DATA STRATEGY DEVELOPMENT



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Introduction

Data Strategy Development examines how organizations turn scattered data into governed, trusted assets that support decisions and create measurable value. This Training Course covers data maturity assessment, data architecture, governance, and value realisation. Participants study the DAMA-DMBOK framework, the DCAM maturity model, data mesh and lakehouse architectures, data quality dimensions, master data management, and the FAIR principles. Furthermore, the programme connects strategy to delivery through maturity assessment labs, data product design, and roadmap workshops. As a result, delegates leave able to write a data strategy that leadership funds and teams can execute.

Data Strategy Development Course Objectives

- Define data strategy and its link to business strategy.
- Assess data maturity using DCAM and DAMA-DMBOK.
- Design target data architecture: warehouse, lakehouse, and mesh.
- Establish data governance, ownership, and stewardship models.
- Define data quality dimensions, rules, and monitoring.
- Apply master data and reference data management practice.
- Address data privacy, security, and regulatory obligations.
- Build a data value case and prioritised roadmap.
- Define data products, owners, and service levels.
- Measure data strategy benefits and drive adoption.

Course Methodology

- Interactive workshops using real data landscape and governance files.
- Data maturity assessment and gap analysis labs.
- Target architecture and data product design exercises.

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- Governance operating model and policy workshops.
- Roadmap, value case, and prioritisation sessions.
- Action planning that converts each session into a workplace commitment.

Who Should Take This Course

- Chief data officers and data strategy leads.
- Data governance and quality managers.
- Enterprise architects and data architects.
- Business intelligence and analytics managers.
- IT leaders responsible for data platforms.
- Risk, privacy, and compliance officers.
- Consultants advising on data transformation.

Data Strategy Development Course Outlines

Day 1: Data Strategy Foundations

- Defining data strategy and its business purpose.
- Data as an asset, product, and capability.
- Data maturity models: DCAM and DAMA-DMBOK.
- Current-state assessment and gap analysis.
- Data strategy alignment with business strategy.
- Stakeholder mapping and data culture.
- Building the data strategy framework.

Day 2: Data Architecture and Platforms

- Data architecture concepts and reference models.
- Data warehouse, data lake, and lakehouse patterns.
- Data mesh principles: domain ownership and data products.
- Streaming, batch, and real-time architectures.
- Cloud data platform selection criteria.
- Metadata management and data catalogues.
- Interoperability and integration patterns.

Day 3: Governance, Quality, and Master Data

- Data governance operating models and councils.
- Data ownership, stewardship, and accountability.
- Data quality dimensions and measurement.
- Data quality rules, profiling, and monitoring.
- Master data and reference data management.
- Data lineage, impact analysis, and issue resolution.
- Policy, standards, and exception handling.

Day 4: Privacy, Security, and Value Realisation

- Data privacy regulation essentials: GDPR principles and local law.
- Data classification, access control, and encryption.
- Data security controls and breach response.
- Ethical use of data and AI considerations.
- Use-case identification and value case building.
- Benefit estimation and prioritisation methods.
- Funding models and investment governance.

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Day 5: Roadmap, Delivery, and Adoption

- Roadmap design: waves, dependencies, and quick wins.
- Data product definition, ownership, and service levels.
- Operating model, skills, and capability building.
- Delivery governance and progress measurement.
- Adoption, literacy, and change management.
- Data strategy KPIs and maturity re-assessment.
- Personal action plan and continuous improvement.

Conclusion

By successfully completing Data Strategy Development, participants will have acquired a practical command of maturity assessment, data architecture, governance, quality management, and value realisation. They will know how to assess where the organization stands, design a target architecture that fits it, and build a roadmap that delivers visible value early. In addition, the course prepares delegates to manage privacy and security obligations and to measure whether the strategy is working. As a result, they return to work ready to develop and drive a data strategy that sticks. Gentex Training Center delivers this Training Course with a practical, standards-based approach.

FAQs for the Data Strategy Development course

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Q1 What is the "Data Strategy Development" course about?

It is a five-day programme that explains how an organization develops and executes a data strategy. It covers data maturity assessment, target data architecture, governance and stewardship, data quality and master data management, privacy and security, value case building, roadmap design, and adoption.

Q2 What are the key benefits of the "Data Strategy Development" course?

Participants gain the ability to assess data maturity honestly, design an architecture that fits the business rather than a vendor preference, and build a roadmap with early wins that fund later phases. They also learn to establish governance that people follow and to measure whether data investment actually delivered value.

Q3 What skills will I gain from the "Data Strategy Development" course?

Data maturity assessment with DCAM and DAMA-DMBOK application, target architecture design covering warehouse, lakehouse, and data mesh patterns, data governance and quality management with master data practice, and data value case building with roadmap design and adoption management.

Q4 What tools, methods, or standards are covered in the "Data Strategy Development" course?

The course covers data as asset, product and capability framing, the DCAM maturity model and DAMA-DMBOK framework, current-state assessment and gap analysis methods, data architecture reference models, data warehouse, data lake and lakehouse patterns, data mesh principles including domain ownership and data products, streaming, batch and real-time architecture patterns, cloud data platform selection criteria, metadata management and data catalogue design, interoperability and integration patterns, data governance operating models and council structures, data ownership, stewardship and accountability frameworks, data quality dimensions and measurement methods, data quality rules, profiling and monitoring techniques, master data and reference data management practice, data lineage and impact analysis, policy, standards and exception handling, GDPR privacy principles and local data protection law, data classification, access control and encryption standards, data security controls and breach response procedures, ethical data and AI use considerations, use-case identification and value case building, benefit estimation and prioritisation methods, funding models and investment governance, roadmap wave and dependency design, data product definition and service level design, operating model and capability building, delivery governance and progress measurement, adoption, data literacy and change management, and data strategy KPI frameworks.

Q5 How is the "Data Strategy Development" course applied in real-world practice?

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Delegates apply it through maturity assessments, current-state reports, gap analyses, target architecture blueprints, governance charters, stewardship matrices, data quality rules, master data policies, data catalogues, privacy assessments, value cases, funding proposals, roadmaps, data product specifications, operating model designs, adoption plans, and data strategy KPI dashboards. They also use it to brief executive sponsors and to prepare data investment papers for approval.