions or obscured as decisions of another type) and to incorporate data program considerations into these decisions. Executives leave with the ability to incorporate data program thinking into all organizational decision making! At the completion of this program the attendees will understand:

- How to avoid the most common pitfalls on the way to digital transformation
- Why data is a driver of all revenue, playing a key role in organizational success
- Why data centricity is the real path to success
- Better data treatment equates to smoother digital ecosystem transformation
- How cultivating data leadership at multiple levels speeds time to transformation
- That focused, responsive data governance is necessary
- How to build organizational data literacy in an iterative manner

World Class Experienced Coaches

This program is offered exclusively by the most qualified and experienced data management thought leadership team alive. Drs. Christopher Bradley and Peter Aiken have between them way too many years of in-the-trenches-experience in industries such as pharma, chemical, retail, and finance to bother counting and have great fun helping everyone understand their roles in data decision making processes.   Check them out at http://dmadvisors.co.uk and http://plusanythingawesome.com