



# Good data makes everything better

Five key elements to successful data governance

A data governance workbook

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# Data governance: From chaos to compliance and quality

More data than ever offers tremendous potential to improve user experiences, boost profits and increase market share. However, effective data governance is essential for handling increasing data regulations, accommodating future data growth and managing data complexity across separate systems and multiple clouds.

Data governance enables efficient data access, ensures data quality and helps to ensure compliance with internal policies and external regulations. This workbook will delve into implementing a practical approach to data governance, including how to:

- **Enable certified and accurate reporting** thanks to collective knowledge across teams with less effort
- **Increase transparency and understanding** so data consumers are aware and have a better understanding of the data available to them
- **Improve compliance and reduce risk** to set your organization up for success

## How to implement successful data governance

Data governance acts as the foundation for ensuring data accuracy while optimizing effort. When data governance is done right, business and data analysts can spend more time creating value for your organization and less time trying to find and understand the data. Data governance can mitigate compliance, access and risk issues. It allows teams to foster trust in data so everyone can quickly and reliably make better decisions using reliable, trusted data.

To build a successful data governance program within your organization, you must follow five key steps. Let's explore each step in detail.

### Five key elements of successful data governance

Step 1: Align stakeholders

Step 2: Establish confederation

Step 3: Foster a culture of accountability

Step 4: Execute continuous improvement

Step 5: Define data standards and practices

## Setting the stage | Current state assessment

Let's start with a self-assessment of the current state of your data governance efforts. Check all the scenarios that apply, or add your own. Prioritize them based on your unique company needs.

### List your company's strategic initiatives and their expected outcomes

- Increase employee productivity
- Reduce compliance risk
- Increase revenue
- Enter into new markets
- M&A integration
- Leverage AI responsibility
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### List the top concerns or challenges you are currently facing when it comes to data

- Negatively impacting productivity
- Increasing regulatory compliance/risk exposure
- Negatively impacting business agility
- Negatively impacting revenue opportunities
- Improving data coverage across the org
- Lack of trust in data-driven business decisions
- 

### List the data governance activities where you spend the most time

- Manual rule management and tasks
- Comparing data across disparate sources
- Finding the right team to answer queries for a data set
- Chasing people to fix data issues
- Fixing late-stage or downstream data quality issues
- Convincing the business to trust models and reports
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## Setting the stage | Future state assessment

List the new data governance capabilities you believe you need to develop or acquire to meet your company's current or future needs.

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- Accelerate sharing of trusted data
- Improve speed of certifying critical data assets
- Create consistent shared language around your data assets
- Facilitate collaboration with flexible workflows
- Establish clear data ownership for all data assets
- Maintain an audit trail of changes
- 

### What KPIs will you use to measure success?

% increase in data domain coverage	\$	reduction in regulatory penalties
% increase in productivity	\$	increase in ARR or revenue

### List key stakeholders across your organization who you'll need to include.

### List critical use cases you are looking to address

- Accelerate sharing of trusted marketing ops data (Initiative enabled: increase data-driven revenue opportunities)
- Streamline certification of data (Initiative enabled: increase employee productivity and trust)
- 

### List timing for addressing these changes

- Next 1-3 months
- Next 3-6 months
- Next 9 months
- Next 12-18 months

# Picking the right use case to get started with

## Preparing for your data governance journey

You've defined your company's strategic initiatives and desired outcomes. You've identified the use cases that will help you realize these outcomes. Now, it's time to select one of these use cases and dive deeper.

To understand which use case to start with, it may help to answer the following questions for each use case. Once you have the answers, review your responses. We recommend starting with the use case for which you can provide the most complete and detailed responses.

### Data stakeholders

- Who are your data owners?
- Who needs to validate and certify your data?
- Who will benefit from this use case?
- How will this benefit be measured vis a vis business outcomes?

### Data sources

- Where does the data for this asset reside?

### Capabilities

- Do you need to ingest data from multiple sources?
- Do you need to build a shared context for all the data you compile?
- Do you need to automate workflows to reduce time-consuming manual tasks specific to this use case?

### Data policies

- Do you anticipate risk and compliance issues in your data assets?
- Do you have regulatory scenarios to take into account?



## The guiding process to data governance

Now that you have identified a good use case, it's time to follow a set of best practices to ensure a comprehensive process that allows you to deliver intelligent, scalable data governance. With years of experience working with hundreds of use cases, we have identified five key steps to build a governance model tailored to your unique needs.

### Five key elements of successful data governance

Step 1: Align stakeholders

Step 2: Establish confederation

Step 3: Foster a culture of accountability

Step 4: Execute continuous improvement

Step 5: Define data standards and practices

Do these steps align with your existing data governance process? If not, list additional steps here:

## Step 1: Align stakeholders

Create a common language for discussing data.

Use this step to identify and engage the stakeholders specific to the use case you selected. This includes clearly understanding who owns the data, who consumes it and how they will interact with your data assets.

First, list the people in your organization who are involved in your chosen project, including those who use the data. Then, explain how this project and the data will benefit these users.

Connect these benefits to the goals of your organization. This will help you get the support you need from your leaders. Important points to consider:

1. List the people and critical users for this project. If you've already made this list, include it here.
2. Explain how this project will help the users achieve their business goals. For example, it could help them find and analyze data more quickly or make compliance checks easier.
3. Share this information to get support from the people involved so you can start the project. Also, the first project's scope must be decided to keep it manageable.

What defines success?

- You have identified the main people who are part of the project
- They agree on the project's scope, expected business outcomes and the necessary resources

Create a common business glossary to:

- Standardize business terms
- Set data standards
- Make things work better and faster
- Capture the success metrics

How are you performing this activity today?



## Step 2: Establish confederation

Make data governance inclusive for everyone.

Moving to a cloud-native hybrid data landscape can help companies become more agile and capable of scaling and pivoting in uncertain markets. By sharing data, context, and analyses, businesses can create innovative solutions to solve today's most difficult business problems.

However, modern enterprises have different departments, teams and business units, each with its own operating style and needs. This diversity can make it challenging to maintain consistency in data governance.

That's why the best approach to data governance is not a one-size-fits-all. Instead, it will allow everyone to participate in one unified system of data governance while allowing everyone to design a model that enables them to define roles, responsibilities and terms while still integrating into the broader goal of becoming data-driven.

How are you performing this activity today?

### Step 3: Foster a culture of accountability

Future-proof your data governance processes.

Now that you've aligned your stakeholders and established confederation, the next step is to ensure clear ownership of critical roles in your business processes. The primary way to scale your data governance processes is to implement higher-level business processes to help your organization maintain the system.

These processes can include setting up a regular data standards refresh cycle, creating an update process for curated data and implementing best practices for handling certified assets. The main goal for this step is to establish and enforce policies and processes that allow you to separate raw data from curated or certified data.

Key considerations:

1. Define the ownership and stewardship models for your data: data owners, approvers and consumers
2. Refine the communities and domain structure that will serve as the basis for data governance
3. Assign the roles identified in Step 1 to govern the data hosted in these communities and domains
4. Document the key processes required to govern data
5. Build automation for the most common workflows to improve efficiency and ensure process compliance

How are you performing this activity today?

## Step 4: Execute continuous improvement

Prioritize, iterate and monitor for continued success.

To ensure good data governance, it's essential to customize governance priorities for each area and use iteration to adapt quickly. This means promptly enabling priority use cases and addressing longer-term development.

Once a certified set of well-monitored data assets is available to departmental data consumers, it's a good idea to establish a data governance council. This council, consisting of department and central data team members, can oversee the ecosystem of data standards, policies and new data product requirements. The council can track relevant metrics to monitor data quality, availability and delivery to data consumers and approve new investments in projects that positively impact these metrics.

Ideally, the council meets monthly or quarterly for business reviews to guide continuous improvement initiatives governing the data governance process.

How are you performing this activity today?

## Step 5: Define data standards and practices

Establish common data definitions and best practices for your data assets.

The last essential step in building a mature governance process is to define and implement standardized data definitions and practices for your data assets.

Key considerations:

1. Understand and document key data policies for access and retention
2. Categorize data assets based on their sensitivity, criticality and usage
3. Associate data policies with relevant data assets

The Collibra Data Governance solution enables you to establish data policies aligned with your operating model and helps set boundaries on data asset utilization.

Success entails:

- Clearly defined data policies for all data assets in the use case
- Access to data policies for all users
- Automated workflows to ensure policy compliance

How are you performing this activity today?

Congratulations! You have established a governance model for your first use case. Now, implement this five-step process for each of your remaining critical use cases so you can reap the full benefits of intelligent data governance.

# From data chaos to data governance

You've got ambitions. Big goals for your organizations. But poor data quality is a drag on innovation and morale. Data governance isn't a silver bullet—but it's a step in the right direction. And with this workbook, you now have an action plan for building an effective data governance program

As the demand for AI increases, the pressure to deliver trusted, high-quality data will increase as well. To start creating an AI governance initiative now, consider [Collibra Data Governance](#).

Collibra Data Governance offers many benefits, including:

## Flexible operating model

Define roles, responsibilities, business terms, asset types, and domain types customized for your organization's needs.

## Intuitive, configurable workflows

Automate processes with easy-to-use workflows that unite users to collaborate on decisions, close knowledge gaps and complete tasks.

## Native, automated data lineage

Automatically map data lineage to see how data transforms and flows from system to system and source to report. Get visibility into summary-level business lineage as well as detailed technical lineage.

## Comprehensive business glossary

Build and maintain approved definitions of business terms and metrics to make data easy for all employees to understand.

## Centralized policy management

Create, review and update policies in Collibra's policy manager to ensure adoption and maintain compliance.

## Wide-ranging connectivity

Native integrations and APIs bring metadata from essential data sources, business applications, data science and BI tools into one central location, giving you complete visibility of your data.

Learn more about [Collibra Data Governance](#).

## Resources

Discover how Collibra can help you deliver automated, federated data governance.

- Take a [test drive](#) of Collibra Data Governance
- Ebook: [Four steps to increase transparency and lower risk with data governance](#)
- Request a [demo](#)



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If you are interested in learning more,  
please visit [collibra.com](https://collibra.com)