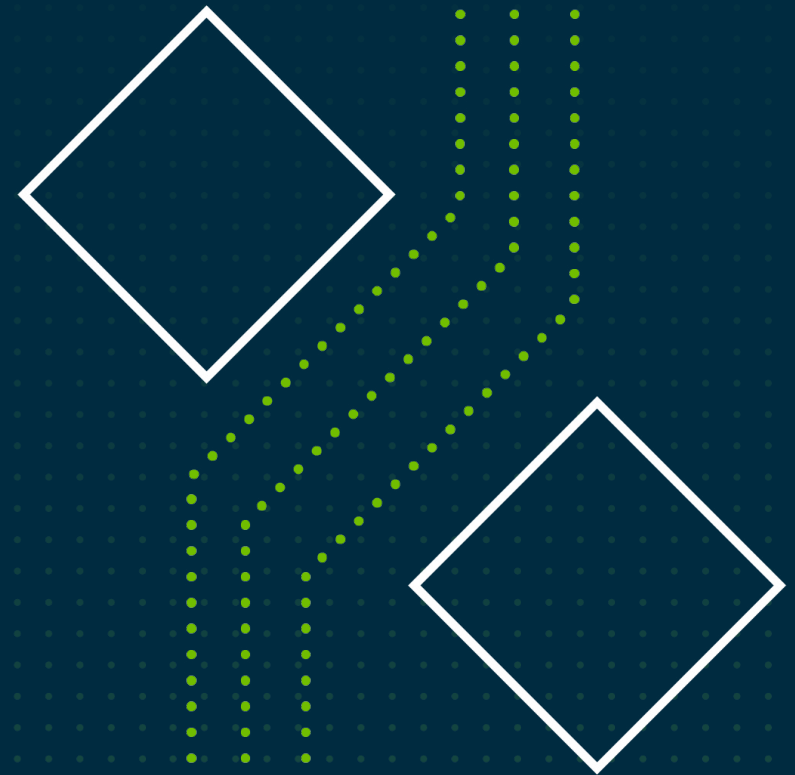


Key steps to creating
a data-enabled
organization



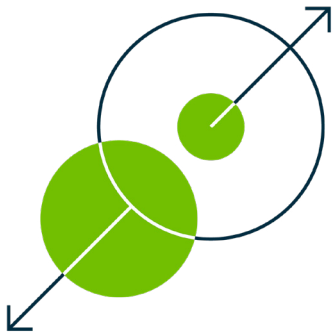
The road to Data Intelligence

Data is at the center of digital transformation. But managing data intelligently is often an insurmountable barrier to success.

The reality is most enterprises want a data intelligence solution. Many implement one. But a much smaller percentage actually adopt and integrate data intelligence into their decision-making, according to the [2022 Data Intelligence Index](#) by IDC.

In data management, it's not just a technology and scale issue; rather, it's a people and process problem. To build a data-enabled organization, a new approach is needed to make it easier for the enterprise to find, consume, and collaborate with data. Organizations that have integrated data intelligence solutions maximize the value of their data. How much? 3X better outcomes for organizations with the highest data intelligence maturity, according to the IDC study.

Are you ready to start the journey to data intelligence?



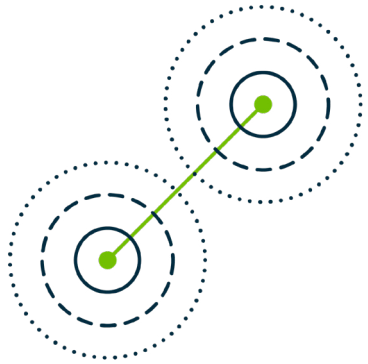
Seek a definition of data enablement

What does a data-enabled organization look like? Before setting off on any journey, it's important to understand your goal. Data enabled organizations are populated by data citizens — employees who engage with data in any form. Those data citizens should be:

- Collaborating with other groups in the organization around data intelligence
- Participating in internal data intelligence communities
- Embracing key roles such as “data owner” and “data consumer”
- Working comfortably within the data intelligence platform every day
- Adapting to new functionality and tools within the software with some training
- Contributing to the ongoing development of data intelligence within the organization

To achieve these outcomes, it's important to think strategically about how a thriving data culture could support the organization's goals. It's also essential to consider how the data team will evolve and scale over the medium-term.

The following steps provide a framework for creating a truly data-enabled organization.



Recognize your starting point

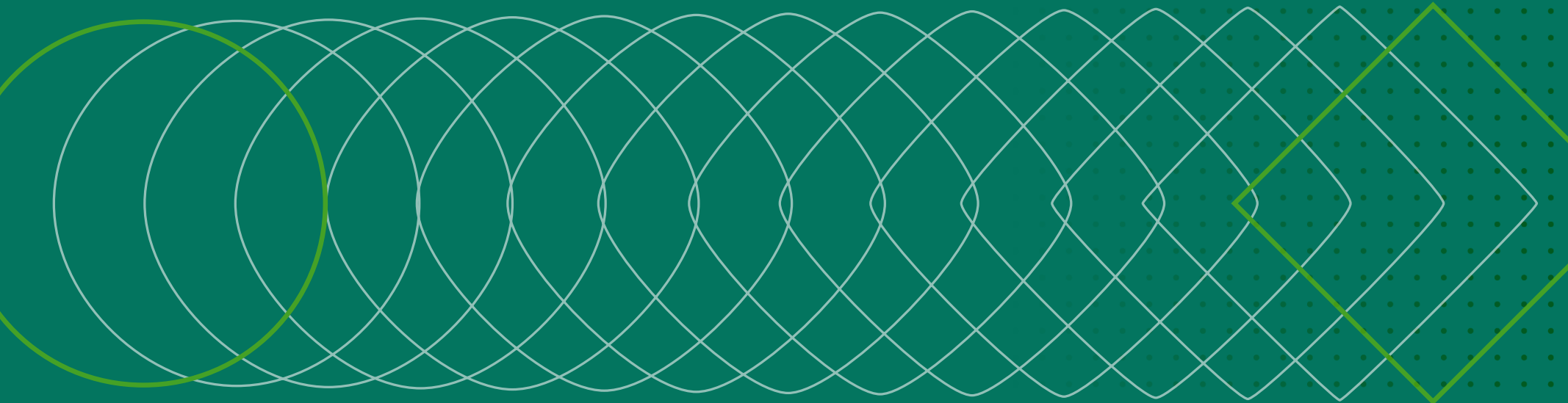
You can find data teams in many departments across the organization. While there is no “right way” to create a data team, where the team is placed often depends on the history and the culture of the organization. Departments where data teams can usually be found include:

- Under a chief data officer (CDO)
- Within the IT department
- Inside a business line
- Inside marketing, finance, HR or another support team

It is important to remember that even if a data team does not sit directly under a business function, it is crucial that they remain closely aligned with all business objectives.

Get a new perspective

Your data team will be at the center of your data intelligence strategy. But you will need to collaborate across the wider organization to be successful. Think about the pain points and objectives of the business before creating your data strategy. Thinking through these issues in advance will ensure a tactical and strategic approach to data intelligence.



The Data Office

Powering data intelligence to create a world of data citizens. At Collibra, we practice what we preach. The Collibra Data Office is a mission-driven initiative that seeks to create a world of data citizens.

At Data Citizens '22, the Collibra Data Office led a keynote session demonstrating the role of the data office and the framework that drives our work.

In the future, data citizens everywhere will be able to understand, trust, and consume data for fact-based decision-making, and can build, curate, and connect data as products that drive measurable value at scale. At Collibra, our Data Office is helping to make that vision a reality.



Center of enablement

Thinking strategically about building a data program that works for you is the first step in creating a data-centric center of enablement. The next step is implementing your plan through concrete tactics that move your enterprise forward.

Outlining these initiatives with alignment in mind is crucial. The data office of the future is all about alignment and enablement.

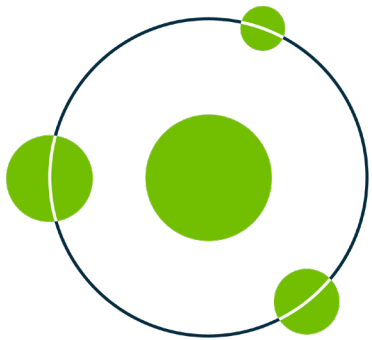


Our vision: A world of data citizens

At Collibra, the Data Office is guided by our mission and vision.

Mission: Educate and empower people as data citizens with data literacy skills, processes, and technology.

Vision: To be the center of enablement for ethical data practice, aligned with company strategy.



Build knowledge diversity into your data team

The need for diversity on a data team may not seem obvious at first. Surely it would be best to populate the team with data experts, who have come up through technology, right?

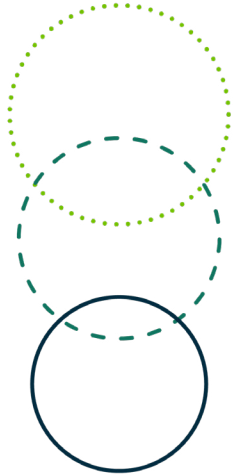
Often mono-culture data teams struggle to successfully engage with other parts of the business. This is because they have a single perspective on data and data intelligence goals. This can be particularly true if the team is drawn entirely from IT.

The strongest data teams are composed of data-oriented people from across the organization. Each member can bring different perspectives and insights into the issues that both creators and users have within their part of the business. Different perspectives will help the data team meet the needs of the organization more effectively, eliminate issues that arise early on, and develop holistic business solutions.



Focus on the data council

A data Council is different from your data team. The data council provides oversight of the data governance program, including its policies, procedures, and various projects. Diversity is particularly important for the data council because it's such an important body within the whole data intelligence framework. The most productive data councils have a wide range of key data citizens who are aligned with the organization's overall business goals from the start. The knowledge and influence that these data citizens can provide will be important information for the data team.

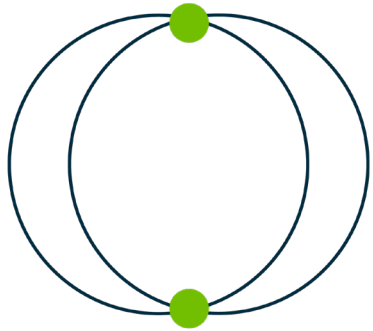


Be flexible

As data intelligence evolves and grows within the organization, change will become necessary. It's important to realize that if you are not open to change, then you have the potential to become the biggest blocker to success. Certainly, change can be frightening – but the ability to change and adapt is a sign of strength, not weakness. Many seasoned data teams say that in hindsight, their ability to evolve was very important to their success. If the business is struggling with a process, a definition doesn't make sense, or another issue arises, embrace the idea of changing things up. If you don't get stuck in your ways, your data team will produce the best results it can.

Being flexible means:

- Modifying policies or processes, when appropriate, to drive business enablement
- Thinking about how to be both considered and nimble when it comes to small changes
- Experimenting with software and setting up a development environment
- Letting key business stakeholders know you have listened and made changes
- Communicating effectively with leadership about the changes being made



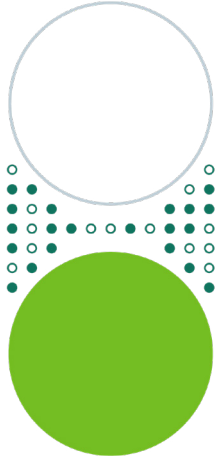
Evangelize strategically and constructively

To create a data-enabled organization, effective communication is required. It is essential that all stakeholders across the organization have visibility into the data strategy so they know how they can benefit from it.

Key actions include:

- Building a strong communications strategy. It's important to put thought into how the data team communicates with the business. Consider creating clear talking points to use. These should both support the type of data culture that you want to create and align with the organization's goals.
- Having a clear vision or mission. Having the right statement can help the organization better understand what it is you are here to do. Keep it simple. Use it whenever you engage with data citizens.
- Providing lots of training opportunities. Individuals learn differently. Provide different kinds of training if possible, including classroom/tutorials, online training, videos and printed materials.

The right approach to communication is important, so take time to design a plan that works for your organization and is sustainable for your team.



Determine how you can help

The road to data intelligence and the development of a truly data-enabled organization requires communication to flow well in both directions, to and from the data team. Be proactive in finding out how the journey is going and how it can be improved.

Best practices include:

- Embrace all use cases. While compliance may not be the sexiest term, enabling teams to comply effectively with new data privacy laws, for example, adds real value to the organization.
- Hold office hours. Some data teams have members who hold publicized office hours when people from the business can drop by for a chat about issues they are experiencing. This helps promote collaboration and ensure visibility across the organization.
- Obtain feedback from the business. Find out how processes could be improved, training could be more effective, or reports might be more informative. Use surveys, have informal meetings in small groups, or 1-2-1s with data citizens, including business leaders.

By being proactive about asking for feedback, solving data citizens' issues, and getting involved in projects that will add value to the business, teams can help ensure they are supporting their organization's data intelligence journey effectively. This approach also removes potential roadblocks to data-enablement, supports positive initiatives, and allows for the spread of best practices.

Create a successful data-enabled organization

Getting an organization's culture right – so that it becomes truly data-enabled – requires taking the right steps on the data intelligence journey. It is also necessary to have the right policies, processes, collaboration forums, communication channels and technology support for data-engaged individuals. Success is satisfying – for leadership, for the business, and for the data intelligence team. Through data-enablement of the organization, all of these groups can effectively collaborate to create and deliver real value. Learn more about how to build a data-enabled organization through free courses at Collibra University and by exploring the resources Collibra has to offer on collibra.com.

About Collibra — Since 2008, Collibra has been uniting organizations by delivering trusted data for every use, for every user, and across every source. Our Data Intelligence Cloud brings flexible governance, continuous quality and built-in privacy to all types of data. The Global 2000 relies on Collibra to create the critical alignment that accelerates workflows and delivers better results faster. We have a diverse global footprint, with offices in the U.S., Belgium, Australia, Czech Republic, France, Poland and the U.K. To learn more, visit collibra.com, follow [@Collibra](https://twitter.com/Collibra) on Twitter or follow us on [LinkedIn](https://www.linkedin.com/company/collibra).



Learn more on how to build a data-enabled organization on collibra.com