



COGNOPIA
Complex Data, Simplified

DATA GOVERNANCE TRAINING COURSES



TRAINING OPTIONS



Data governance training

Cognopia's 2021 Report on Data Maturity found that 42% of companies provide limited or no training to their data governance teams. This has a direct, measurable negative impact on their data maturity:

- ***Companies that invest in external experts to train data governance teams score 0.75 points higher for data maturity than those that do not***

At Cognopia, we understand the need to provide *world-class data governance training*. Many of the people we engage with have been parachuted into their first job in data governance/data management, with no experience to draw from. There is a steep learning curve, and the internet is awash with conflicting advice.

Our training options are designed to cut through this noise and *provide practical, pragmatic and achievable* advice that will be immediately beneficial to your day job.

We provide training to help with the following roles:

- Data Governance/Management/Analytics roles - "***Getting Started in Data Governance***"
- Business/Executive Management/Stakeholder roles - "***Cognopia's Executive Education Experience***"



Choose the right training for your team

Getting started course:

This is hands-on training, with 4 modules designed to teach what governance means, how to deploy it, and how to sustain it long term.

Executive education

This is tailored to get business management to understand what data governance brings to them, and what their role is in its success.

GETTING STARTED IN DATA GOVERNANCE



Objective

This Data Governance Course is a comprehensive and informative two-day training course that will prepare you to become a Data Governance Lead. The course will introduce you to the key principles of data governance, teach you how to create a data governance framework, and show you how to use data governance to improve firm performance.

The course is offered live online so you can learn from the comfort of your home or office.



Key training topics

We will cover the following key topics during the course. If you want to know more, please get in touch by [clicking here](#).

Data governance strategy

Get a working methodology for data governance. We talk about why and how data should be governed then deliver a strategy to ensure you govern data well.

Data governance implementation

Understand what you're supposed to deliver. We help you pick the right team, plan the roadmap and phases of your data governance rollout.

Data governance framework

Learn about data governance policies and processes. We show you how to define roles and responsibilities, and run successful data governance forums.

Data governance soft skills

Data Governance is an exercise in change. We teach you how to communicate clearly and unambiguously, with power. Learn how to influence your stakeholders successfully.



LESSON PLAN



Getting started in data governance outline

| Lesson | Topic |
|--|---|
| Lesson One: Data Governance & Strategy | What is data governance? |
| | What data governance is not |
| | Data governance benefits |
| | What happens when data isn't governed |
| | Data governance challenges |
| | The relationship with data quality |
| | Nicola's methodology for successful data governance |
| | A strategy for data governance |
| Lesson Two: Data Governance Framework | Data governance policy and implementation |
| | Data governance processes |
| | Data governance roles and responsibilities |
| | Identifying data owners |
| | Data governance forum |
| Lesson Three: Data Governance Implementation | An overview of the data governance deliverable |
| | The people needed for data governance to succeed |
| | How to identify the phases of your data governance initiative |
| | Planning your data governance initiative |
| Lesson Four: Data Governance Soft Skills Coaching | Communicating clearly and unambiguously, with power |
| | Influencing internal stakeholders and those resistant to change |
| | Key success behaviours to adopt: Pragmatism, Persistence and Patience |



WEBINAR EXPERIENCE



How it's delivered

The live, online data governance training experience

- Learn from the best**
Full access to the instructor to ask questions before and after the training modules
- Delivered online**
Self-study sessions to progress at your own pace. Re-watch course modules post training.
- Get immediate value**
Lower cost than in-person training for the same content that is delivered when it suits you best
- Continue learning post session**
You will get a suite of tools, templates and policy outlines for you to use post session
- Great customer reviews**
Look at what other previous participants have had to say below
- Customised for you**
An optional Data Governance Clinic can be tailored in order to answer your specific data governance questions



Keith Clouston

SGX Head of Data
Management

“

I enjoyed the course and found Nicola's insights and experience invaluable. **It has given me a good understanding of the core components of Data Governance** and ideas on ways I can improve my own initiatives.

”



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GETTING STARTED IN DATA GOVERNANCE

Getting started in data governance training packages



Option 1

Online only, for individual participants

This option best suits those that are interested in taking lessons following a self paced online course.



Delivered online

Self-study sessions to progress at your own pace.



Self reliance

No access to the instructor on the spot. No in-class interaction.



Option 2

Live, online training for groups of 8 or more

If you have a team of 8 or more participants, this option grants full access to our instructors live in addition to the online material, and guarantees the earliest opportunity to attend the course.



Customised for you

An optional Data Governance Clinic can be tailored for your team to answer your specific questions.



Group setting

This requires a minimum 8 participants to happen.



Option 3

Live, online training as part of a mixed group

Should you or any colleagues be interested but unable to fill an 8-person group, this option allows for participants to be merged into a class that has available slots.



Get value quickly

Don't have to wait till you've got enough engagement internally to learn from the best.



Wait time

This requires a minimum of 8 participants to make up a class.



PRACTICAL TOOLS



Course resources

In order to ensure participants can be immediately effective after the training, course delegates receive the following Tools, Frameworks and Accelerators to put what they've learned into practice:



A working data governance framework (used on client site)



Data governance health check questionnaire



Example data governance roadmap



Data policy contents list



Examples of data policies



Example data quality reporting process



Claire Laws

*Data Governance Advisor
The Pensions Authority*

“

I feel the course did exactly what it said on the tin! Help to get started, but also it gives a complete overview, so not just about starting, but **tips to keep going and the various key milestones you need to hit along the way.**

”

Cost: starts from 995 USD per delegate



EXECUTIVE EDUCATION EXPERIENCE



Data governance training for business leaders

The Executive Education Experience is a comprehensive, interactive course designed to help the business leaders in your organization understand the value of data governance, how it can be applied to your firm, and what it means for becoming an effective leader.







In this course, you'll learn about the core principles of data governance and how they can enable you to deliver better business value for your firm. You'll gain a broad understanding of the key responsibilities, roles and activities for an effective data governance program. ***You'll walk away with a clear vision of what your organization should be doing in order to win with its most valuable asset: its data.***

The course is customised for each organisation, with a combination of best practice training, bespoke suggestions for areas of immediate improvement, and a deep dive into your current data maturity and what to do about it.

Executive attendees will gain the skills and confidence to lead your firm's data governance initiative.



What do you get?

-  **Delivered online**
Our webinar-first instruction delivers interaction and engagement from the day you sign up.
-  **Customised for you**
Bespoke content, tailored to enhance your personal data journey. We guide you through the maze from where you are today to where you need to be.
-  **Mid-session interval**
Scheduled breaks between sessions allow busy execs to stay on the ball. We host 1-on-1 Q&A for your team in the break to answer key questions.
-  **Session recording**
Say the word and we'll record the session for you. Watch on repeat as many times as you like.
-  **Maturity assessment**
Our course recommendations are tailored to your current data maturity. Get practical recommendations on where and how to improve.
-  **Continuous learning**
We post you a physical copy of the core course material for you to keep post session.

EXAMPLE LESSON PLAN



Example session breakdown

| Topic | Host | ⌚ |
|--|------------|---------|
| Welcome and ice breakers | Neil Burge | 10 mins |
| Session one: Why data governance? <ul style="list-style-type: none"> • A 2021 vision: The data opportunity today • A 2021 reality: The data landscape today • Why can't our current data live up to the hype? • What Is data governance? • How data governance helps bridge the gap between the 2021 vision and the 2021 reality • What "treating data as a corporate asset" means, and why it makes business sense to increase the value of your data • Who is winning and who is losing? 12 ways to win at data governance | Neil Burge | 60 mins |
| Lunch break (Includes lunch-time 1-1 Live Q&A via LinkedIn chat for individual attendees) | | 90 mins |
| Assessing the current state of your data maturity <ul style="list-style-type: none"> • Executive discussion: Your current state of data management and governance and what to do about it | Neil Burge | 20 mins |
| Session two: How to deliver data governance <ul style="list-style-type: none"> • Custom ideas on how to build a business case for data governance unique to your firm • Aligning data activities against your corporate strategic ambitions and goals • How to select a team to govern your data, and who should be on it • The role of the executive(s) in the data governance organisation | Neil Burge | 90 mins |
| End of Session Q&A <ul style="list-style-type: none"> • Where to begin your data governance journey: a guided discussion session | Neil Burge | 20 mins |





“

Great session to align everyone internally on the topics surrounding Data Governance and expectations of the tasks required to becoming a data driven organization.

”

KANDAN JAYARAJ, Vice President, Digital Transformation, MBK Healthcare Management



PRACTICAL TOOLS



Course resources

Executives taking the course gain access to the following resources to ensure they gain maximum value:



An in-depth review of your data maturity today



A deep-dive into data quality, including a cost of poor data estimate



Recommended roadmap actions - what to do next



How to design a data framework that fits your needs



Access to the course instructor for ongoing Q&A



Examples of how to align data strategy with business strategy



“ Neil and Team ensured that the content was customised according to our needs and provided a realistic and holistic view on how we should go about setting up our data governance initiative.

10/10 ”

**DR. CHRISTINE LI, Vice President, Strategy and Operations,
MBK Healthcare Management**

Cost: Starts from 7320 USD per Executive Education Experience



GET STARTED



Choose your course format

Pick the course for you below. By clicking on the link you'll be directed to an email to tell us exactly what you need our help with.

1. [Online only, for individual participants](#)
2. [Live, online training for groups of 8 or more](#)
3. [Live, online training as part of a mixed group](#)
4. [Cognopia Executive Education Experience](#)



About our speakers and trainers



Neil Burge is Cognopia's CEO. He holds a CIMP Ex in Data Management and Governance as well as an MSc in Biochemistry from the University of Oxford. With decades of experience across industry and geography, he shares a unique perspective on the challenge posed by data in the modern world. Neil's style is friendly and approachable, bringing interactivity and humour to the session to increase engagement and ensure maximum audience participation.



“ Neil expertly combines domain expertise, technology and leadership to provide solutions to business problems. ”

Paul Powell, Experian



Nicola Askham is “The Data Governance Coach”. Based in the United Kingdom, Nicola has 17 years of experience managing successful data governance implementations in a range of companies. She has sector specific knowledge in Insurance, Healthcare, Banking, Utilities, Media, Defence, Retail and Technology. Her specialist focus is on the soft skills essential to achieving a supported and sustainable data governance framework.



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WHO WE ARE



About Cognopia

Cognopia was founded in Singapore, in 2016. We're a small team of dedicated professionals that got sick of seeing data projects fall in a big heap. Most of the time these projects did not have to fail. They were started with lofty ambitions, staffed with dedicated people, and armed to the teeth with funding.

Projects tended to fail for entirely predictable and preventable reasons. So rather than stick with the status quo, we set out to change this. We believe in doing things right, first time, so you don't have to do them for a second time. ***Creating great requirements, engaging the business, and putting a dollar value on success matter to us.***

Our approach is collaborative. The time for vendor vs customer is over. We're a team. We all want to succeed, whether that's in delighting you with our service or seeing your delight when your project hits a home run. ***Let's work together to achieve great things, then celebrate together when we do so.***

We like to push back, challenging authority and the status quo. We always ask why. It's the most important question - if we don't know why we're doing something then we stop and find a more important task to complete. ***We'll help you understand the why that drives behavioural change in your organisation too.***

Quality is our benchmark. You would not believe how much time we spent ensuring the text you've just read is in *exactly the right place*. ***Anything worth doing is worth doing well.***

We've got to have fun. Our style is a bit quirky. We poke fun at ourselves. If we can make you smile or laugh then we've done something right, even if the work we do is dead serious.

We make the complex, simple. Buzzwords and jargon bore the pants off business people. Talk in their language. Explain it like you're 5. If my mum can't understand it, I'm not writing it on a page.

Lastly, we work with integrity. If we say we're going to do something, it's as good as done. ***Our word is our bond.***

WHAT WE DO



About Cognopia

Hopefully this document gives you a decent idea about what we do and how we work, but the short answer is - ***we help you succeed with data.***

We'll help build data strategies, setup, train and run data governance and quality programs, leverage the best ideas in change management to get things flying, or just listen to your problems and provide a helping hand. Get in touch to learn more:



Contact Us

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The boring stuff: No part of this document or the information contained herein shall be shown or provided to any other party without prior written approval from Cognopia Pte Ltd. Prices are subject to change. Course contents will vary depending on the client, your maturity level, and the availability of information in the public domain or shared by your team before we begin.



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