



# Data Strategy for Busy Professionals

4 Day Virtual Course, Instructor-led

3 hours daily, 12pm – 3pm ET / 9am – 12pm Pacific

## Course Overview

Many executives are looking to create a data-driven organization, and to reap the benefits that modern data technology can bring. But creating an enterprise data strategy and architecture can be a daunting task. It can be difficult to know where to begin, and how to prioritize efforts with the myriad technologies and stakeholders involved.

The material will help de-mystify data strategy and data management, and will provide concrete, practical ways to get started with hands-on interactive exercises included.

This 4 day course is easy to integrate into your "day job" with 3 hour segments per day.

### DAY 1

#### Creating the Business Case:

##### Aligning Data Strategy with Business Strategy

Day One provides an overview of the main components for building a data strategy. A key focus will be on aligning the data strategy with the organization's business strategy to support becoming a more data-driven organization.

Topics include:

- **Data Strategy Overview**
  - Executive Overview
  - Building blocks of a data strategy
  - Case studies & success stories
- **Establishing Goals & Gaining Buy-In**
  - Motivation & drivers
  - Effectively communicate needs & expected ROI

### DAY 2

#### Building the Foundation:

##### Key Components of Data Management

Day Two provides an overview of the key components of data management including: Business Intelligence (BI) & data warehousing, AI/ML & analytics, data architecture, data quality, , master data management, and more.

Topics include:

- **Building the Data Management Foundation**
  - AI/ML & Analytics
  - BI & Data Warehousing
  - Data Architecture
  - Data Quality
  - Master Data Management
  - Metadata and Data Catalogs
- **Prioritizing Business-Critical Data & Capabilities**

### DAY 3

#### Data Governance:

##### Aligning People, Process, and Technology

Day 3 covers data governance, which is a critical part of any successful data strategy. We will begin with an overview of data governance and the various approaches and components involved in building a data governance organization from both an organizational and technical perspective.

Topics include:

- **Data Governance Overview**
- **Aligning Data Governance with business objectives**
- **Organizational structures**
- **Data stewardship & roles**
- **Processes & workflows**
- **Tools & technologies to support data governance**

### DAY 4

#### Making it Happen:

##### Building a Roadmap for Success

Day 4 integrates the topics learned in the course to build a roadmap and implementation plan. Benefits tracking & ROI is covered to monitor the success of your data initiatives. Organizational change management & culture-building is discussed to sustain momentum over time.

Topics include:

- **Defining an Actionable Roadmap**
  - Identifying "quick wins"
  - Aligning technology with business priorities
  - Building a sustainable roadmap
- **Tracking Benefits and ROI**
  - Methods for calculating value
  - Tracking benefits over time
- **Organizational Change Management & Culture-building**

**Cost: \$1850 USD**

Register at: [www.globaldatastrategy.com/globaldataacademy](http://www.globaldatastrategy.com/globaldataacademy)



# About the Instructor

## Donna Burbank

Donna Burbank is a recognized industry expert in information management with over 20 years of experience in data strategy, information management, data modeling, metadata management, and enterprise architecture. Her background is multi-faceted across consulting, product development, product management, brand strategy, marketing, and business leadership.

She is currently the Managing Director at Global Data Strategy, Ltd., an international information management consulting company that specializes in the alignment of business drivers with data-centric technology. In past roles, she has served in key brand strategy and product management roles at CA Technologies and Embarcadero Technologies for several of the leading data management products in the market.

As an active contributor to the data management community, she is a long time DAMA International member, Past President and Advisor to the DAMA Rocky Mountain chapter and was awarded the Excellence in Data Management Award from DAMA International.

She has worked with dozens of Fortune 500 companies worldwide in the Americas, Europe, Asia, and Africa and speaks regularly at industry conferences. She has co-authored several books and is a regular contributor to industry publications. She can be reached at [donna.burbank@globaldatastrategy.com](mailto:donna.burbank@globaldatastrategy.com) and you can follow her on Twitter @donnaburbank

Donna is based in Boulder, Colorado, US