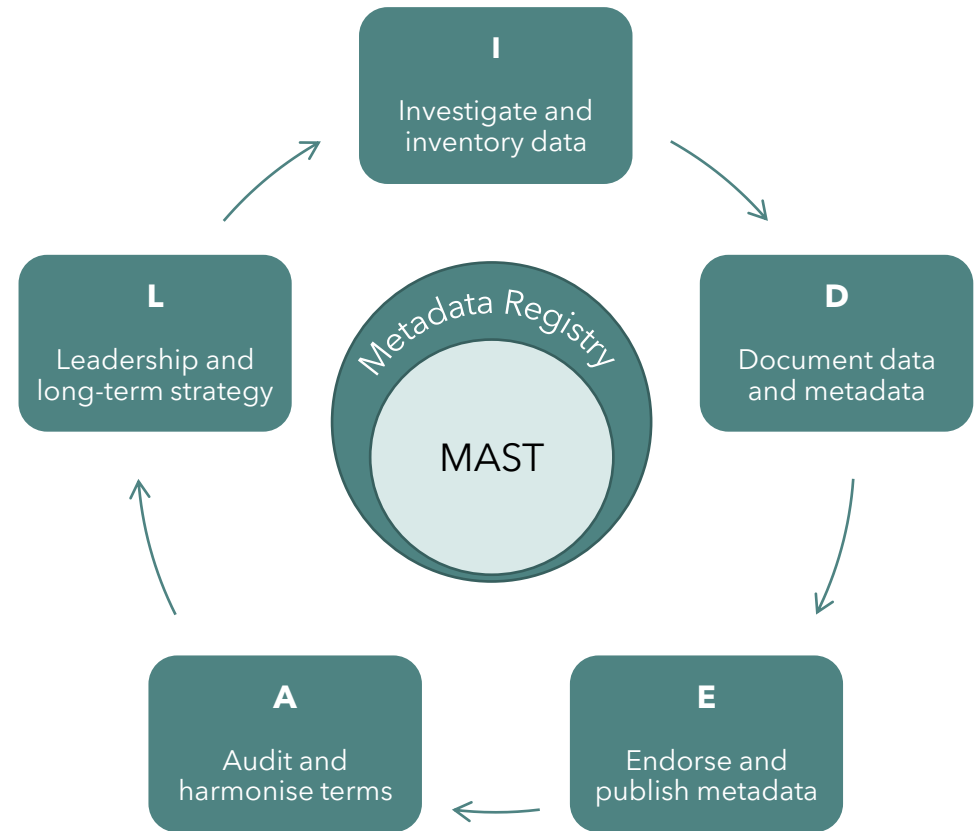# The MAST Methodology

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The MAST Methodology™ is a human-centric approach to data based on our proven experience delivering change programs to improve data governance.

The MAST Methodology uses the IDEAL Framework™ to provide a consistent organisational approach to metadata management and data governance

I
Investigate and inventory data

L
Leadership and long-term strategy

D
Document data and metadata

Metadata Registry

MAST

A
Audit and harmonise terms

E
Endorse and publish metadata

The MAST Manifesto

M	Metadata	Metadata is critical to generating value from data. So, we must promote the ease of documentation by people creating data.
A	Analysis	Good metadata is created by people by analysing business processes and data. People are the heart of data governance.
S	Support	The role of modern data governance teams is to support standards adoption, metadata reuse and improved data literacy.
T	Teamwork	Successful data governance programs come from collaboration within teams to deliver outcomes.

Goals, actions and pitfalls when implementing the IDEAL Framework

	Goals	Actions	Pitfalls
I	Increased knowledge of existence of data assets and their location	Just write it down; some documentation is better than no documentation Document then refine data assets Providing search tools to improve discovery	Balance comprehensive inventory with achievable goals Focus on assets that have value and interest
D	Increased understanding of the structure and content of data	Document data "as is" to improve adoption Capture data dictionaries in machine readable formats Using standards like ISO11179 to provide consistent metadata capture	Don't try to harmonise terms too early Resist "improving" definitions
E	Increased buy-in from external stakeholders through a shared understanding of data	Share documentation with others Record approval processes Be comfortable with sharing information regardless of "quality" Operationalise peer review for metadata	Don't let documentation become stagnant or forgotten Build trust by describing who has approved publication of data assets
A	Improved comparability and interoperability of data	Build consensus through broad stakeholder engagement Ask how different users interpret data and terms Maintain audit records to capture changes over time	Don't force agreement, as terms may differ for a reason Five similar documented terms may be redundant, but adoption is better than "correctness"
L	Increased knowledge retention about data	"Land and expand" adoption through examples others can follow Find opportunities with interested business areas Make onboarding easier for users	Don't assume leadership is "someone" else's job – leading by example is something everyone can do Don't change the world – engage with areas that want to change first