

# **Data Governance Launch Pad**

**Know what to do and how  
to get it done in-house**

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**1:1 expert guidance tailored  
to your organisation**

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**A clear roadmap for the  
first 6 months of your data  
governance initiative**



**Nicola Askham**  
THE DATA GOVERNANCE COACH

# Fast track designing and implementing your Data Governance Framework successfully

**"It's just 9 months since we started working with Nicola, and our new data governance framework is already being adopted widely across the organisation, helping us to proactively manage our data."**

## Are you embarking on a data governance initiative and wondering where to start?

You're frantically searching the internet, trying to define terms and figure out what needs to be done when. You're wondering where you are going to find the time to do all the research to be able to get this initiative off the ground.

You wish you had a clear pathway set out in front of you and someone who could tell you what applies to your organisation.

That's exactly what you get when you join the Data Governance Launch Pad.

**I give you the training and key concepts you need.** You get some hands-on support every month and me as a sounding board as you develop your Data Governance programme. By the end of the 6 months, you will have the skills and knowledge to continue with your initiative in-house.

## Why work with me?

When you're just starting off in Data Governance, there's so much information out there, good and bad.

I've made it my mission to help as many people as possible be successful with data governance. There are few obstacles I haven't encountered in data governance and I've figured out a lot of solutions - some the hard way! I want to save people from making mistakes and making data governance harder than it has to be, because it is a challenging thing to do.

I want to help you by giving you the dos and the don'ts. That's what the Data Governance Launch Pad is all about.

# 1:1 support for the first 6 months of your Data Governance Initiative

Whether it's your first day working in data governance for your organisation, or your initiative has been going for a few months, we will work through what needs to be done together. There is no one size fits all when it comes to data governance. We'll tailor the work to your organisation.

## In the first month, you will get:

Five licences for my online Data Governance course. This enables your Data Governance Team and colleagues, including Data Architects and Change Management Team, to get up to speed with key concepts and provides a clear pathway to follow.

An Action Planning Workshop Day where we start by reviewing what you already have in place and what you want to focus on. We'll identify the gaps and agree on actions to address them. You can ask any questions that came up when you went through the online course.

A one hour coaching call where we can talk through how you're getting on since the workshop. I will give you external validation of your approach and if you are stuck, I will guide you.

## In months 2 to 6, you get:

One Workshop Day per month. We'll look at the plan we have agreed to decide what we are focusing on. I am here to hold your hand over the 6 months as you develop your Data Governance Framework.

A one hour coaching call per month. How you use this time is up to you.

Work on documents together

During the 6 month period you will also be invited to join two of my quarterly Data Governance Mastermind sessions. This gives you additional support and the opportunity to meet and learn from your peers in similar roles.

## You can also choose to access these Optional Extras:

Expert Guest Coaching Sessions covering topics like Data Catalogues, Data Quality, and Data Storytelling to help you deepen your knowledge of these areas.

Helping Hands where one of my associates will help you do some of the work so you can make even faster progress.

Email support for quick queries so you can get answers without waiting for your next coaching call or Workshop Day.

Data Governance Maturity Review with or without detailed analysis/commentary so you know where you are with your data governance, where you need to get to, and what your next steps are. This can be used to benchmark your progress. You probably have some pockets of people trying to do the right things across the organisation already so you can identify these and build on them.

Additional coaching calls so you have more 1:1 support to go over issues more deeply.

## Q&A

**Who is this for?** Corporate or large public sector organisations who are just starting a data governance Initiative.

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**How much data governance knowledge do we need to get value from this?**

None. I will give you access to my online training course which will get you up to speed before our Action Planning Workshop Day. I will answer any questions you have and provide practical support.

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**We started implementing data governance a few months ago and it's not going too well. Would this help us?** Yes it could. Let's have a chat about what's been happening to see if this is the best solution for you so we can get you on the right track.

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**Do we have to decide on optional extras at the start?** No, you can add them in as needed. We'll talk through your requirements during your Discovery Call. Then as your initiative progresses, you can decide if you need any additional support.

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**What will we cover during the monthly workshops?**

We will look at the tasks which need to be completed to make your plans happen. Sometimes it will be a workshop where we spend the day together and work through a topic, discussing and agreeing things. Another day could be spent with me reviewing documents you have drafted. I have used them to run conceptual data modelling workshops for clients; or to run engagement meetings with senior stakeholders; or to facilitate and support the first Data Governance Committee meeting. We'll do whatever is most useful to you.

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**If we need more hands-on help than the workshops and coaching calls, can you provide that?** Yes, you can make use of my Helping Hands by asking one of my associates to do some of the work for you. They can run conceptual data modelling workshops to help identify and brief Data Owners and Data Stewards. They can also help Data Stewards with completing data definitions and data quality rules. Talk to me about your requirements.

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**What happens at the quarterly Mastermind?**

It's a one day event for people to come together to get answers and support in addressing their data governance challenges. You get to meet with your peers who are doing similar roles, and develop a wider network. The main focus is the hot seat, which means everyone gets specific time during the day when the whole group considers their data governance challenges. Everyone, including me, gets to share their experience and advice to come up with practical actions you can take away.

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**What happens at the end of the 6 months?**

Your in-house team will have all the skills and knowledge they need to be able to continue with the data governance initiative we have planned out. The purpose of the Data Governance Launch Pad is to give you the capability you need to succeed.

# How RenRe used the Data Governance Launch Pad to implement Data Governance for their Data Mesh

Wouldn't it be great if the first thing you did when you embarked on a data governance initiative was sit down with an expert and work through your first steps?

That's exactly what happened when Renaissance Reinsurance's (RenRe) VP Corporate Risk, Úna Scallan, started her role as Data Governance Lead. Her company had invested in the Data Governance Launch Pad.

Úna said: "On my first day, we had a workshop with Nicola. She had given us access to her course so I had gone through that 24 hours beforehand. The content of that was simple in the best way. It was easy to grasp, it wasn't full of jargon. And it created a framework for us, so I was able to see we had a plan.

"We came away from that day with a much better understanding of what we were going to do."

Úna and her colleagues were inspired by my focus on proactively managing data to achieve their business strategy. They put together a detailed framework document setting out how their data governance initiative would benefit RenRe. Then they embarked on Data Discovery Workshops, which Úna described as 'crucial'.

She said: "Nicola facilitated the first one. Then we were able to rinse and repeat. We could identify within each department what potential data products we had. Then we could prioritise them. That set up a really good framework for the rest of the year."

RenRe were implementing Data Mesh so they were pioneering a lot of the work they needed to develop their federated governance framework.

Úna said: "It was often tough going at the start when there's a lot of uncertainty, and you're trying to figure out the best approach for your organisation. Nicola was a huge support and a sounding board for what we were thinking and then would steer us in one direction or another, which was really helpful.

"We did three day-long workshops and then decided we wanted to use the rest of the time for coaching calls, as needed. When you are iterating it's useful to have an hour here and there to touch base and run something past Nicola. It was really helpful to be able to have those conversations with someone who knows what they're talking about and could educate us."

RenRe was able to get its Data Governance Framework adopted widely across the organisation within 9 months of starting the Data Governance Launch Pad.

# Develop the capability you need to succeed with data governance in-house

Save time and develop your team while implementing data governance in a way that works for you.

## During the Data Governance Launch Pad you will:

Get clear on what data governance is, and what it isn't

Understand the benefits of data governance for your organisation

Understand the risks of not implementing data governance correctly

Be clear on the relationship between Data Governance and Data Quality

Know what to put in your Data Governance Policy

Be able to resolve data quality issues

Identify Data Owners and be clear on roles and responsibilities when it comes to data governance

Be able to set up your Data Glossary

Set up your Data Governance Committee

Run conceptual data modelling workshops

Identify your progress in the core areas of

- Data Strategy
- Data Governance Framework:
- Data Governance Policy
- Data Governance Roles and Responsibilities
- Data Governance Processes
- Data Governance Deliverables

Identify gaps in the above areas and prioritise actions to implement them.

## You will get:

A 1:1 coaching call every month where you can ask me questions about what is happening with your data governance initiative

A workshop every month where we will work through practical tasks.

A ticket to two Masterminds where you can meet your peers and get their insights on any issues you are having.

My support to get engagement from senior leaders in your organisation.

Your documents reviewed to ensure they are fit for purpose.

Optional additional support to complete key tasks

The confidence to continue implementing your data governance initiative at the end of the 6 months without the need for a team of external consultants.

## 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. 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**



## 3 steps to get on your Data Governance Launch Pad

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### Step 1

You book a Discovery Call.  
We will talk about whether the Data Governance Launch Pad is a good fit for you and when you want the 6 months to start.

2

### Step 2

You choose what optional extras you would like to support your data governance initiative.  
Then we'll send you the paperwork and ask you for your payment.

3

### Step 3

We plan your first workshop day for when your team has completed the online Data Governance course.



## What clients say about developing their Data Governance skills with me

“ Nicola has been such a great mentor. She listens to what the issues are and her data governance domain knowledge and experience ensures that the advice and guidance she provides is always clear and helpful. ”

**ELLIE FITZPATRICK**

“ Data Governance isn't easy but Nicola Askham breaks it down into workable pieces. Highly recommend to anyone looking to implement a Data Governance programme. ”

**CAROLYN CROOKS,  
HEAD OF INFORMATION MANAGEMENT,  
CUH**

“ Nicola was full of knowledge and really kept the team engaged and energised throughout ”

**JONATHON TIPLADY,  
DATA MANAGEMENT STRATEGY LEAD,  
MINISTRY OF JUSTICE UK**





A woman with dark hair and glasses is shown in profile, looking at a computer monitor. The background is a server room with blue lighting and blurred server racks. The monitor displays a complex network diagram. The image has a modern, tech-oriented feel with a blue and green color palette.

## Get your Data Governance initiative off the ground

Learn what you need to know, see how it's done, and then rinse and repeat. We'll get your documentation under way and ensure your senior leaders are on board with your initiative too.

[Book your Discovery Call and get ready for lift off! >>>>](#)

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



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