



DRIVING DIGITAL TRANSFORMATION

Enhancing Data Management for Long-Term Success

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- Digital & Data Leader
- Startups -> \$B+ Brands
- Lifelong learner
- Very active in communities
- Advisor/Mentor
- Dad x 4



CONTROVERSY!

- You do not need Transformation!
- ALIGNMENT is bad!
- “AGILE” is garbage!
- You do not need AI!



WE DON'T NEED DIGITAL TRANSFORMATION

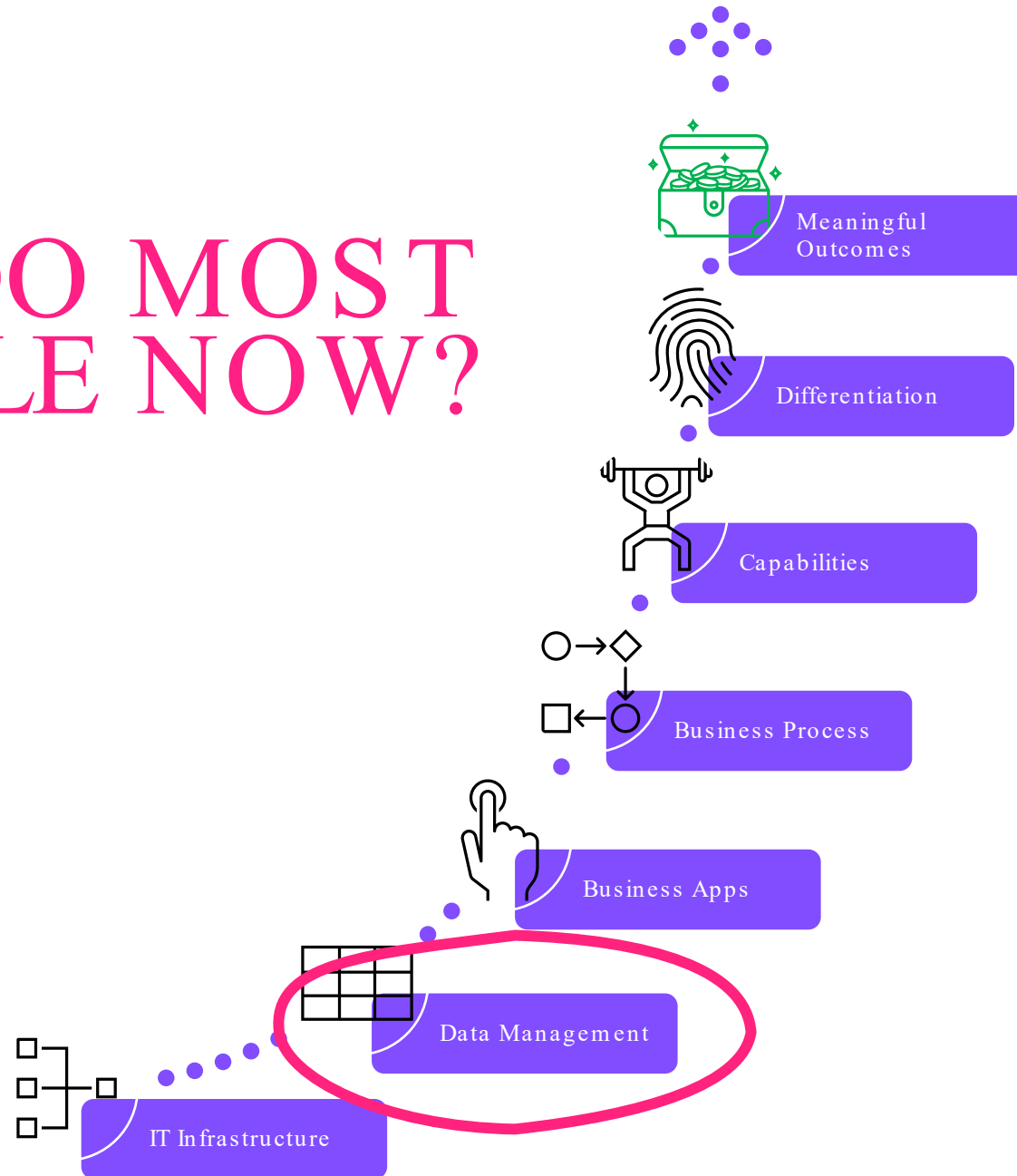
- We're already digital
 - We just need to do it better
 - We need to 'innovate' to create more meaningful outcomes – often through data & tech
- Transformations fail more than they succeed
 - We need to 'modernize in place'
 - Rocket Software



Also a great book

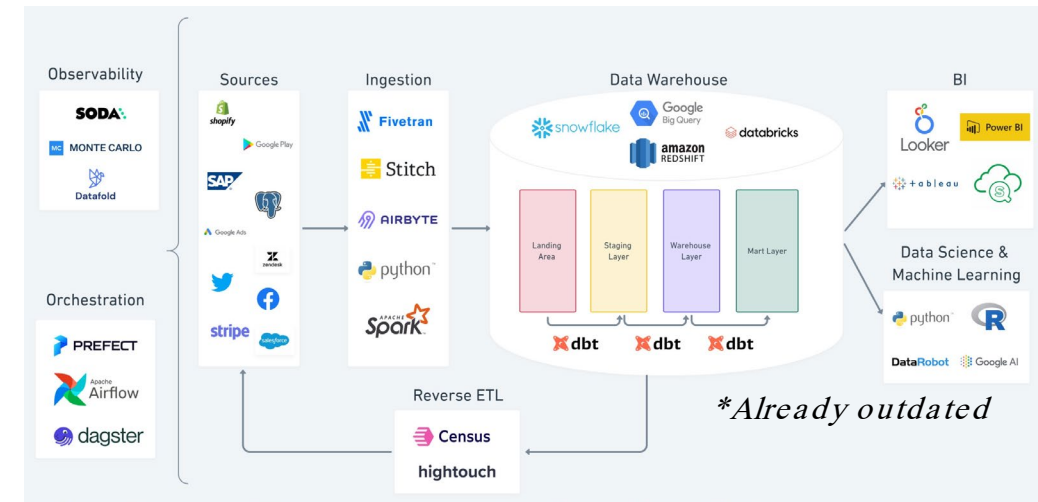
...you may however, need BUSINESS TRANSFORMATION

WHERE DO MOST STRUGGLE NOW?



THE FUTURE OF DATA...?

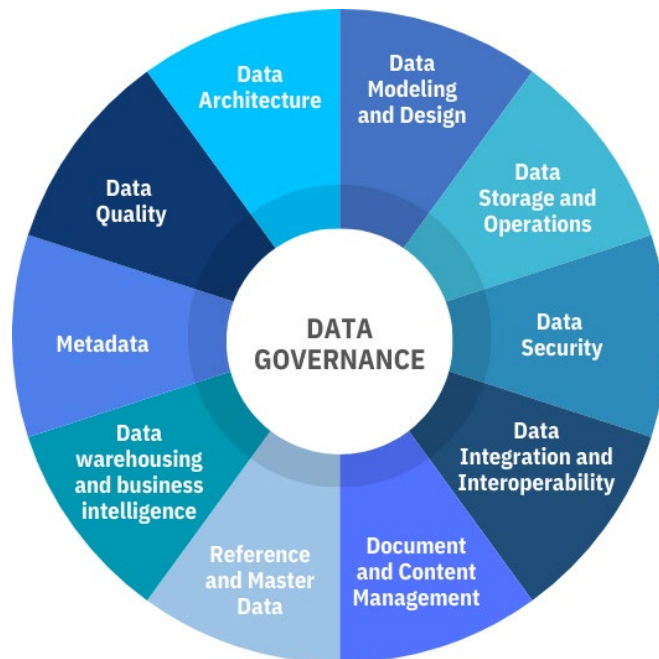
- How is AI (and M&A) disrupting
 - Business apps and operational/transactional data?
 - Structured and unstructured?
 - The MDS?
- Likely a new era of data/ AI capabilities coming



A CALL FOR A NEW ERA IN DATA MANAGEMENT!



GET THE DAMA WHEELZ TURNING FAST!



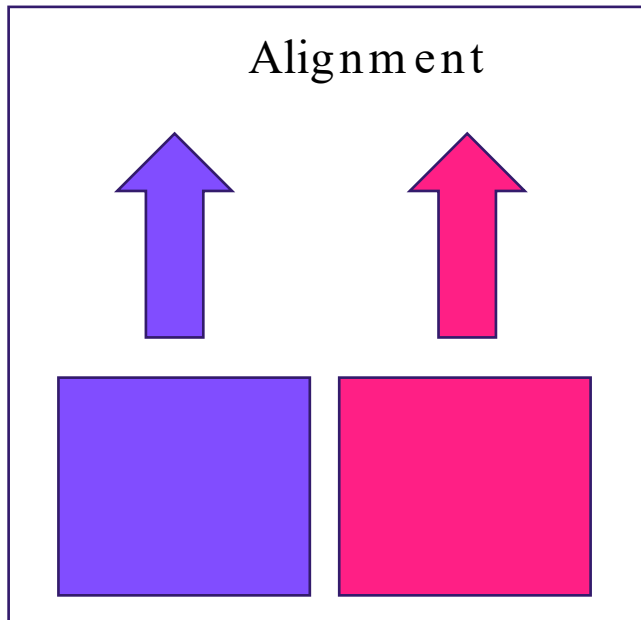
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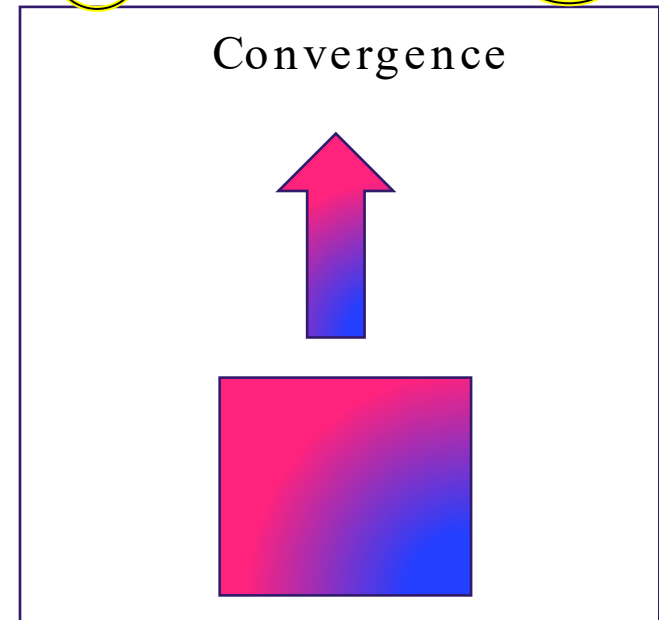
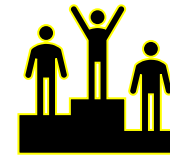
While MVP'ing do the MVG'ing... minimum viable governing

WE DON'T NEED ALIGNMENT!

We need CONVERGENCE



Vs.





WE DO NOT NEED 'AGILE'

The screenshot shows the Jira Software interface for a project named 'Twine'. The main view is the 'Backlog' for 'Twine Scrum'. The backlog is organized into a sprint named 'Sprint 68 - existing users' which started on 20/Jul/21 and ends on 31/Aug/22. The backlog contains 29 issues. A large pink watermark with the word 'Agile!' is overlaid on the center of the screenshot.

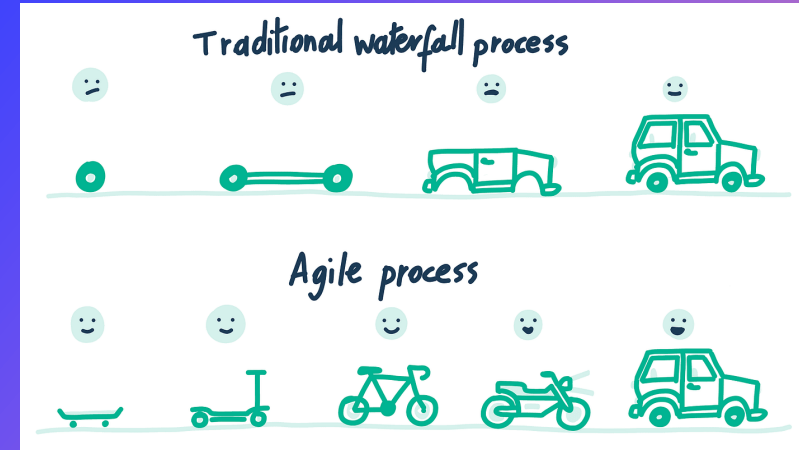
Issue Key	Issue Description	Category	Assignee	Status
TWN-3566	Issue with hidden knowledge articles showing in 'related items'	Knowledge	BB	Open
TWN-3548	'Public' tick box doesn't update in settings - user data	People	FA	Open
TWN-3541	As a user, I want to mention someone in a comment and news post	Tickets of high import...	FA	Open
TWN-3561	As a user, I want to be notified when someone mentions me in a news post or comment	Tickets of high import...		Open
TWN-2622	As an admin, I want the option to notify people about a mandatory read item in 'Knowledge'	Notifications		Open
TWN-3549	As a user, I want to like news posts and/or react to them with emojis	Tickets of high import...	FA	Open
TWN-3551	Implement new functionality to record views for news articles	Tickets of high import...		Open
TWN-3553	As a Content Writer, I need to see how many employees read my article	Tickets of high import...		Open
TWN-3540	As a Content writer, I want to send re-push notifications to employees that didn't read	Tickets of high import...		Open
TWN-3543	As a Content Writer, I want employees to receive re-push notifications if they didn't re	Tickets of high import...		Open

12 Agile Principles

- | | | | |
|---|---|----|--|
| 1 | Our highest priority is to satisfy the customer through the <u>early</u> and <u>continuous</u> delivery of <u>valuable</u> software. | 7 | Businesspeople and developers must <u>work together</u> daily throughout the project. |
| 2 | <u>Working</u> software is the primary measure of <u>progress</u> . | 8 | <u>Simplicity</u> —the art of maximizing the amount of work not done—is essential. |
| 3 | <u>Welcome</u> changing requirements, even late in development. Agile processes <u>harness change</u> for the customer’s competitive advantage. | 9 | Build projects around motivated individuals. Give them the <u>environment</u> and <u>support</u> they need, and <u>trust</u> them to get the job done. |
| 4 | The sponsors, developers, and users should be able to maintain a <u>constant pace indefinitely</u> . | 10 | The best architectures, requirements, and designs emerge from <u>self-organizing teams</u> . |
| 5 | Deliver working software <u>frequently</u> , from a couple of weeks to a couple of months, with a preference to the shorter timescale. | 11 | The most efficient and effective method of <u>conveying information</u> to and within a development team is face-to-face <u>conversation</u> . |
| 6 | Continuous attention to <u>technical excellence</u> and good design enhances agility. | 12 | At regular intervals, the team <u>reflects</u> on how to become more effective, then tunes and adjusts its behavior accordingly. |

INFUSE DATA MANAGEMENT INTO THE TEAM

- Don't create separate data projects!
 - Find business problems/ opportunities/ initiatives – that will be improved with better data management
 - Bake it in
- Don't work with the 'business'
 - Be the business – (easier said than done)
 - Solve problems, especially ad hoc
 - Build credibility for strategic





WE DO NOT NEED 'AI'

...for everything.

- But it sure does help enhance/ super-charge you
- Amazing AI tools out there:
 - Speed up data management capabilities
 - Incorporate data management best practices in SDLC



CONTROVERSY!

- You do not need Transformation!
 - *You do need innovation*
- ALIGNMENT *is(n't)* bad!
 - *CONVERGENCE is best*
- “AGILE” is garbage!
 - *If it holds you back – embedded is best*
- You do not need (only) AI!
 - *So many great tools out there!*





THANK YOU

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