

Data Quality Improvement: Changing User Behavior to Improve Data

Fix Data to Reduce Costs & Improve Performance

Do you know what your data problems are costing you in terms of money, time, resources, and inaccurate reporting? Do you think of data quality as a technical problem? Do you know that user behavior is the key to solving your data quality problems? Do you know how to fix it?

Data quality is primarily a behavioral problem, not a technical one. You need to get your people to create high quality data at the start, continually monitor data, and then fix data problems when they are discovered. Unfortunately, most organizations actually encourage people *to create data problems*.

Our two-day interactive workshop teaches you how to effectively change user behavior to solve your data quality problems. You will learn to identify and reward desired behaviors; develop structures, processes, and reward systems to encourage data quality, and adjust your technology to enable high data quality.

This hands-on seminar gives you the practical knowledge and skills you need to develop a comprehensive data quality improvement program that yields measurable results.

KEY BENEFITS

You'll learn to:

- Develop a comprehensive data quality improvement program that saves money, increases operational performance, and improves reporting capabilities
- Identify the direct and indirect costs of data quality problems
- Understand how user behavior impacts data quality and develop strategies for driving desired behavior
- Develop the processes, systems, structures, rewards, and management skill necessary for an effective data quality program.

WHO SHOULD ATTEND

This seminar is designed for leaders who are or will be structuring, staffing, managing, and executing IT projects, including

- CIOs, IT Directors, Project Managers, IT Managers, Consultants
- CFOs, Business Unit VPs, Directors, Managers, Business Analysts, Subject Matter Experts, and anyone else with data quality responsibilities

Team enrollment is encouraged to enhance the learning experience.

REGISTRATION

Our high-quality seminars are available for immediate delivery at your facility. We can deliver our standard seminar content or we can customize the seminar to meet your specific needs. We also offer packages that combine the seminar with organizational assessments and/or consulting services.

CONTACT US: Email info@trituns.com or call 703-652-0887 for price and scheduling information.

SEMINAR CONTENT

1. Aspects of Data Quality

- Costs of data quality problems
- Defining data quality
- Prevent, correction, detection of data problems
- Data quality as a behavior problem
- Process, system and organizational components of data quality

2. Developing a Data Quality Program

- Authority, accountability & responsibility for data quality
- Designing systems and processes for data quality
- Measuring data quality
- Identifying data quality behaviors
- Managing individual & group dynamics for data quality
- Rewarding data quality
- Managing teams to ensure data quality
- Developing OD interventions to maximize data quality

ABOUT TRI TUNS

Tri Tuns, LLC is an IT and Organizational Effectiveness consulting company that specializes in driving and sustaining effective user adoption of IT systems. We work at the intersection of technology, process, culture and people to help clients actually achieved measurable business benefits from their technology investments. We combine advanced technology implementation expertise with advanced knowledge of organization development and employee engagement techniques, to effectively drive desired user behavior.