



**EDM Council  
Women Data  
Professionals**

EDM Council Women Data Professionals presents:

# The three sides of an effective data strategy: Data Strategy Formulation, Data Literacy and Data Strategy Adoption

September 13, 2023

Find us on



The **online** community for EDM professionals



# Today's speakers

Moderator



**Ethel Anderson**  
Head of Data Analytics  
Google



**Dr. Sandra Loughlin**  
Chief Learning Scientist  
EPAM



**Dr. Taryn Hess**  
Principal, Talent Enablement  
& Transformation  
EPAM



**Tracy Powers**  
Sr. Director Enterprise Data  
Meritage Homes



# Please respond to the 3 poll questions

**Please rank your maturity on Data Strategy on a scale from 1 - 5 :**

- a. 1**
- b. 2**
- c. 3**
- d. 4**
- e. 5**

## Case for Developing a Data and Analytics Strategy

During our Fireside Chat today, we will discuss the three components to realizing value from your Data Strategy. The clear connection to your business strategy, the alignment on the strategy from the top-down, and data literacy to understand and effect the data strategy.

### WHY YOU NEED A DATA & ANALYTICS STRATEGY

“Just 30% of organizations align their data strategy with their organizational strategy. By implication, 70% of leaders are burning money in the name of data.” - McKinsey

### VALUE YOU RECEIVE FROM A DATA & ANALYTICS STRATEGY

“When integrated properly, data can accelerate many — even most — business strategies by improving the processes and empowering the people needed to execute them” - HBR

### WHY A NEW APPROACH IS NEEDED

“Slowness to change usually means fear of the new.”<sup>1</sup> *Accelerate* data-driven change by replacing fear with wonder and excitement around “what’s in it for me”

1. Philip B. Crosby, Business Author

**What do you think is the most impactful business benefit of focusing on data? (Multiple-choice)**

- a. Enabling a structured environment for decision making**
- b. Individuals access to the proper datasets**
- c. Facilitating the foundation for GenAI**
- d. Providing a means for educational awareness on how to use the data**
- e. All of the above**

# State of Data Capabilities

DATA STRATEGY

DATA MANAGEMENT



## BUSINESS CASE

Use Case
Prioritization
Vision
Strategy
KPIs & SLA's
Change Management
Operating Model
Adoption



## DATA RISK & ACCESS

Access Controls and Audit
Privacy
Discovery & Reuse
Asset Risk Profile
Risk Management
Transparency



## ARCHITECTURE & ENGINEERING

Analytical Methods and Frameworks
Data Ingestion
Data Architecture Standards
Data Product Pipelines
Data and Cloud Federation
Data Retention and Archiving
Security Integration
Master & Reference Data



## DATA QUALITY

Data Quality Framework: Methodology, Processes, Roles
Automated Data Profiling and Timeline Analytics
Data Lineage
Data Quality Rules Metrics Catalog
Data Quality Continuous Monitoring and Reporting
Data Cleansing and Standardization



## DATA LITERACY & TALENT

Talent Acquisition
Talent Management
Employee Experience
Continuous Learning
Roles and Responsibilities
Innovation Culture
Data Center of Excellence
Communication



## DATA GOVERNANCE

Governance Model
Policies
Stewardship
Metrics and Monitoring
Data Lifecycle
Data Sharing
Data Catalog and Business Terms
Metadata Collection and Management



## Creating a culture isn't as hard as it seems

Organizations change when (and only when) leaders simultaneously pull on these six levers

- What you talk about & model
- What you make people do (including education)
- What you measure & incentivize
- How you budget & spend money
- What processes are in place
- What tools you use



**How many of the six levers of culture change has your organization sufficiently aligned to your data vision?**

- a. 0-1**
- b. 2-3**
- c. 4-5**
- d. 6**



## Why do you think data literacy is vital to an organization?

- a. **To enable a strong foundation for how to use data**
- b. **To provide business and technology alignment on data vernacular**
- c. **To facilitate using data in the business**
- d. **To enable more efficient use of data for AI use cases**

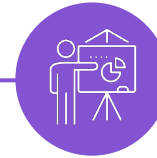
# There are 9 components vital to becoming data literate and making data part of an organization's culture

## GROW

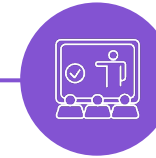
Create an educational program with foundational data literacy skills at its core (e.g., data mindset, taxonomy, data quality), that addresses role-based needs (e.g., driving data culture), and scales across domains, capabilities, geographies and business units.



**Core Curriculum**



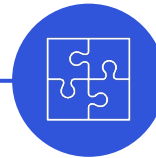
**Leader Education**



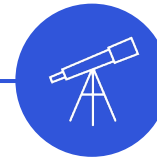
**Role-based Education**

## ALIGN

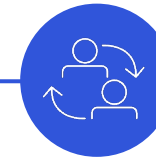
Align targets and expectations with targeted data vision and strategy to hire talent, support the organization and incentivize growth while stimulating enthusiasm and sustainability through actionable communications, engagement, and change management.



**Talent Infrastructure**



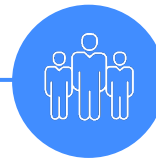
**Vision & Strategy**



**Change, Engage, & Communicate**

## SUPPORT

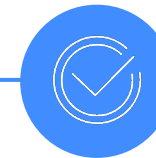
Build formal structures that provide clarity of responsibilities and opportunities for: collaboration across domains, capabilities and divisions; support; breaking down silos; building relationships; promoting relatedness, and; cultivating trust in and excitement around data.



**Mentorship**



**Community of Practice**



**Center of Excellence**

## Co-Chairs for EDMC WDP



**Marla Dans**

- Global Head of Data Governance at Tradeweb



**Dessa Glasser**

- Principal, Data Advisory & Analytics, FRG
- Independent Board Member at Oppenheimer & Co. and GLEIF, Advisory Board, Xoriant



**Andrea Ianniello**

- Former President & Chief Commercial Officer for LMRKT

## Mission

**Provide support for and promote women in the data field and assist in their development and promotion to more senior roles**

- Access to educational material
- Both women and men to exchange ideas, and network
- Highlight and celebrate the accomplishments of women in the data field
- Provide a calendar and information on upcoming events of interest

## Highlights

- Founded July 26<sup>th</sup>, 2019
- Global Leads and Committees
- 2,500+ members
- Active LinkedIn Group and EDMConnect content page
- Global webinar events coordination

# Join the EDMC Women Data Professionals – open to all



The screenshot shows the EDM Council website page for the Women Data Professionals forum. The header includes the EDM Council logo and navigation links: Membership, Frameworks, Training, Engage, Innovation, About, Sign in, and Join now. The main heading is "Women Data Professionals" under the sub-heading "GROUPS & LEADERSHIP FORUMS". The content area features the title "Advancing the Role of Women in Data Management" and a "Join the Women Data Professionals Forum" button.

**EDMCouncil** Membership Frameworks Training Engage Innovation About Sign in Join now

GROUPS & LEADERSHIP FORUMS

## Women Data Professionals

### Advancing the Role of Women in Data Management

Welcome to EDM Council's *Women Data Professionals Forum*. Both our members and guests are invited to participate in this open interest group.

We are excited about this initiative to advance women in our profession and build an active and effective community.

**Our mission**

The mission of the Women Data Professionals group is to provide support for and promote women in the field of data and assist in their development and promotion to more senior roles.

**Join the Women Data Professionals Forum**

ALL are welcome to join and participate – women and men alike.

[Join now](#)



[edmcouncil.org/women-data-professionals/](https://edmcouncil.org/women-data-professionals/)

A rounded rectangular callout box with a brown border containing the text "Women Data Professionals" and "Advancing the role of women in data management".

## Women Data Professionals

*Advancing the role of women in data management*