Lean Data Governance Canvas
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Lean Data Governance Canvas: 
a data governance toolkit

Zeenea’s Lean Data Governance Canvas was inspired by Ash Maurya’s “Lean Canvas” business model. This canvas is intended for Data Managers whose missions are to clarify and orchestrate data governance within their organizations.

From a methodological point of view, the Lean Data Governance Canvas is composed of two main parts: the elements on the left that represent those of a governance system, and the ones on the right that are inherent to an organization.
### Lean Data Governance Canvas: a data governance toolkit

0- Strategic outcomes: what are the enterprise’s expected results?

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<tr>
<th>GOVERNANCE</th>
<th>ENTERPRISE CONTEXT</th>
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<td>2- Problems / Data-related Risks</td>
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Lean Data Governance Canvas: a data governance toolkit

It is important to know that this Lean Data Governance Canvas is a toolkit for implementing data governance. The intervenors will have to iterate in order to conduct the LDGC to have the least number of assumptions as possible over time.

But be aware! There must not be one unique canvas that represents the entirety of the enterprise but rather, there must be separate ones for strategic and operational levels. The insights highlighted in the Lean Canvas will have to be consistent and respect the company’s strategic objectives.
Tips and Tricks

You have already identified the different data profiles and users as well as their pain points in their work with data. The Lean Data Governance Canvas is for one type of user. Thus, you will have just as many Lean Data Governance Canvases as you have user types.

We recommend to start with 3 types of users maximum (3 LDGC).
## Method: Lean Data Governance Canvas

### 0- Strategic outcomes: what are the enterprise’s expected results?

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<tr>
<td>What are the top 3 problems/risks that data governance seeks to resolve for the defined data citizen segment?</td>
<td>What are the 3 main principles that will answer the data citizen segment’s problems?</td>
<td>What is the reason for implementing data governance for the defined data citizen segment?</td>
<td>Which data sources will bring the most value at the start for the defined data citizen segment?</td>
<td>Who are the data citizens we want to address?</td>
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<td>What are the risks stemming from regulatory (including supervisory) requirements?</td>
<td>What indicators should be measured to validate the targeted value proposition progress?</td>
<td>What technologies and tools are needed to achieve the objectives and solutions of the defined data citizen segment and their associated metrics?</td>
<td>Who are the people, advisors and stakeholders involved in the value proposition and its maintenance?</td>
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Before beginning the Lean Data Governance Canvas, it is important to highlight the enterprise’s strategic expectations. This will drive the issues and solutions positioned in the tool.

- **What are the enterprise’s and the board’s strategic objectives? How does it apply to the data and IT department?**
1 & 2 - Segment data citizens & problems

Start by thinking of a type of persona. When this is done, you can take the time to come up with up to 3 problems that this group faces.

- **Who are the data citizens that we wish to address?**
- **What are the top 3 problems/risks that data governance seeks to solve for the defined data citizen segment?**

Your data citizens are either the ones in charge of your data governance (Data Owners, Data Managers, IT Custodians, etc.), or producers/consumers of data (Management, Supply-chain, CRM, Data Scientist, Management Control, Marketing, etc.). Your risks may concern one or more of these personas.
Digital transformation brings about more regulatory compliances (like the GDPR for instance). To keep your constraints in mind, write down your regulatory obligations and ask yourself this question:

- What are the risks stemming from regulatory (including supervisory) requirements?
4 - Value proposition

The value that data governance will bring to the segmented data citizens.

- **Why push back data governance implementation for the defined data citizen segments?**

The value proposition is unique, congruent and engaging for the data citizens it concerns. Communication or marketing support can sometimes be a valuable aid in formalizing a value proposition. Do not hesitate to get closer to the relevant internal teams.
5 - Solutions

Here is where the means and principles are defined, ones that will make it possible to overcome the problems of the data citizens segment and veer towards the value proposition. Without going into too much detail:

- What are the 3 main principles that will answer the data citizen segment’s problems?

In the Canvas, a solution must not take into account what already exists and is not determined according to time or budget. The Canvas is not a timing project, but an upcoming project that must be considered as an MVP (minimum viable product) for a first milestone.
6.1 - Targeted metrics

These metrics are indicators that define the performance of the established data governance in the data citizens segment. They will measure the resolution of the problem and the value of your governance rules.

- **What key indicators should be measured to validate the progress of the sought-out value proposition?**
6.2 - Connectivity metrics

These metrics are indicators that define the implemented data governance performance on the sources of information that you previously listed.

- What key indicators should be measured to validate the performance of the data governance rules on a source?
7.1 - Data sources

To fill in the “Data Sources” box, we recommend this exercise:

1. Forget your enterprise’s constraints and identify all of the data sources you wish to bring up in the rules of your data governance.

2. Classify these sources in 3 categories:
   a. Absolutely necessary: without these sources, it is impossible to bring any value to your data citizen segments.
   b. Important: these sources will bring more opportunities and specificities to the data citizen segments.
   c. Secondary: these sources could possibly have a positive impact on the data citizen segments.
7.2 - Data sources

- What are the “absolutely necessary” data sources that will bring the most value at the start of your defined data citizen segments?

Data sources are valuable assets for data-centric teams. The goal, therefore, is to find the value. Mass-production and exhaustiveness induce an immediate complexity that can not be easily controlled. The choice must be made based on the data’s value according to the uses of the business.
8 - Technological needs

Identify the technological needs that must be acquired to measure governance metrics and/or achieve the value proposition.

- What are the technologies and tools needed to measure the associated metrics?
9 - People needs

Identify the skills and rituals to bring data governance to life, to animate and to measure it within the targeted data segment.

- **Who are the people concerned and what tips and interactions are necessary to strive for the value proposition and its maintenance?**
# Lean Data Governance Canvas examples

## 0- Strategic outcomes: Imagine the insurance of tomorrow

### 2- Problems / Data-related Risks
- Ingesting data in a data lake is a long process: access to non-exhaustive data.
- Bad understanding of the data in the data lake.
- Not knowing the available sources.
- Lack of capitalization on the data produced.

### 3- Compliance requirements
- Identifying and sharing data is personal
- Enforce the anonymisation
- Be clear on the purpose for each data

### 5- Solutions
- Reveal / Structure the documentation of data from any source
- Make available an updated documentation.
- Share and collaborate on data with business people.

### 6- KPIs
- 20% decrease in time per quarter on the data ingestion part.
- Increase by 20% the capacity of my work on the value production.
- 40% of datasets identified from sources (5) per quarter

### 4- Value Proposal

**Accelerate data scientists delivery thus the time to market for business**

Objectives to be achieved

- Comprehensive visibility into the company's data assets
- Give access to the IS documentation without waiting for ingestion in the data lake.

### 7- Data Sources
- DB2 (IBM)
- Oracle
- Innovation: Data Lake

### 1- Data Citizens segment

Data Scientists (to create new use cases)

### 8- Technological needs
- Data catalog (connected, intelligent, user friendly...)
- Connectors from the sources to the data catalog
- Dashboarding & monitoring on productivity
- Dashboarding & monitoring on data quality

### 9- People needs
- Improve / Promote the cooperation between business and data scientists: explain & understand business needs.
- Fluidify collaboration between IT and Data Scientists: connect data and track their documentation.
Lean Data Governance Canvas workshop

We now advise you to organize a 1 to 2 hour-long collaborative workshop with the people in charge of the organization’s data management.

- Print a poster of your canvas and hang it on the wall.
- Introduce the workshop by explaining the canvas’ objectives and by presenting its different use cases.
- With the help of post-its, position the participants' insights in the corresponding LDGC boxes. Discuss each other's points of views and formalize them to keep only those on the LDGC.
Lean Data Governance Canvas workshop

It is preferred that the participants be familiar with the Canvas method before participating in the workshop. This way, the team will be more productive.

If a collaborative spirit exists between entity teams and hierarchy teams, then making this event a "hackathon" is the key to its success. If on the contrary, the spirit functions more in silos and respect for the management line, the workshop can be more "intimate" and the efforts put into change management through the adoption of the Canvas.
The evolution of the Lean Data Governance Canvas over time

Now that you are done with the first steps of the Lean Data Governance Canvas, it is important to test it! We encourage Lean Data Governance Canvas users to rework the canvas as much as possible - through iteration - and testing them, after which a winning Data Governance model should appear. Despite the difficulty of these workshops, we are convinced that this work will save you time, energy and money. Think about it, with the LDGC, it is possible to build something everyone in the enterprise wants and respects!
At Zeenea, we use this tool, among others, to set up a data governance program.

Thanks to our metadata management platform, connect to all of your data sources by automatically importing and updating your data into a central data repository. Our tool allows anyone - with the necessary capacities - to discover, understand and trust in the enterprise’s data assets.

Companies rely on Zeenea to meet the challenges of setting up effective data governance in a lean startup mode: to promote the use of data internally while limiting the risks!
Download our white papers!

Find us on our website https://zeenea.com/ and our social media: