

Data Strategy: Constructing a Corporate Data Strategy

1. What Happens without a Data Strategy?
 - a. User Issues / Business Obstacles
 - b. New Development Challenges
 - c. Business Impact of Using Data
 - d. Supporting Multiple Data Initiatives
2. Strategy Fundamentals
 - a. Definition
 - b. Traditional Strategy Elements
 - c. Getting Started
 - d. Approach Alternatives: Top/Down or Bottom/Up
 - e. Strategy Activities and Outputs
 - f. Analysis and Development Work
 - g. Strategy Stakeholders
3. Core Components (Identify, Provision, Process, Store, Govern)
 - a. Definition and Description
 - b. Once Size does not Fit All (the Differences)
 - c. Real World Examples
 - d. Potential Goals & Objectives
 - e. Methods and Practices
4. Analysis Preparation
 - a. Aligning with the 3 Stakeholder Audiences
 - i. Business Strategy Alignment
 - ii. Business Operations Alignment
 - iii. Systems and Applications Alignment
 - b. Conducting Stakeholder Interviews
 - i. Participant Selection
 - ii. Developing Questions
 - iii. Interview Techniques
5. Analysis Activities
 - a. Corporate Business Strategy

- i. The Analysis Approach
 - ii. Artifact Review (Annual Reports, Plans, Initiatives)
 - iii. Conducting Interviews
 - iv. Identifying Goals & Objectives
 - v. Categorizing the Component Details
 - b. Business Operations
 - i. The Analysis Approach
 - ii. Artifact Review (Business Plans, Reports, Project Roadmaps)
 - iii. Conducting Interviews
 - iv. Identifying Improvement Areas
 - v. Documenting Business Usage Scenarios
 - vi. Categorizing the Component Details
 - c. Systems and Applications Alignment
 - i. The Analysis Approach
 - ii. Artifact Review (requirements, specifications, development documents)
 - iii. Conducting Interviews
 - iv. Identifying Improvement Areas
 - v. Documenting Business Usage Scenarios
 - vi. Categorizing the Component Details
6. Packaging the Strategy Details
- a. The Deliverables
 - b. Consolidating the Findings
 - c. Distill Findings into Goals
 - d. Identify Milestones
 - e. Building the Roadmap
 - f. The Deliverable Document
7. Wrap Up