

The Data Zoo - Improving data behaviours to strengthen data integrity

Duration: One day

Overview

In this increasingly data driven world, data is an essential part of business life and is an essential component in decision making, particularly as part of strategic planning activities. The impacts of poor data quality on organisations is becoming increasingly evident through regulatory fines for misreporting, poor business decisions, data protection issues and the increasing costs of data quality improvement activities. There are a number of technology approaches to correcting data quality problems; however these only tend to address the symptoms of the problem. Usually, staff behaviours are the root cause of data quality issues which cannot be resolved by technology solutions.

Who should attend?

Project managers, change programme leaders, managers of staff involved in data intensive activities and any staff who run data provision processes.

By the end of the course participants will be able to:

- Recognise the value of data in strategic and tactical decision making
- Understand how user behaviours can degrade data quality
- Recognise generic behaviours towards data
- Understand how different data behaviours can work together as part of teams and projects
- Understand how to change and modify individual behaviours to ensure better quality data
- Improve the data behaviours of teams
- Develop a plan to address any issues in their teams
- Recognise how organisational policies and actions drive particular data behaviours

Course Content:

- The role of data in decision making
- Data in organisations
- Different data quality attributes
- Staff behaviours towards data
- How unacceptable behaviours differ between the physical world and the information world
- Exploration of different generic data behaviours using the Data Zoo ©
- Fitting data behaviours to different work situations
- How to modify data behaviours
- Interactions within teams
- Applying awareness of data behaviours to your teams

- Data interactions between teams
- Organisational changes to promote better data behaviours
- Case Studies

Trainer

Training will be provided by Julian Schwarzenbach, one of the country's leading asset information management professionals. Julian has over 20 years experience of asset information management in a variety of industries and recently managed a project to develop the Institute of Asset Management Asset Information Quality Handbook.

Data and Process Advantage Limited are independent experts helping organisations maximise the benefits of their data, systems and processes.

Related course

This course is closely related to the shorter course "**The Data Zoo - Recognising how data behaviours affect data integrity**" which is intended for staff involved in data provision processes and managers of these staff.

For more information, please email enquiries@dpadvantage.co.uk or visit www.dpadvantage.co.uk