

# Turning up the Volume on Data Governance: Lessons from the Beatles

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Statewide Chief Data Officer



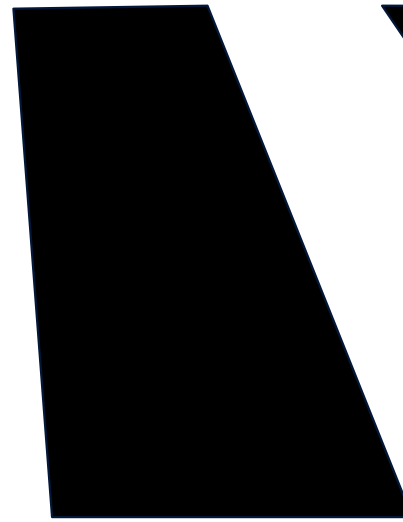
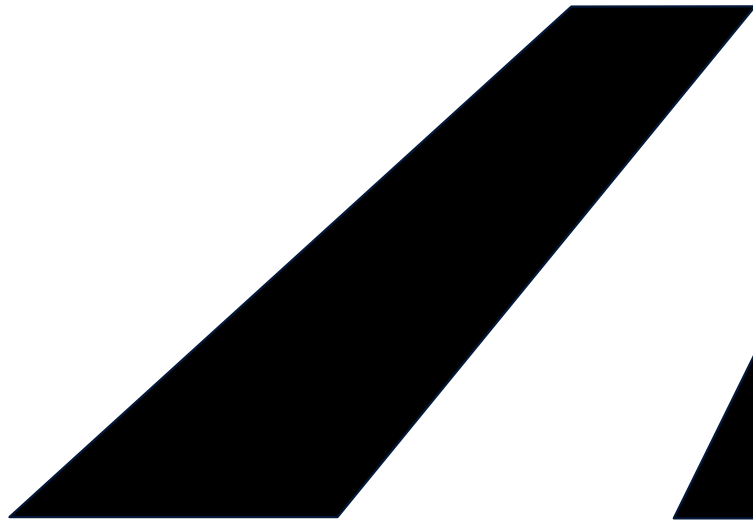
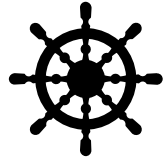
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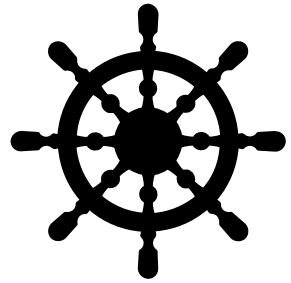
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# The Beatles:

## Lessons in Data Governance

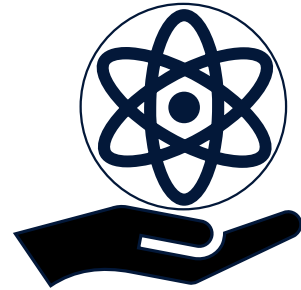


**John**



**Leadership**

**Paul**



**Stewardship**

**George**



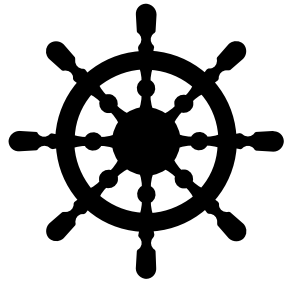
**Alignment**

**Ringo**



**Unity**

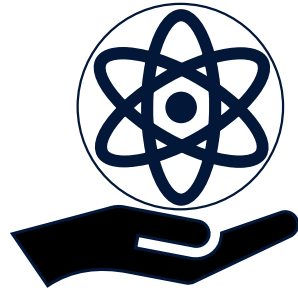
**John**



Leadership

**No Buy-in**

**Paul**



Stewardship

**No Control**

**George**



Alignment

**No Resources**

**Ringo**

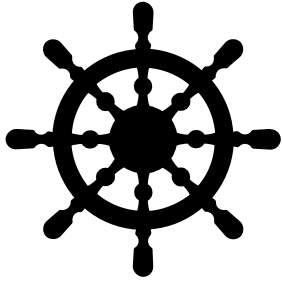


Buy-in

**Data Silos**

# Leadership: Getting Buy-in

## John



### Traits

- Devoted with primarily an internal focus, then external
- Strong desire to help make the world a better place
- Good at seeing the big picture
- Likes fact-based decision-making but also relies on intuitions for guidance
- Creative, curious, and keen to explore new ideas and ways of doing things

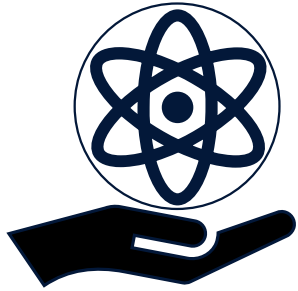
### Approaches

- Review strategic plan, mission, goals, progress reports
- Meet with leadership and peers to identify pain points or any gaps
- Discuss findings & develop long-term prioritized objectives
- Meet regularly
- Create summarized opportunity “one-pagers”
- Promote a trust-based, inclusive environment that values agile leadership and effective collaboration

John Lennon, Myers-Briggs Type Indicator: ENFP

# Stewardship: Controlling the Data

**Paul**



## Traits

- A considerate and natural caretaker
- Optimistic and known to be a great cheerleader
- Practical and diligent, with excellent attention to detail
- Drawn to situations where he can concretely help people
- Tries to make sure everyone is happy and has everything they need

## Approaches

- Identify data stewards across business domains
- Organize business data assets & manage data quality
- Help ensure regulatory compliance and security
- Define / create new policies, processes and standards
- Solicit data governance feedback & recommendations for improvement
- Conduct regular forums and build rapport with data stewards to boost cross-functional teamwork and recognize achievements

Paul McCartney, Myers-Briggs Type Indicator: ESFJ

# Alignment: Success through Advocacy

## George



### Traits

- Drawn to big-picture ideas, insights and theories
- Understands others' perspectives and able to attract collaborators
- Supportive and encouraging
- Creative and unafraid to challenge the status quo
- Strong communicator

### Approaches

- Step back and understand the interdependencies
- Fuel collective success: Align with other endeavors to close data governance gaps
- Piggyback on accepted principles (councils, processes)
- Work with data stewards to understand data lineage
- Include data management in project plans

# Unity: Back the Band

## Ringo



### Traits

- Optimistic and agreeable
- Content with a supporting role if it means hanging out with friends
- Tuned into the needs of others
- Adaptable and versatile
- Drives the beat and is the soul of the group

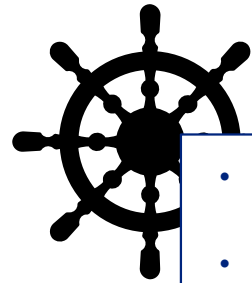
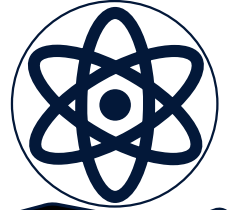
### Approaches

- Prioritize the organization's goals over individuals
- Develop KPIs that reflect individual and the group's progress
- Identify which behaviors are causing data disharmony
- Provide a cohesive atmosphere by tying together data sources
- Collaborate for increased trust, harmony, and success
- Maintain open communication, periodically assess integration, and make timely adjustments for unified team progress

Ringo Starr, Myers-Briggs Type Indicator: ESFP



# Data Governance: A Collaborative Ensemble



- Analyze your strategic objectives, mission, and goals
- Assess progress and identify areas for improvement
- Develop long-term, prioritized goals based on findings
- Schedule regular check-ins and adapt to new opportunities



- Formalize roles and responsibilities of data stewards across business domains
- Manage data assets to maintain data quality and compliances
- Establish policies, procedures, and standards
- Gather feedback for improvements



- Understand how data management interrelates with other functions and goals
- Work closely with other departments to close data governance gaps
- Leverage existing processes and structures
- Include data governance project planning



- Prioritize the organization's goals and objectives
- Leverage collaboration tools and platforms
- Foster a cohesive atmosphere by integrating data and encouraging collaboration
- Promote trust and harmony among stakeholders to achieve success



# Risks and Issues: **Anticipate and Mitigate**

## **Identify Potential Challenges:**

- Integrate with existing systems
- Compliance with regulations
- Manage stakeholder expectations
- Consider pros and cons of centralized and decentralized data governance models
- Potential skill gaps



## **Mitigation Strategies:**

- Conduct an assessment before initiation
- Develop a compliance framework
- Use agile methodologies
- Implement quality checks
- Training and skill development

## **Monitor and Improve:**

- Review progress against milestones
- Use analytics tools to identify trends
- Encourage feedback
- Make informed adjustments

# 90 Day Roadmap: Opportunities Abound

## Step 1

1. Review the org's goals, objectives and perf. measures
2. Meet 1:1 with leaders and peers
3. Ask about pain points
4. Ask them what they want to achieve

## Step 2

1. Help fix their problems and help them achieve their goals
2. Identify root causes
3. Get buy-in on your ideas
4. Determine the key business metrics that are impacted by data issues

## Step 3

1. Keep generating short-term wins
2. Sustain acceleration
3. Monitor, measure, review and adapt your long-term objectives
4. Meet with shared strategic asset group

- Understand
- Engage
- Communicate
- Set Milestones
- Center of Excellence

# Thank You

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Texas Department of Information Resources

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Texas Government  
Serves Texans

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