Data Governance for Business Leaders

by John Ladley

Module 0. About the Course (5 min)

Module 1. Introduction (36 min)
- *Positioning – a Letter to the CEO*
- *What is Governance?*
  - EIM Basically Manages This …
  - The Context of EIM
  - Why Data Governance?
- *Sample Definitions of Data Governance*
- *Building Blocks of Sustainable Data Governance*
  - Building Blocks of EIM
  - Components of Governance
  - Building Blocks of Governance
- *Functions and Challenges of Data Governance*
  - Mandatory Functions
  - Challenges
  - Day in the Life
  - Role of Data Governance Sponsor

Module 2. Designing Sustainable Data Governance Program (64 min)
- *A Relevant Business Case*
  - A Case for the Case
  - What Does Alignment Mean?
  - Alignment – What Do You Do with Data?
  - DG Manages Information Asset Priorities
  - DG Tracks Usage and Relevance
  - DG Sets Desired Maturity – Lubricant or Fuel ?
  - Why IMM is Necessary?
  - Information Maturity Model
  - Business Case as Foundation of Success
  - Business Case Steps
  - Understand Business Benefits
  - Isolate Information Usage
  - Information Levers
  - Identify Touch Points
  - Categorize Data Benefit
  - A Moment Regarding R_{cost}
  - Summary for the EIM Business Case
  - More Tips for Business Case
  - Example Of EIM Benefits
- *Communications with Business Leadership*
  - What to Say to Management?
  - How to Say It and Sell It?
  - Communicating Exercise & Review
- *Principles, Policies and Standards*
  - Overview
  - Principles
  - Sample Principle
  - Policies (and Standards)

    o   Sample Policy

Module 3. Designing & Sustaining Data Governance Organization (68 min)

- *Designing Data Governance Team*
  - Components of EIM Organizations
  - Mandatory Functions
  - Basic EIM / Governance Functions
  - Roles and Accountability
  - RACI Example
  - Style Influence on Organization
  - Data Governance Organization Styles
  - DG Organizations – Playing with Others
  - Process
  - Stewardship / Ownership Model
  - Stewardship Sample
  - Finalizing the Organization
  - Finer Points
  - Organizational Errors
  - Post-RACI Organization Chart
- *Metrics for Sustaining Data Governance*
  - Sustaining Metrics
  - Other Sustaining Metrics
  - Other Relevant Metrics
- *Culture Change Management*
  - Change Management
  - The Change Cycle – Normal Reactions
  - The Challenges of Change…
  - Data Governance Means Change
  - Specific Issues of Change with DG / IM
  - The Potential Value of Change Management
  - Change Management Impact
  - A Process to Manage Change