

# Session 6

Best practices in setting up and implementing data governance structures

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**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.