



# Modern Data Governance

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# A bit about Gemma

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# Modern Challenges



Volume, Velocity and Variety

Reputation and Resources

Urgency / Trends

# The People





# The Processes



Agreement: How to trust data.

Transparency: How to find and understand data.

Responsibility: Data is 'owned' – accountability assigned.



Compliance: Ethical and Legal.

The left side of the image features a collection of abstract geometric shapes. At the top left is a purple circle. Below it are two vertical blue dashes. To the right of these is a large orange semi-circle. Further right is a green triangle pointing downwards. Below the semi-circle is a purple circle. At the bottom left is a green square. To its right are three blue curved dashes. At the bottom center is a large orange circle.

# The Strategy

# The Value

The key is to visibly remove a business pain point or enable a business opportunity.



# My top tips

- People matter
- Flexible and adaptive – it's not too late to pivot
- Back to basics – get the foundations right
- Integrate with the business – DG feels natural and organic
- Look at Data Governance as an enabler
- Data Fluency
- Have fun with it – branding, engagement, community, acknowledgment





Thank you

