

Session 6

Best practices in setting up and implementing data governance structures

**Data governance is about people,
processes, and technology**

Think big picture but start small

- Data governance depends on aligning people, processes, and technology.
- Start by putting the right people in place, then design the supporting processes, and lastly introduce the necessary technology.
- Without the right individuals, effective processes and smooth technical implementation are difficult to achieve.
- Once the right team is identified or hired, they can develop strong processes and choose the appropriate technology to deliver a successful solution.

Build a business case

- A strong business case should clearly show the organisational benefits of improved data quality, such as increased revenue, better customer experiences, and greater efficiency.
- Everyone involved needs to understand both the effort required and the long-term value the initiative will bring.
- Although leaders may acknowledge the problems caused by poor data quality and weak data management, governance efforts can still fail if they are not fully committed to driving meaningful change.

Foster a data-driven culture

- To foster a data-driven culture, help your team understand why data is important.
- Provide training and tools that show the benefits of well-managed, high-quality data.
- Strong leadership is essential to make this shift meaningful.
- A good leader communicates clearly and consistently about how data supports business goals.
- Make data part of everyday conversations so that it becomes a natural element of decision-making across the organisation.

Establish clear objectives and metrics

- You cannot achieve a goal if you are unable to measure it.
- Before making changes, establish a baseline so you can compare results afterward.
- Collect initial measurements early and track progress consistently throughout the process.
- Metrics should show how things improve over time and act as checkpoints to ensure the processes remain practical and effective.

Communicate early and often

- Consistent, clear updates help demonstrate impact, celebrate successes, and openly address setbacks.
- Maintain a current list of stakeholders who need to stay informed.
- Ensure communications are easy to access and simple to understand.
- This keeps the right people aware of what matters, prevents surprises, and helps share progress across the organisation.

It is a marathon not a sprint

- Position data governance as a long-term investment rather than a short-term initiative.
- While projects have clear start and end dates and may generate excitement, data governance is ongoing, iterative, and made up of many smaller efforts.
- Begin with small pilot projects, learn from them, and use those insights to guide larger, more comprehensive work.
- Incorporating smaller projects into a long-term strategy helps embed deeper, lasting organisational change.

Assign clear roles and responsibilities

- Clearly defined roles are essential for an effective governance programme.
- Assigning ownership and responsibility across the organisation ensures accountability.
- Knowing who has authority helps embed the data governance programme and promotes organisation-wide understanding.
- This creates a strong structure for tackling data initiatives collectively as one cohesive team.