Collibra

Workbook

Even your models know your data house is messy

Get a step-by-step plan to becoming an AI and AI governance champion

The AI governance planning workbook

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Who this workbook is for

This resource is designed for organizations that want to get AI right from the start. AI is a team effort and a successful AI governance program should include data and AI experts, business leaders and legal teams who are committed to effectively implementing safe, ethical and valuable AI.

Whether you're brand new to AI or already have a robust set of AI use cases in production, you'll get the information, insights and tools necessary to make your AI governance journey successful.

What will you learn?

AI offers great promise. But the reality is establishing a successful, scalable and trusted AI program is challenging — and it's why implementing AI governance is crucial. This workbook is designed to help you:

- Introduce and guide you through an easy-to-implement AI governance framework
- Help you make an effective, successful AI governance program a reality at your organization

By the end of this workbook, you'll not only have a comprehensive understanding of the steps involved in effective AI governance, but also practical insights into executing these steps effectively.

Accelerating AI: Data Confidence™ and AI governance

Here's the uncomfortable truth about AI.

If you don't trust your data decisions today, AI won't fix that—it will only amplify every weakness in your data foundation. The gap between AI ambition and execution will only widen.

The breakthrough comes from unified governance. When you break free from fragmented systems and unite governance across your entire data ecosystem, something transformative happens: you gain true visibility, rich context and dynamic control throughout the complete data lifecycle. This isn't just governance—it's Data Confidence.

This is where AI governance becomes strategic. It's not just another framework—it's the bridge between your current data challenges and your future AI ambitions. By establishing unified governance now, you create the conditions where AI can thrive: high-quality data, clear lineage and automated compliance.

The future belongs to organizations that recognize this fundamental truth: AI success starts with Data Confidence, and Data Confidence starts with unified governance.

What is Data Confidence?

Data Confidence is the way you and your colleagues feel when your organization can accelerate every data and AI use case — without compromising on safety or quality.

It happens when governance becomes an enabler rather than a bottleneck. Your people can find, understand and use trusted data across every system. Business context flows alongside technical metadata. And policies apply consistently everywhere data lives.

Bottom line: When your people can trust, comply and consume data confidently, innovation accelerates. That's Data Confidence.

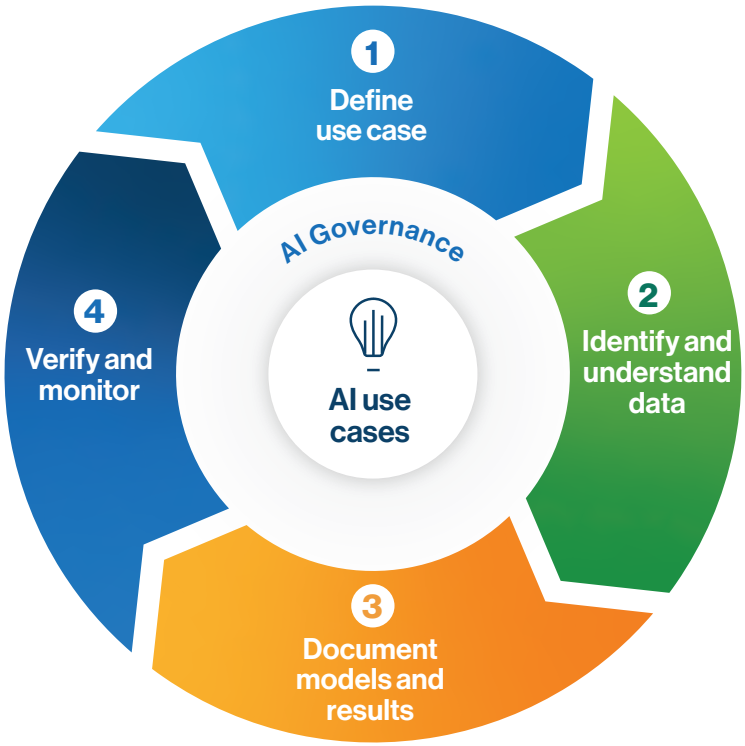
Less red tape. More acceleration.

While still in its infancy and much like data governance before it, AI governance is often seen as technological redtape. However, when it's implemented correctly, it is a powerful accelerator to AI success offering significant benefits, including:

1. **Quality and explainability:** Ensure quality AI projects and models are produced and everyone across the organization fully understands the use case and output
2. **Compliance and trust:** Ensure compliance with relevant laws / regulations (EU AI Act), avoiding legal consequences and reputational damage
3. **Accountability and transparency:** Create clear responsibilities for AI system developers, operators, and users
4. **ROI Tracking:** Fully understand the ROI of AI investments while identifying and mitigating risks

Want to dig deeper into AI governance? Get our eBook, "AI Governance: 4 steps to success."

> ### AI governance defined
>
> AI governance is the application of rules, processes and responsibilities to drive maximum value from your automated data products by ensuring applicable, streamlined and ethical AI practices that mitigate risk, adhere to legal requirements and protect privacy.



AI governance: A four-step framework for trusted AI

To embark on your journey to trusted AI, you'll need a map. An AI governance framework is that map to a repeatable process for driving long-term, reliable AI programs.

Ready to be an AI governance champion? Take these four essential steps:

1. **Define the use case:** Clearly outline the specific problem your AI aims to solve.
2. **Identify and understand data:** Ensure your data is relevant, unbiased and compliant.
3. **Document models and results:** Keep transparent records of AI models and their outcomes.
4. **Verify and monitor:** Continuously check and adjust AI applications for accuracy and fairness.

By diligently following these steps, you position your organization to fully unlock AI's potential.

Getting ready: Assembling your AI roundtable

Don't tackle AI governance alone. Before initiating your AI journey, it's essential to assemble the right mix of stakeholders for an "AI roundtable." This is a pivotal step towards success due to the myriad opportunities and challenges AI presents. A diverse range of perspectives is crucial for making balanced decisions. While the composition of your AI roundtable will vary based on your organization's unique structure, certain key roles are indispensable:

- Chief AI Officer and Data Science teams: Their inclusion is essential for leveraging overall AI strategy, model development, and data analysis expertise as well as ensuring AI's technical viability and alignment with business objectives
- Chief Data Officer / Data Office: Their participation is vital for managing all data-related aspects, particularly ensuring the accessibility of trusted data
- Legal, Compliance, and Privacy teams: Their involvement is crucial for navigating legal risks, understanding regulations related to AI and data, and ensuring compliant usage
- Business Unit Leaders: Inclusion of these leaders is important, particularly if AI implementation could significantly impact their teams

Candidates for the AI roundtable

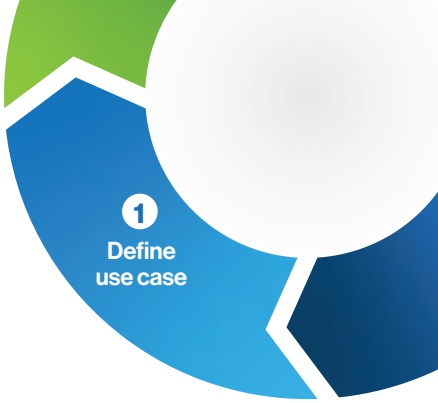
Name and Title

Name and Title

Name and Title

List desired characteristics of business and technical stakeholders

- ☐ Entrepreneurial or trailblazer spirit
- ☐ Well-respected cross functionally
- ☐ Subject matter expertise
- ☐ Proactive
- ☐ Responsive
- ☐ Uses time efficiently
- ☐ Other
- ☐ Other



Step 1: Define the use case

How do you know what to do — and when? Defining your AI use cases Crafting a use case is an essential step in ensuring the effectiveness and alignment of your AI model with organizational needs. To achieve this, consider framing your approach in the form of key questions that guide your planning and implementation process:

Business

How does the AI model align with the organization's strategic goals and objectives?

Who are the key business stakeholders impacted by the AI model, and what are their insights?

What does success look like for this use case, and how will it drive business value?

Legal, ethics and compliance

What are the legal constraints or considerations the AI model must adhere to?

How does the AI model comply with the ethical standards of the organization and industry?

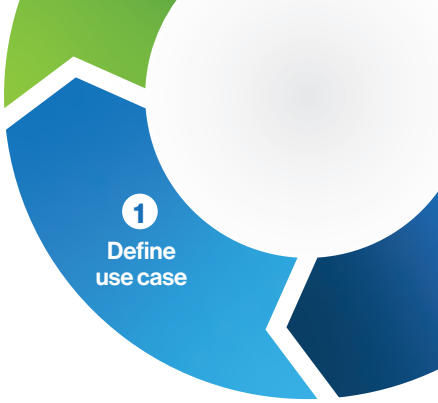
What compliance requirements are relevant to the data and functionalities of the AI model?

Data

What specific data is required, including sources, types, and formats?

How will data be managed, accessed, and protected throughout the AI model's lifecycle?

How will you ensure data quality and integrity so it's suitable for the AI model?



Make sure your AI use cases map to your business goals

Check all the scenarios that apply or add your own. Prioritize them based on your unique company needs.

List strategic business initiatives where an AI project will have a positive impact

Sample initiatives and outcomes:

- ☐ Reduce operating expenses
- ☐ Increase customer retention
- ☐ Diversify and grow revenue streams
- ☐ Improve cross-functional productivity
- ☐ Digital transformation
- ☐ Data monetization
- ☐ Other
- ☐ Other

Identify and prioritize use cases that align with strategic initiatives

Examples:

- ☐ Customer experience enhancement
- ☐ Operational efficiency
- ☐ Sales and marketing optimization
- ☐ Risk management
- ☐ Fraud detection
- ☐ Other
- ☐ Other

Identify any potential risks an AI project could introduce to a strategic initiative

Sample scenarios:

- ☐ Compatibility with current systems: Will the AI solution integrate seamlessly with existing architecture, or are there potential incompatibilities?
- ☐ Skills and expertise: Is there a risk of lacking or losing essential skills and subject matter expertise needed for the AI project?
- ☐ Data management and Integrity: Could there be risks related to data loss or corruption during the AI project implementation?
- ☐ Financial management: Are there potential budget overruns associated with the AI project, and how can they be mitigated?
- ☐ Data security: What are the risks to data security when implementing AI, and how will sensitive information be protected?
- ☐ Data governance and compliance: How will the AI project adhere to existing data governance frameworks and compliance regulations? Are there any new compliance challenges introduced by AI?
- ☐ Other
- ☐ Other

Step 2: Identify and understand data

AI starts with trusted data. It's why the old adage — "garbage in, garbage out" — is especially true when it comes to AI. It explains why once you've defined your AI use cases, you need to take a close look at your data.

Can you identify all the data sources you need for the use case?

Where does the data reside?

Is the data compatible with your AI platform?

Are there existing metadata connectors between your data governance platform and the source and destination platforms?

Are there existing connectors between the source and destination platforms?

Is sensitive or critical business data stored at the source?

Are the data stakeholders and the benefits to each stakeholder known for the use case?

Who are the data owners?

Who is needed to validate and certify the data?

Who benefits from the use case and how?

Can the use case benefits be measured?

What are the hard benefits that can be measured?

Are there soft benefits?

How will you measure and report on them?

Are the data policies needed for the data assets known or easily defined?

Do the existing policies need to be refined?

Are there regulations or industry best practices that need to be assessed?

Is there sensitive data involved?

Are there data residency restrictions that need to be taken into account?

Who should be allowed access to the data?

What are the data retention policies?

Step 3: Document models and results

As you progress to Step 3 of the AI Governance framework, the focus turns to meticulously documenting the development and outcomes of your AI model. This phase is critical for ensuring transparency, compliance and effectiveness of the AI implementation.

Model development documentation

How are you documenting the AI model's development process, including algorithm choices, parameter settings, and version control?

What methods are being used to track and record the performance and adjustments of the model over time?

Data product and usage tracking

How is the associated data product being documented and tracked?

What systems are in place to ensure accurate and comprehensive usage logs of the AI model?

Data lineage and transparency

Can you clearly trace the origin, transformations, and applications of the data used in the AI model?

How is data lineage being maintained and documented, especially in industries with stringent regulatory requirements?

Model analysis and reporting

What processes are in place for continuous analysis and reporting on the AI model's performance?

How are challenges, anomalies, or biases in the model being documented and addressed?

Preparation for production

What criteria are being used to determine when the AI model is ready to move into production?

How are the initial results from the model being evaluated and validated against the defined use case and objectives?

Step 4: Verify and monitor

The final set isn't really a final step. Step 4 of the AI Governance framework emphasizes the ongoing nature of AI governance. Once your model transitions into production, continuous monitoring and verification are crucial to ensure its effectiveness, compliance, and adaptability to evolving regulations.

Model performance verification

How do you verify that the AI model performs as intended before its full-scale deployment?

What measures are in place to ensure the model meets both technical specifications and business objectives?

Transition to production environment

What is your process for integrating the AI model into the operational environment?

How do you document and trace the data flow within the AI system to understand its transformation and role in decision-making?

Ongoing data quality and compliance monitoring

What mechanisms are in place for monitoring the model's performance, data drifts, or unexpected behaviors?

How do you ensure ongoing compliance with regulatory and ethical standards, especially when the model interacts with new data sets?

Periodic Model retraining

What triggers the retraining of the AI model, and how frequently is this done?

How do you integrate new data, regulations, and technological advancements into the retraining process?

Be the champion of your AI and AI governance journey

With the four-step framework as your starting point, you can reshape how your organization drives value and innovation with AI. Your path involves meticulously planning and selecting the right AI use cases, coupled with implementing effective governance and management strategies.

But it's more than simply checking governance checkboxes. It's about creating the conditions where innovation thrives because trust is systematic, compliance is automated and every team can move at digital speed. When you unite governance across your entire data ecosystem, you don't just manage AI risk—you multiply AI's impact.

Collibra AI Governance makes this transformation real. By breaking down silos and creating active links between data, policies and AI initiatives, Collibra turns fragmented systems into a coherent ecosystem where innovation and control work in harmony. The future belongs to organizations that can accelerate AI initiatives while maintaining ironclad control. With unified governance as your foundation, that future can be yours.

Ready to turn Data Confidence from aspiration into advantage?

Learn more about Collibra AI Governance.

Collibra

Helpful resources

Looking to begin your AI governance journey? Collibra is here to help.

- AI governance: 4 steps to success
- IDC insights: The critical role of AI governance for AI success
- AI governance 101: The basics of governing AI
- AI governance framework
- AI readiness checklist

If you are interested in learning more, please visit collibra.com