



5 tips for better Data Governance





If you don't trust your data, you can't make decisions using it. Data is critical to the decisions businesses make.

To truly unlock business value with generative AI, having high-quality, well-managed data is essential. Many AI projects fall short because they rely on data that's not up to standard. Businesses use data to plan how to reduce costs, avoid risk, keep in line with regulations, increase process efficiency, improve customer experience... the list goes on. In order to trust the data they use to make those decisions, businesses need a robust and business value driven data governance strategy.

With increasing deployment of cloud, federated, and AI-driven data processes, the demands upon data governance are evolving too. Data governance practices need to be more proactive, flexible, and value-oriented than ever before, across a larger, more diverse and dynamic data landscape.

Have you already started a data governance initiative that isn't quite going to plan? Perhaps you're just getting started and need to gain buy-in, or need an idea on where to start?

Whatever stage of the journey you're on, this guide is aimed at giving you some top tips we've learned about how to establish an effective and – more importantly – achievable data governance strategy. These are simple steps you can take today to ensure better data leads to better outcomes.



David Neil
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Don't just focus on technology...

...but a data catalog can help. People often think data governance is about buying a piece of technology and deploying it. While technology is an important enabler, the success of data governance depends more on other elements.

Designing and implementing the right operating model, including roles, responsibilities, data processes, data quality controls, and business rules, are all very valuable aspects of data governance - none of which rely heavily on specific governance tools.

General principles and best practices in data governance are foundational, but the real skill is adapting them to your organisation's unique context. A one-size-fits-all approach doesn't work, as it overlooks the distinct characteristics of each company.

One technology that can help accelerate your data governance initiative is a data catalog. This technology combines, centralises, and socialises the data and knowledge in your organisation, providing a platform through which to bring your data governance initiative(s) to life. Modern data catalogs should support metadata activation, enabling continuous analysis of business metadata to inform how your data landscape should evolve.



Work out what you want to achieve through data governance, and plan how you are going to get there. Consider accelerating your data governance capability with a data catalog and worry about other technologies when you need to.



Start small and build on success

It is tempting to try and build everything you need for data governance for the whole organisation before you stop and reflect on whether it works and how effective it is.

The reality is that businesses evolve too quickly and things change at a fast pace. Rather than trying to design and build data governance for every area of your organisation, try and pick a candidate area for a proof of concept and start small.

It will take less time to design your operating model, and you can select a smaller group of stakeholders to test your processes out on.

As a result, you will learn what is and isn't working more quickly – which in turn will allow you to evolve how you go about governing data, and use any learnings for expanding data governance into other areas of the organisation.



Pick a small area of your business to test data governance on, and actively engage with stakeholders so they support you in improving how data governance works in your organisation.



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Reward success and improvement

Too often, data governance operating models that include new roles and responsibilities don't take into account the existing day jobs that people have.

If you are proposing that someone becomes a data steward or a data owner, it is important to be really clear about what the responsibilities for these people are, and how much time of their week is expected to be taken up with data governance related activities.

In addition, once objectives are understood for these individuals (e.g. cleaner data sets), these should be included in any performance appraisals. It is important to recognise employees achievements in relation to data governance to avoid it being seen as an additional burden.



Speak to people's line managers and discuss putting data governance related performance metrics into their employee's evaluations.



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Communication and culture are key

It is important to ensure data governance is seamlessly embedded within your organisation. Publicise your achievements as they happen, and keep people up to date with progress.

Colleagues must understand the value of data governance, recognising that what is monitored can be managed, and that trust and transparency in data practices are essential - especially where regulatory and AI-driven practices highlight areas of compliance, risk and ethics.

Work closely with those managing communications for your data strategy to tell the story of your data governance journey, keeping it front-of-mind and relevant. For example, if exploring AI innovation opportunities, discuss the role of data governance to engage a wider audience and emphasise its importance.

Choose the right approach - centralised, decentralised, federated, or hybrid. Decide which will work best given the structure and culture of your organisation, and identify the skills needed to deliver and support your governance operations.



Assign a communications lead for data governance and create shareable content such as newsletters or dashboards to keep people informed about data governance progress.



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Measure as you go

At some point during your journey, you will want to assess how effective your data governance practices are.

The best way to do this is to assign targets to any new initiatives, connect them to business outcomes, and measure these over time.

For example, if you have a goal to catalogue all of your master data, assign percentage scores to each data domain to see how complete this activity is, and use your data governance organisation to report on progress and assign items.

It will act as a motivator for getting activities completed, and also flag up where resourcing challenges might be.



Decide targets for all of your important data governance initiatives, relate them to business value, and measure them over time.



Data Governance with Amplifi

Our data governance process has been carefully structured to get the best results, perfected by working with leading brands to implement successful data governance strategies. Common challenges we help solve during a project include...



PRIORITISATION

We help you visualise the benefits of data governance and work closely with you to prioritise actions based on your business goals, planning your roadmap accordingly.



IMPLEMENTATION

Changing the way people work can be challenging. Our consultants develop a detailed implementation strategy to ensure a smooth transition and lasting adoption of new practices.



BUY-IN

Business leaders may struggle to grasp the tangible benefits of data governance. We provide comprehensive reporting to clearly demonstrate these advantages and secure their support.



PERCEPTION

Data governance should become a natural part of everyday operations. We assist in integrating and evolving these practices within your organisation until they are seamlessly embedded in daily routines.

If these areas sound like something you're needing to address, or would like to chat to one of our data governance experts about, get in touch.



Amplifi's Data Governance Capability Assessment

Amplifi offer a range of capability assessments designed to assess your readiness for various aspects of data management.

If you need help in critically assessing your data governance capabilities, pinpointing your organisation's weaknesses, and planning a pragmatic roadmap to improvements, enquire about our Data Governance Assessment.

Learn more and request your capability assessment [here](#).



**REQUEST YOUR
CAPABILITY
ASSESSMENT**



Better Data Governance

How can Amplifi help?

Amplifi is a modern data consultancy for modern data challenges.

We empower our customers to innovate, grow and succeed by establishing and delivering strategies across all elements of the data value chain.

From the governance and management of data through to analytics and automation, our integrated approach to modern data ecosystems delivers measurable results through a combination of expert consultancy and best-in-breed technology.

Gartner

Amplifi has been recognised by Gartner as an expert consultancy for five years running

Our services include Data Strategy, Data Governance, Data Quality, Data Migration, Data Integration, Data Mesh, Data Fabric, Artificial Intelligence, Metadata Management, Master Data Management (MDM), and Product Information Management (PIM).

Amplifi have worked with many organisations to ensure their data management is world class

arqiva

Boden



Kingfisher



troy oths
stronger together



Have you got Data Governance challenges that mean you can't get the most out of your data? To find out how Amplifi can help, please contact us:

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