

Data Governance Coaching

**Know how your data will
benefit your organisation**

**Discover how to implement
data governance in a way
that works for you**

**Become data confident
and succeed**



Nicola Askham
THE DATA GOVERNANCE COACH

Drive your organisation forward with quality data you can trust

“Nicola’s talent helped us ‘follow the smoke’ to quickly sort through hundreds of data items and find 8 fields that were responsible for 100k hours of productivity, \$6M in logistics spending, and 4 points On-Time-Delivery savings for future projects.”

Are you implementing Data Governance and wondering, ‘what do I do now?’

Data Governance can bring many benefits to your organisation but it’s not easy. There’s no such a thing as a standard Data Governance Framework and data governance is not a one-off project. Add to that the need to bring on board senior stakeholders, build a decent data glossary, and regularly explain that data governance and data policy are two separate things... and your head will start to spin.

There’s lots of advice available online and in books, but how do you take this huge quantity of sometimes conflicting theory and turn it into something practical?

That’s where I come in. There are few obstacles I haven’t encountered in data governance and I’ve figured out a lot of solutions - some the hard way! Tell me your latest challenges and I will give you practical recommendations for what to do next, step by step.

Why work with me?

For almost two decades I’ve helped organisations reduce costs and inefficiencies and remain competitive. I have developed The Six Principles of Data Governance through my many years of experience implementing data governances in organisations. I’ll give you an achievable and explainable plan of action you can share with your senior stakeholders, clarity on why your organisation is doing data governance, and validate your approach.

I simplify data governance through clear language and stories which show people how it applies to them and their organisation. I promote best practice in everything I do and am regularly asked to speak about data governance, including at international conferences.

Get six months of regular support to implement your Data Governance Framework

As you've found, implementing data governance can be lonely and overwhelming. You don't have to do it all on your own. I will work with you over six months through a series of coaching calls to help you design and implement your Data Governance Framework successfully.

You will gain:

A clear vision of what you are trying to achieve. You will be able to clearly say what data governance is about and what the drivers are for your organisation so you know why you are doing this.

A simple approach. You'll have an achievable and explainable plan of action that you can confidently share with your stakeholders and encourage them to act on.

Reassurance that you are doing the right things. You'll get confirmation or validation of your approach and I'll introduce you to others in the same situation so you know you're not alone.

Data Governance Coaching doesn't just give you advice and a listening ear. It provides you with the skills and knowledge to design a Data Governance Framework that is right for your organisation and implement it successfully. It's tailored to your needs.

Choose whether you want a package of six or ten hours of support over the six months. You can use the sessions to:

Ask me questions about all aspects of data governance. Coaching calls are recorded for you to refer to afterwards.

Have me attend key stakeholder meetings to provide insight

Work on documents together

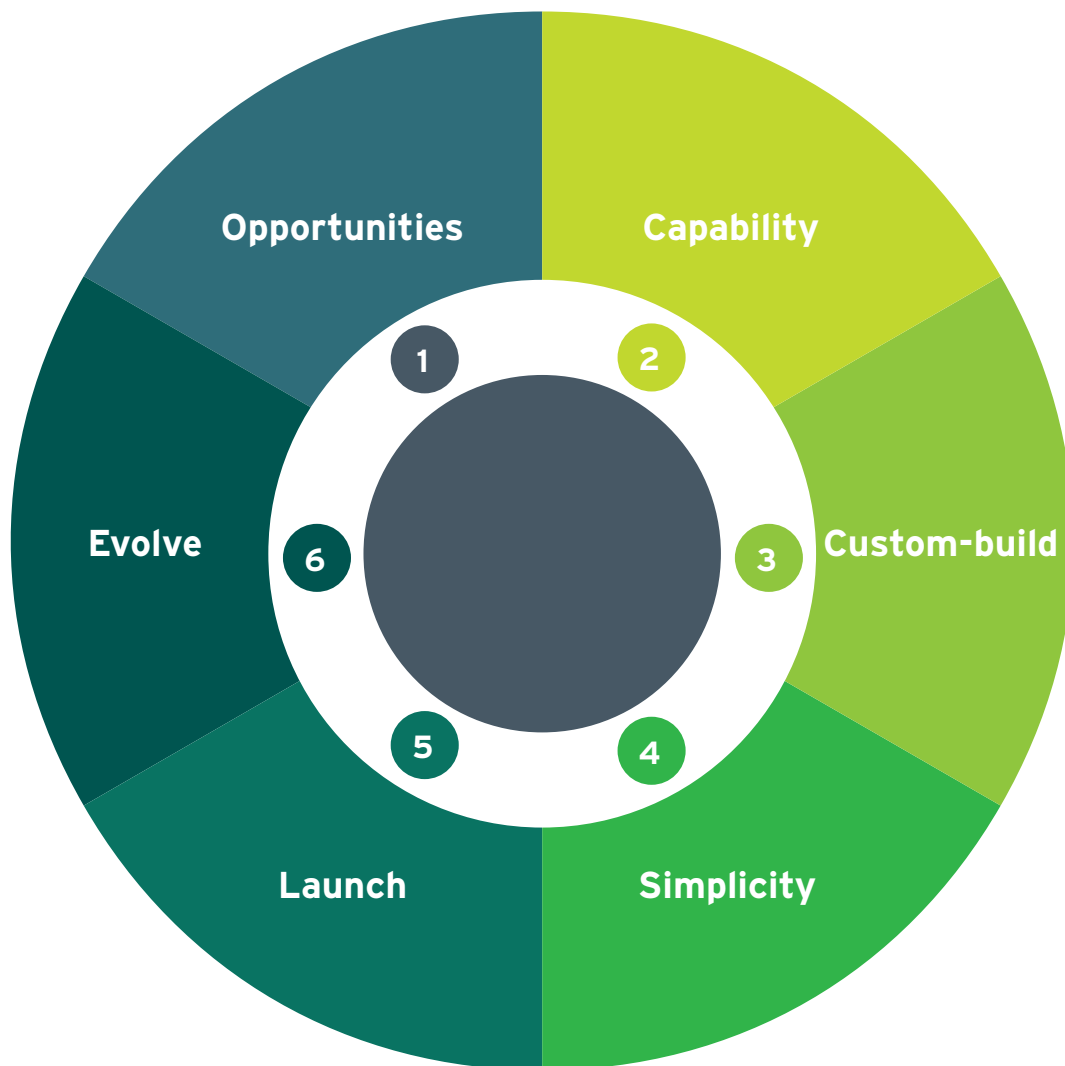
Practice your presentations and use me as an awkward stakeholder

I am flexible with how you use your time with me, including reviewing documents while you get on with other things.

If you choose ten hours of support, you will be invited to access my online Data Training Governance course, which goes through the methodology I have developed for implementing data governance successfully. This will enable you to identify any gaps in knowledge. It will also enable you to use your coaching time to focus on the aspects of data governance which are specific to your organisation.

The Six Principles of Successful Data Governance

There are six principles that underpin all successful data governance initiatives.



1

Opportunities
Identify the benefits of Data Governance for your organisation

2

Capability
Set yourself up for success by ensuring that you have the right resources and knowledge

3

Custom-build
Design a Data Governance Framework which is tailor-made to your organisation

4

Simplicity
Avoid complexity and make it easy to embed Data Governance

5

Launch
Implement on an iterative basis and start to see the benefits of your work

6

Evolve
Develop your framework as your organisation evolves to make further gains

I'll work with you to identify where you are and what the next step is for you.

Who is this for?

Chief Data Officers, Heads of Data, Data Governance Managers or Data Leads at large organisations who want, or need, to implement data governance. You might have started and are finding it difficult, or you're finding it difficult to get started

How does Data Governance Coaching work?

I work with you as you design and implement your Data Governance Framework.

Most coaching sessions will take place on a video call. You tell me your latest challenges, or ask me questions, and I will give you recommendations. However, you might want me to attend meetings with you virtually. I can talk to your senior stakeholders. You can also ask me to use a 'call' to review documents so you don't need to attend at all.

I enable you to speed up the process, avoid the pitfalls, and develop a framework which works for your organisation. There is no one size fits all.

Why six months?

Data governance takes a long time to do. It's not a project, it's a process, and as you can see from the Six Principles of Data Governance, it will evolve over time as you reap the benefits.

Data Governance Coaching provides you with practical support and guidance as you work through this. You know you have a call lined up to talk about what's happening if you get stuck.

How often will we meet?

Once a month if you choose my Coaching package with six calls, or as often as you wish if you opt for ten calls on Coaching Plus. For example, you could start with one call a week and progress to less frequent calls, or spread the calls across key individuals working on the programme.

Can other team members take part in the calls?

You are welcome to invite your team members to join the calls or allow another team member to have the call instead of you.

What does your Data Training Governance course cover?

This course simplifies the concepts you need to understand to design and implement a Data Governance Framework. It goes through:

What data governance is, what it includes and what it doesn't

Its relationship with data quality

Why you need a Data Strategy and how to go about creating one

The constituent parts of a Data Governance Framework and how to design a Framework that will work for your organisation

How to go about implementing your Data Governance Framework

The skills you need to be successful

How Data Governance Coaching Helps Win Hearts and Minds

When you're implementing data governance you come across lots of new scenarios where you wish you had someone to check in with to make sure you're on the right track. This is why Volkswagen Financial Services UK's Enterprise Data Governance Lead chose Data Governance Coaching Plus. It's a flexible package of support to guide you through implementing your data governance initiative over 6 months.

They said: "It gives you real confidence that you are heading in the right direction, and you are doing the right things by your organisation, by the people in your organisation, and by your customers. And that you are doing the right thing with industry practice.

"It was almost sense-checking our work and pointing us in the right direction and saying, 'Yep, that's good to go' or, 'You might want to think about doing this'.

"We would book a session and say, 'this is what we're working towards', we'd get a few pointers and then we would go away, have a stab at it, and then come back and say, 'this is what we're thinking, does that look about right?' Everything we have done or any ideas we've had, we've brought them to Nicola and said, this is what we'd like to do, is that the right thing to be doing? Are we missing anything? We asked her about key mistakes she sees organisations doing so we could avoid them.

"Before I came into this role, I saw governance as a bit of a blocker, something you had to adhere to rather than something to work with. I was very keen to bridge that gap, I didn't want to say 'no' all the time. I want to be working with people to achieve the best outcome. Nicola has enabled me to do that because she's given me the confidence in myself to do that and I think that can only help data governance and the way we're perceived.

"People now want to work with us to achieve and make what they need to make. So we're having those conversations and people are getting involved. I have really benefited from it."

Choose the level of support that's best for you

Coaching

Get regular support during your Data Governance Initiative.

One call a month for six months.

Calls are recorded for you to refer to afterwards.

Each call is one hour and you can bring team members along.

You can ask me to spend a call talking to stakeholders, attending a meeting with you, or reviewing documents to help you identify the drivers for data governance in your organisation or help you implement your framework.

All six calls must be used within six months.

Bonus

My detailed Data Governance Checklist which will enable you to see at a glance what you have covered and what you need to implement.

Coaching Plus

For those who want a bit more support and flexibility.

A set of ten coaching sessions. You have the flexibility to use the sessions as you wish over six months.

Calls are recorded for you to refer to afterwards.

Each call is one hour and you can bring team members along

You can ask me to spend a call talking to stakeholders, attending a meeting with you, or reviewing documents to help you identify the drivers for data governance in your organisation or help you implement your framework.

All ten calls must be used within six months.

MOST POPULAR

Bonus

My detailed Data Governance Checklist which will enable you to see at a glance what you have covered and what you need to implement.

One licence for my online Data Training Governance course

3 steps to start getting to grips with Data Governance

1

Step 1

We'll have a 30 minute Discovery Call to find out more about each other.

2

Step 2

You pay for your coaching package in full and book your first call.

3

Step 3

You decide what you want to cover in our first session so we can make the most of it.

Money back guarantee
If you aren't happy at the end of the first coaching session your investment will be refunded.

Benefits of Data Governance Coaching for organisations and individuals

For you:

"I was aware that data governance would be difficult to implement and that we would need the support of someone who had done it before."

"I was able to discuss data governance concepts with an external expert. Many of the concepts were new to me and having that external support provided additional confidence in the work being performed. Nicola also provided advice on the deployment of some of the concepts being developed with recommendations on how to avoid potential pitfalls."

For your organisation:

"We had a clear idea of how we would build our data governance program but we wanted to be able to validate and tune our approach with monthly feedback sessions with a DG expert as opposed to formal training/consultancy."

"Fundamentally it gave us confidence that we were headed in the right direction and that our approach was sound."

"We felt it was important to have a partner outside of our company to challenge our assumptions and our ways of working."

About The Data Governance Coach

I was working for a major bank when I discovered data governance was what I wanted to specialise in. Having well understood, good quality data is the foundation of so many things. I found I could explain it in a way that meant not only was I excited by the possibilities it offered, but I could light up a room of other people who wanted to get to grips with it.

Since then, I've worked a lot in the financial sector, publishing, higher education, and the public sector. I've made it my mission to help as many people as possible be successful with data governance.

Your data is valuable. It enables you to make key decisions with confidence. Having the right data, and ensuring it is good quality, is essential.

As well as working with organisations to engage their teams in data governance, I also bring data governance professionals together to learn from each other. I work with a number of associates and run regular gatherings with them to encourage them to grow and develop their own skills. I am on the board of DAMA UK, the Data Management Association, nurturing a community of data professionals and a well-known speaker about data governance on podcasts and at conferences.

I look forward to working with you and helping you to be successful with your data governance initiative.

Nicola Askham



A woman with dark hair and glasses is shown in profile, looking towards the right. She is in a server room, with a computer monitor displaying a network diagram visible in the background. The room is dimly lit with blue light from the server racks. A large green and yellow geometric shape is in the top right corner of the image.

Get data that wins the game

Truly understand why your organisation is implementing data governance so you can bring stakeholders on board and drive the process forward.

Develop the skills and knowledge to design a Data Governance Framework that is right for your organisation

Know what activities to do, in what order and how to keep things simple so you don't overwhelm colleagues, or tie yourself up in knots

Set yourself up for success and get your Data Governance Framework rolled out so you see the fruits of your labours.

Know how to review your framework and keep your initiative relevant so you are providing the data your organisation needs.

Book your Discovery Call today and take your organisation to the next level with the data you need to win the game.

Confidently design and
implement a Data Governance
Framework that is right
for your organisation



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