



10 tips from a non-tech background: How to make user adoption contagious

Moody's Corporation

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1 **Create an environment where it's OK to ask a question...any question.**

Create an environment where people are comfortable saying they don't know something — that's a must. People need to feel comfortable, to be able to poke and learn about how things connect. They need to know what the theory is behind something or ask why we do what we do. If you are a manager and think you always know the answer, you will lose the ability for your team to be creative and find a better answer or solution.

2 **Create a cultural shift by focusing on what you can solve for your user.**

A mentor told me, "We're not building tech for tech here. We're building tech for business." There's always something you can solve for users, and if you help them solve one problem, they're going to keep coming back to ask for help solving other problems. They're going to become great partners and will be your best advocates.

3 **Recognize that no one is born understanding data governance.**

No one is graduating with a degree in data governance right now, and nobody learns data management in the same way. We're all learning and we should all be learning together.



4

Do some in-house custom training.

No company uses a tool or platform in the same way. Use all the training you can get from a platform like Collibra and also do internal deep dives for your users so that they can make the tool their own. Find the organizational knowledge within your space — there's somebody in your company who really gets it, is using it and can teach it in the many different ways it will be used. Follow all the necessary steps, do the necessary training and then think outside the box.

5

Get to know other people who are using governance tools.

They're on the journey, and they have lots of questions, too. Create your own meetup or forum so you can reach out and say, "Hey, how are you solving this problem?" I can't tell you how many cups of coffee I bought for people just to say, "Hey, tell me about what you are doing. Teach me about what you are doing." There's no reason to be overwhelmed.

6

Success leads to more success.

Our customer service team can now answer some questions in minutes that used to take weeks or months. Here's an example: an investment firm in the market is consuming a data feed from us. But they call and say, "Hey, I'm getting this but I don't understand the difference between it and another column." It used to take a long time to find out who owned a particular field and define it. Now, we've turned tribal knowledge into something that is searchable. I aspire to do that for all of our business lines and create a virtuous cycle.

7

Find the right, single tool.

That's one of the biggest annoyances: having 10 tools that all do the same thing. What I always push for is to consolidate, consolidate, consolidate.

8

Put the user first.

Not having the traditional tech background, it does take me longer to truly get some data complexities. But I think it helps me really see the user's perspective. I'm always asking people about their environment and their roles and what they need. That's something my parents always said, "Ask people twice as many questions as they are asking you." It's essential to focus on people, and if we build our data governance with the people in mind, that naturally inspires adoption.

9

So why Collibra?

We were open to possibilities at Moody's and explored many options. For us it was about being user-friendly and Collibra's UI is more accessible and understandable than other solutions. We also really needed a single tool so we didn't have to be stitching solutions together and doing this piece by piece. And we needed something customizable. No solution is going to be perfect. It's not going to work right out of the box, so that meant we needed flexibility. We needed real partners.

10

You are never completely done with data governance.

The journey is never over because data — your company's data — is changing every day. There's excitement in this challenge, and by surrounding yourself with the right people, technology and support, you'll always be able to navigate the journey successfully and strategically.



Ryan Galloway is Senior Vice President of Enterprise Data Management Services at Moody's Corporation, where he has been for three years. His focus is making sure Moody's delivers best-in-class data management tools for use across the company, including Collibra. Before joining Moody's, Ryan spent eight years at Bank of America, much of it running transformation projects in the data space and eventually becoming the product owner of Collibra. Ryan achieved the rank of Collibra Ranger in 2020 after successfully migrating from an on premise, single line of business use case of Collibra to the Enterprise Collibra cloud platform. Ryan has an undergraduate degree from Clemson University in finance with a minor in accounting, and a Master's Degree from Wake Forest in Business Administration. Ryan was born and has spent most of his life in Charlotte, NC, where he lives with his wife and two dogs.