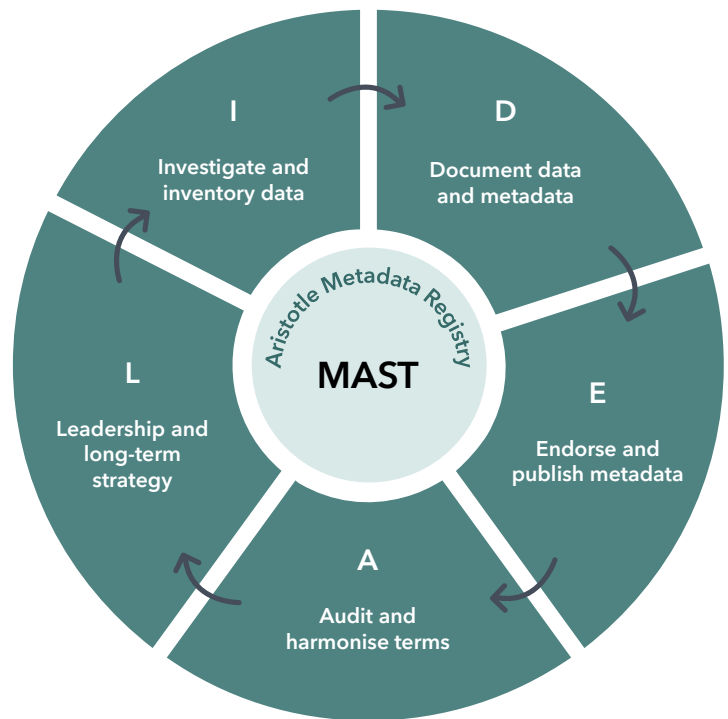




THE MAST METHODOLOGY

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 delivers IDEAL processes that provide a consistent organisational approach to metadata management and data governance.



THE MAST MANIFESTO

M	Metadata is critical to generating value from data. So we must promote the ease of documentation by people creating data.
A	Good metadata is created by people by analysing business processes and data. People are the heart of data governance.
S	The role of modern data governance teams is to support standards adoption, metadata reuse and improved data literacy.
T	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	<ul style="list-style-type: none"> • Just write it down; some documentation is better than no documentation • Document then refine data assets • Providing search tools to improve discovery 	<ul style="list-style-type: none"> • Balance comprehensive inventory with achievable goals. • Focus on assets that have value and interest.
D	Increased understanding of the structure and content of data	<ul style="list-style-type: none"> • Document data “as is” to improve adoption • Capture data dictionaries in machine readable formats • Using standards like ISO11179 to provide consistent metadata capture 	<ul style="list-style-type: none"> • Don’t try to harmonise terms too early. • Resist “improving” definitions
E	Increased buy-in from external stakeholders through a shared understanding of data	<ul style="list-style-type: none"> • Share documentation with others • Record approval processes • Be comfortable with sharing information regardless of “quality” • Operationalise peer review for metadata 	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • Build consensus through broad stakeholder engagement • Ask how different users interpret data and terms • Maintain audit records to capture changes over time 	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • “Land and expand” adoption through examples others can follow. • Find opportunities with interested business areas • Make onboarding easier for users 	<ul style="list-style-type: none"> • 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.