

Mastering DMBok: A Fun Group Activity

Objective: To understand the DMBok Master Data Management (MDM) framework and its key components through an interactive, engaging, and collaborative group activity.

Please work together (use ChatGPT) to complete the following:

<https://www.surveymonkey.com/r/DataManagementFundamentalsPostTest>

Duration: 1 hour and 15 minutes

Group Size: 4-6 participants

Materials Required:

1. Large whiteboard or flipchart
2. Markers
3. Sticky notes
4. Printed copies of the DMBok MDM framework diagram (<https://bit.ly/3B1y6gJ>)
5. Laptops or smartphones with internet access
6. Timer

Activity Overview:

This activity is divided into three parts: introduction, group work, and presentation. Participants will be divided into groups, where each group will work on a specific aspect of the DMBok MDM framework. They will research, discuss, and create a diagram to present their findings to the other groups.

Part 1: Introduction (10 minutes)

1. Begin by briefly explaining the DMBok MDM framework, emphasizing the importance of master data management in an organization. (Reference: <https://bit.ly/3h3rXVe>)
2. Distribute printed copies of the DMBok MDM framework diagram to all participants.
3. Divide the participants into groups of 4-6 people.

Part 2: Group Work (50 minutes)

1. Assign each group one of the following DMBok MDM framework components: a. Master Data Governance b. Master Data Architecture c. Master Data Operations d. Master Data Stewardship
2. Provide the following instructions to the groups: a. Research their assigned component using ChatGPT, Google, or any other reliable source. b. Discuss their findings within the group and identify key aspects of their assigned component. c. Create a diagram on the whiteboard or flipchart, illustrating their component and its key aspects. Encourage the use of sticky notes for flexibility in adding, removing, or adjusting elements in the diagram.

3. During the group work, encourage participants to ask questions and seek clarification from you or their peers.
4. Set a timer for 50 minutes, and remind the groups of the time periodically.

Part 3: Presentation (15 minutes)

1. After the group work is complete, have each group present their diagram to the other groups, explaining their assigned component and the key aspects they've identified. Allocate 3-4 minutes per group for their presentation.
2. After each presentation, allow a brief Q&A session for participants to discuss, provide feedback, or ask questions.
3. Conclude the activity by summarizing the key learnings and emphasizing the importance of each component in the DMBok MDM framework.

By the end of the activity, participants will have a deeper understanding of the DMBok MDM framework and its components, fostering a collaborative learning environment and enhancing their knowledge of master data management.