

Agile Data Governance series – Webinar 8 of 10

# 8: Engaging Senior Management



## Agile Data Governance – What's next

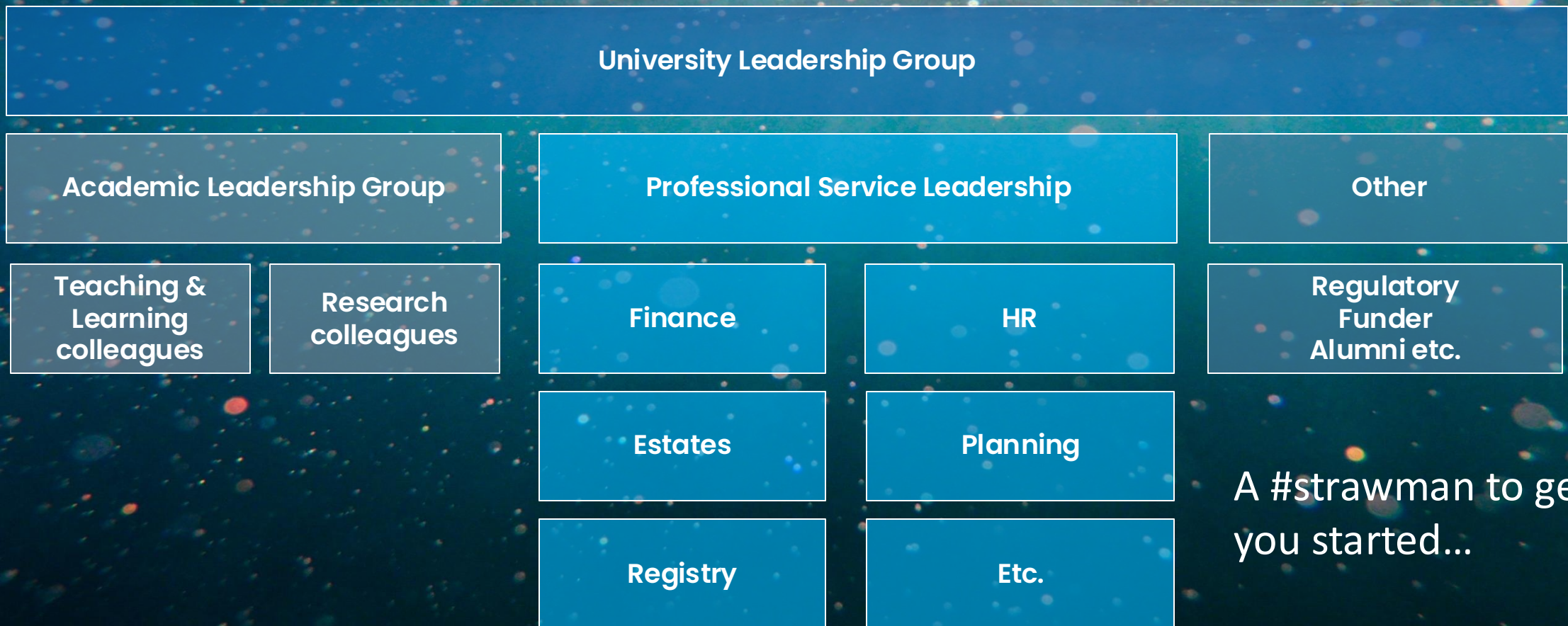
3 <sup>rd</sup> Dec	<b>WS1: Introduction to Data Governance</b>	<ul style="list-style-type: none"><li>Define data governance and its importance in the context of cost savings.</li></ul>	<b>WS6: Scaling Data Governance Efforts</b>	<ul style="list-style-type: none"><li>Strategies for growing data governance initiatives.</li></ul>	21 <sup>st</sup> Jan
10 <sup>th</sup> Dec	<b>WS2: Creating a Data Vision</b>	<ul style="list-style-type: none"><li>Establishing a clear data vision aligned with institutional goals</li></ul>	<b>WS7: Common Pitfalls and How to Avoid Them</b>	<ul style="list-style-type: none"><li>Identifying and avoiding common mistakes in data governance.</li></ul>	28 <sup>th</sup> Jan
17 <sup>th</sup> Dec	<b>WS3: Developing a Data Strategy</b>	<ul style="list-style-type: none"><li>Formulating a data strategy that supports cost savings.</li></ul>	<b>WS8: Engaging Senior Management</b>	<ul style="list-style-type: none"><li>How to get buy-in from senior leadership.</li></ul>	4 <sup>th</sup> Feb
7 <sup>th</sup> Jan	<b>WS4: Data Governance Operating Model</b>	<ul style="list-style-type: none"><li>Exploring different models and frameworks for data governance.</li></ul>	<b>WS9: Tools for Data Governance</b>	<ul style="list-style-type: none"><li>Overview of tools that can support data governance.</li></ul>	11 <sup>th</sup> Feb
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# Identifying who our key stakeholders are..

## Data Governance– Stakeholders

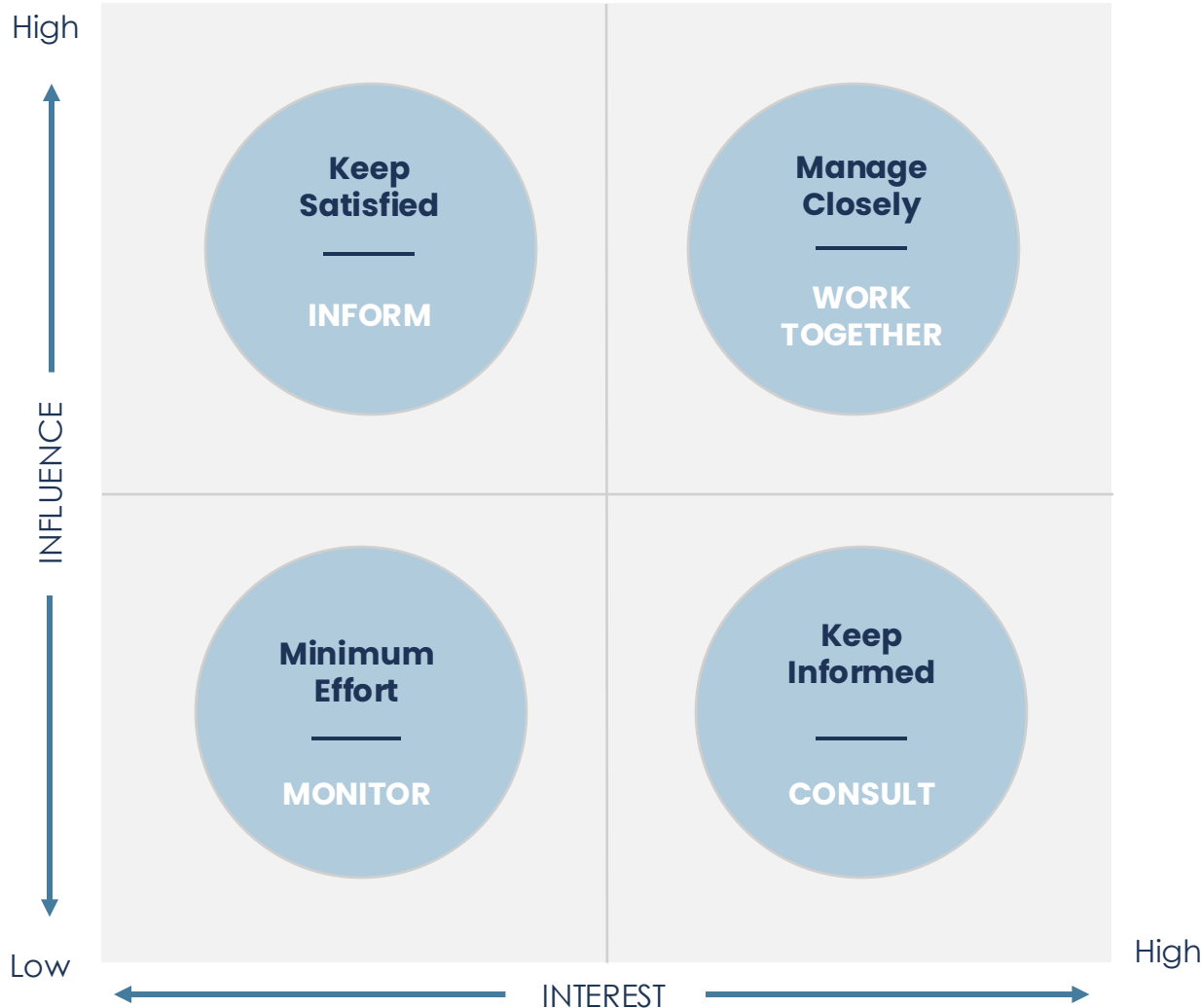


A #strawman to get you started...



# Stakeholder Mapping

## Data Governance – Stakeholders



Guides how we should prioritise and tailor engagement with various stakeholders based on their interest and influence, for:

- Efficient allocation of resources
- Informed support
- Strategic communication

It help us drive successful DG adoption and implementation.







# Foundational elements to consider when developing our communications

## Data Governance– Communication & Messaging

What are the **3 V's**  
& why are they an important consideration?

### Vision for DG

**What: Vision of how we communicate our DG capability**

Explaining how the Data Governance enables the university's strategic intent – making it measurable, realistic, actionable and tangible.

### Voice

**Why: What we're communicating is important – giving it a voice**

The way we want our communications to make people feel: empowered, that it's easy, that they cannot do their jobs effectively without it.

### Vocabulary

**How: Using our own words to communicate**

- Focus on specific language and terminology that resonates with our different stakeholder groups.
- Discuss how the Data Governance capability addresses the university needs, drives understanding and strengthens relationships and how challenges can be overcome.

### Question 1

Think about the stakeholders you believe are most likely to support a DG capability.

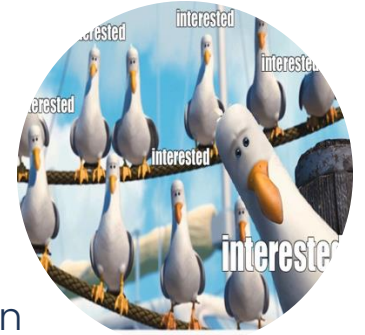
Using the stakeholder map we introduced, which interest and influence quadrant do you feel they fit into?

### Question 2

What is the 'sizzle' most likely to get the stakeholder(s) you've identified to buy-into and understand the need/importance of a data governance capability?

....and a bit of fun!

Thinking about the top 3 'sizzle' you chose in question 4, come up with a strapline to get people's attention and make them want to learn more





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**Thank you**

connected.





## Suggested reading list

### Articles:

UUK Sept 24: [Reducing Regulation](#)

Connected: [Sept 24: State of the sector](#)

Connected: [How we got here](#)

UCL: [Data Strategy 2022-2027](#)

Connected: [DGOM roles IG v DG](#)

Bob Seiner: [DG Is misunderstood](#)

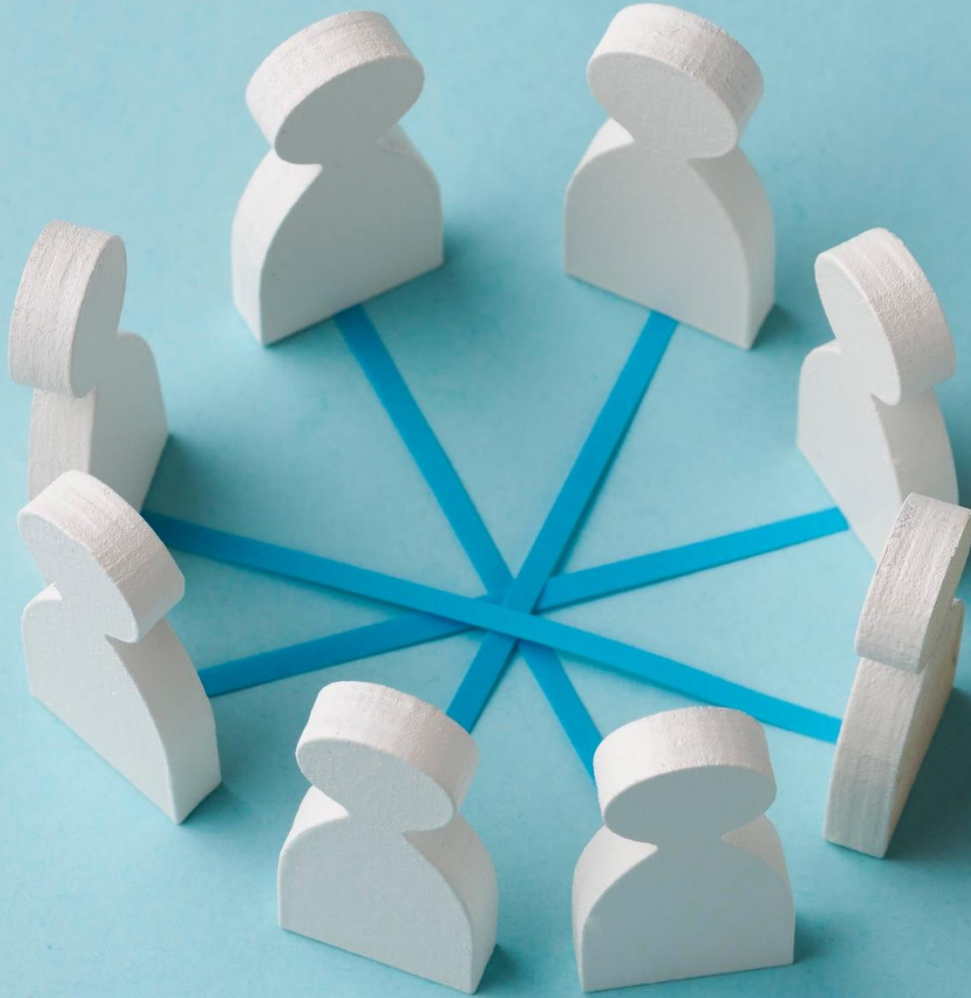
### Books:

- **Navigating the Labyrinth.** Laura Sebastian-Coleman (DAMA). ISBN: 9781634623759. First printed 2019
- **Data Governance:** John Ladely. ISBN: 9780124158290. First printed 2012
- **Telling Your Data Story:** Scott Taylor. ISBN: 9781634628952. First Printed 2020
- **DMBOK: DAMA** International. ISBN: 9781634622349. First printed 2017
- **The Butterfly Defect:** Ian Goldin & Mike Mariathasan. ISBN: 9780691154701. First printed 2014



# Stakeholder Management – What is it & why is it important?

## Data Governance – Stakeholders



**Getting non-data people excited by data.**

**It is:**

The process by which you organise, monitor and improve your relationships with your stakeholders.

Once you have identified your stakeholders; analyse their needs and expectations; and plan and implement various tasks to engage with them.

**Why is it important?**

Done well the benefits of good Stakeholder Management means:

- Fewer surprises
- Deeper engagement
- Better understanding of needs
- Better understanding of concerns
- Time invested in the right places
- Building and maintaining advocacy
- Tailored communication
- Better management of expectations



How do we develop messaging that 'lands, resonates and endures'?"

## Do's & Don'ts of messaging

Do: Keep it simple, ensure your message is clear & concise

Do: Make it relevant to your audience

Do: Adapt tone to match context and audience

Do: Align to known, what else is going on?

Do: Consider cadence/timings of communications

Do: Be solutions focused

Do: Include a call to action

Don't: Be unrealistic