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
Building Your Company’s Data Strategy
Course Outline

1. The Analysis Approach
2. Artifact Review (Annual Reports, Plans, Initiatives)
3. Conducting Interviews
4. Identifying Goals & Objectives
5. Categorizing the Component Details

b. Business Operations
   1. The Analysis Approach
   2. Artifact Review (Business Plans, Reports, Project Roadmaps)
   3. Conducting Interviews
   4. Identifying Improvement Areas
   5. Documenting Business Usage Scenarios
   6. Categorizing the Component Details

c. Systems and Applications Alignment
   1. The Analysis Approach
   2. Artifact Review (requirements, specifications, development documents)
   3. Conducting Interviews
   4. Identifying Improvement Areas
   5. Documenting Business Usage Scenarios
   6. 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