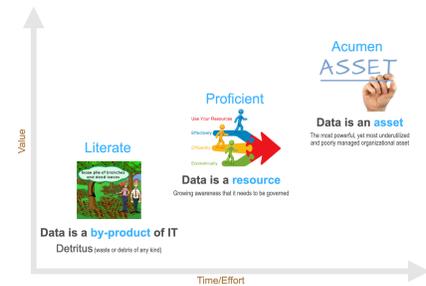


Connecting Organizational Data Decisions to Value

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! Bad data decisions prohibit organizations from:

- **Reducing data ROT** – Redundant, Obsolete, and Trivial data causes organizations to suffer tangible 'pain' from uncounted data 'cuts' as they grapple with much more data than is required
- **Interoperating with minimal 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 leveraging assets**–Not just data assets, but asset management of all types improves organizational effectiveness and subsequent ability to achieve the mission



Data decisions are often not recognized as such 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 success.

Benefits

The program consists of three 90-minute programs – delivered a week or two apart permitting delegates time to complete two 30-minute homework assignments. These are designed to help make data challenges directly applicable. In this manner delegates learn how to recognize and understand data decisions (whether presenting transparently or obscured as decisions of another type) and to incorporate data program considerations into these decisions. Delegates leave with increased ability to incorporate data program thinking into all organizational decision making! At the completion of this program they 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
- How 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

Session Outlines (three sessions, 90-minutes each)

<u>Detritus</u>	➔	<u>Resource</u>	➔	<u>Asset</u>
<ul style="list-style-type: none"> • Increasing data volume yet decreasing ability to usefully leverage too • The legal and regulatory environment is likely to get more complex • Garbage in leads to garbage out and the unstated implications • Understanding the cost of hidden data factories • Why people (competencies) and process changes must precede technology • Why the only way to address the current situation is programmatically • Significant data management practice areas: <ul style="list-style-type: none"> – Data Governance – Quality Management 		<ul style="list-style-type: none"> • Data management complexities • Understanding the challenge of first returning to zero • Understanding what managing data as a resource really involves • Changing data practices from the top requires organizational data literacy, data leadership, and an organizational data • What is critical data • Overcoming cultural issues • Significant data management practice areas: <ul style="list-style-type: none"> – Master & Reference Data – Business Intelligence & Analytics 		<ul style="list-style-type: none"> • Recognizing and then exploiting data's asset characteristics (think of data more as soil than as oil) • The minimum requirements necessary for a foundational data program • Providing guidance for organizational data • Improving organizational data • Improving the way your people use data • Improve the way your data and your people support your organizational strategy • Significant data management practice areas: <ul style="list-style-type: none"> – Data Modeling – Metadata Management