Category

Digital Transformation

Data Governance & Digital Measurement Maturity Transformation Playbook

Building the measurement discipline that lets you trust your own digital transformation metrics

- Practitioner
- Intermediate
- Template Included

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- 11 March 2019
- 3 minute(s)

Overview

A framework for building data governance and digital measurement maturity — consistent metric definitions, data quality standards, and measurement governance — as a foundational capability for digital transformation programs, since transformation decisions built on inconsistent or untrusted metrics tend to produce poor decisions regardless of how sophisticated the underlying technology is.

Isn't data governance a separate initiative from digital

transformation measurement? They're deeply connected — digital transformation programs generate and depend on metrics to demonstrate value and guide decisions, and without underlying data governance (consistent definitions, quality standards), those metrics can't be trusted, undermining the transformation program's own decision-making and credibility.

What does "measurement maturity" actually mean in practice?

Progression from ad hoc, inconsistently-defined metrics reported differently by different teams, toward standardized definitions, reliable data quality, and governed metric ownership that stakeholders across the organization can trust and compare consistently.

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