

THE INSIDER

SEPTEMBER 2023

FROM THE IDMA DESK



**ANNE MARIE SMITH, PH.D., CDP,
CBIP, ARM
VICE PRESIDENT OF CONTENT
DEVELOPMENT
IDMA**

Welcome to autumn, my favorite time of year!

IDMA is the premier source of education and professional development for all those involved in data management within insurance companies. As the data management field has grown the content and events offered by IDMA have grown as well. Are you looking to advance your career in insurance data management? Visit www.idma.org and explore the articles published in the journal “IDMA Insight”, review the certifications and courses for the IDMA designations, and examine the online and in-person events scheduled each quarter.

IDMA’s web-based seminars can help you learn about data quality and how to manage its improvement, explore data privacy and how to protect critical data more effectively, and discover ways to implement an effective data governance program – and more. Find details about each event in the IDMA email messages. The LinkedIn IDMA page promotes all the events and certification courses as well – visit it and “follow” it. The monthly lunch-and-learn web sessions offer a variety of expert speakers with lively discussion.

Finally, as a fellow data management professional in insurance, I strongly urge you to attend the upcoming IDMA Annual Conference, October 22-24 in Philadelphia, Pennsylvania. It is a wonderful event, full of professional development and learning experiences, and it has the advantage of in-person networking with fellow data management practitioners and recognized experts. The camaraderie is as valuable as the learning; it is a great reunion of friends and colleagues.

Anne Marie Smith



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Calling All Data Enthusiasts! Share Your Insights in The Insider Journal!

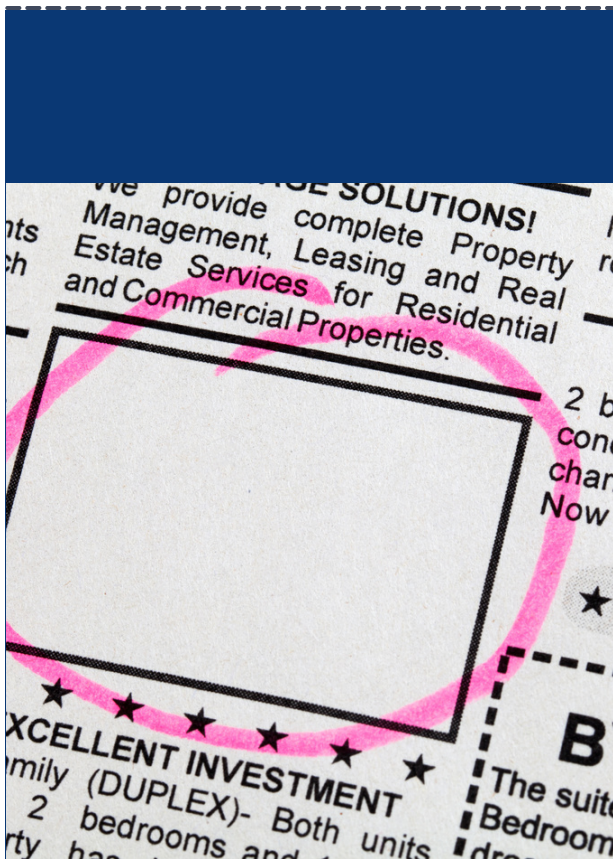
Passionate about data and eager to share your knowledge? Be a part of The Insider, our monthly journal. Contribute an educational article, showcase your expertise, and engage with our community of data professionals.

The Insider, distributed monthly, offers valuable insights and the latest trends in data management. We welcome diverse voices with data-centric or IDMA-focused knowledge. Whether an experienced data pro or an IDMA enthusiast, share your unique perspective and establish yourself as an industry expert.

Got an engaging idea on a data-related topic? We'd love to hear! Express your interest in contributing by reaching out to us at [Contact Information]. Let's shape the future of data management and inspire our readers together.

Join us in empowering and educating the data community!

The IDMA Team



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By Clarke Peterson

Founder & Consultant, Atlanta Leadership Consulting

Leadership Development for the Real World

Data Management leaders are probably unique in certain ways, but in other ways, they have a lot in common with other leaders in their organizations. Leaders in any organization, as well as those looking to become leaders, look to the future. For some it's felt to be a responsibility, a part of the job. For others it's a passionate interest. Charting a course into an uncertain future is one of the most important things that leaders do!

The future will bring many changes, including new ways to compete, new markets, new goods and services, and new ways to deliver those goods and services. Additionally, there will be many additional changes that we cannot even imagine today. If there's one thing we can take for certain, it's that the future is uncertain. So how do the best leaders prepare themselves and their teams for that uncertain future?

The one thing leaders can do to address change, in whatever form it takes, is to strengthen the quality of leadership in their organizations, to help current leaders grow and develop and to find people with the potential to become good leaders. Many larger organizations have created systematic programs to grow leaders for now and the future. But even without such a program, motivated leaders can create an effective way to make it happen. This article will reveal the secrets to effective leadership development, leadership development that works. Leadership development for the real world.

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FIVE ETHICAL PRINCIPLES OF DATA COLLECTION

BY JONATHAN FOWLER

FOUNDER AND CEO, KULTURATA; ADJUNCT FACULTY, UNIVERSITY OF SOUTH CAROLINA UPSTATE, WOFFORD COLLEGE

Whether I'm talking to students, developers, or clients, I like to frame data ethics as a real-world, in-the-moment activity. If you sit between raw data and how that data is presented, you're not just clicking the buttons and writing code – you're a narrative maker. The onus is on you to think through what you're putting out there – which data points to show, how to communicate them, how much the user can manipulate them, which filters to use – whether you're doing it yourself or on behalf of a colleague or employer.

It's important to stress all of this because people aren't as aware of the ethics of data as they should be. As a result, they're much more likely to do what a computer is telling them rather than to push back against it. Nearly everyone is likely to say, "Well, the computer says X" as if this machine that we've programmed is an arbiter of truth.

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THREE DATA MANAGEMENT QUESTIONS YOU NEED TO ASK

BY RIK TAMM-DANIELS

GVP ECOSYSTEM ALLIANCES AND TECHNOLOGY, INFORMATICA

Having a business outcomes-centric perspective is critical to success these days, because so many companies are attempting to move their data management infrastructure to the cloud and take advantage of machine learning and AI capabilities that can have a transformative impact on their data and analytics performance.

Before they reach their desired state, though, data leaders are typically confronted by three questions:

1. Where does the data that we need currently live?
2. Can we get our data to where it actually needs to go?
3. Do we have data quality issues that undermine user trust?

All three of these questions represent points where companies typically slow down or get stuck, so each needs to be considered carefully in terms of pertinent solutions. Let's walk through each of these data management questions and their answers.

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MOVING BEYOND DATA LITERACY AND DATA FLUENCY

BY NEIL RICHARDS

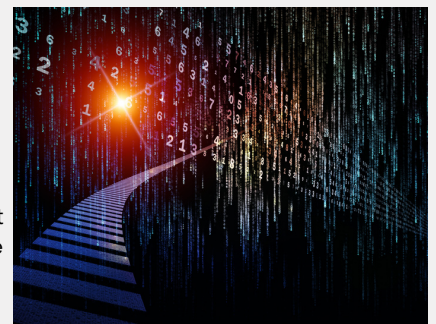
BI LEAD, JLL

Where do you stand on data literacy versus data fluency? And is it a debate worth having? Or should we focus on building confidence in data skills?

Although I used the term data literacy before coming to my current company, it was interesting to see that JLL uses the term data fluency. I completely understand why, since data fluency may be considered a little less intimidating than literacy, and those who haven't completed data literacy training are unlikely to enjoy calling themselves data illiterate. But are the two terms in fact matters of degree?

You could argue that data literacy represents a working understanding of the techniques, terms and concepts of data, while data fluency defines the ability to turn data into stories. Here's an example through the lens of language itself.

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NEW DIRECTIONS IN DATA MANAGEMENT

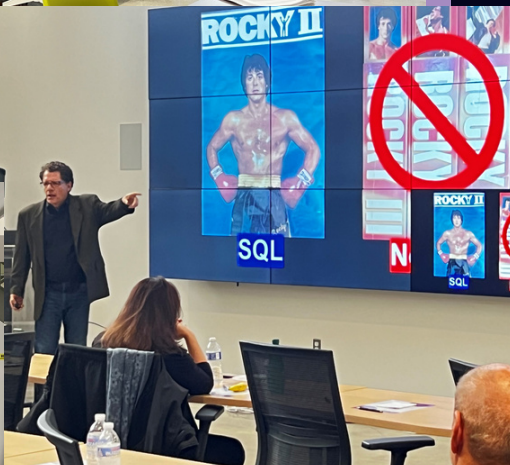
Recap of "New Directions in Data Management" - A Data Day Forum

The joint IDMA and DAMA New England Data Day "New Directions in Data Management" held last Thursday, September 28 in Hartford, Connecticut, was a great success based on participants' feedback!

Our audience were treated to an insightful day filled with engaging discussions and valuable insights into the evolving landscape of data management. Attendees particularly appreciated the engaging sessions and the insightful talks by Thomas Redman, "The Data Doc", and Scott Taylor, "The Data Whisperer."

IDMA is committed to continuing this successful partnership with DAMA New England for future events to provide our data professionals with additional opportunities to network with their colleagues and share their data journeys.

Thank you to all who attended and participated. Also, our heartfelt gratitude to our sponsors - Denodo, Informatica, Cynozure, Data Quality Solutions, Collibra, Anblicks, and our esteemed university partner, UCONN. Your support was invaluable in making this event a reality!





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**AND THE
WINNER IS...**

**CONGRATS TO THE A
AUGUST 2023
TRIVIA WINNER!**

Ravi Lekkala
State Farm

ANSWER TO AUGUST 2023 TRIVIA

The simple answer we sought was “he was a relief pitcher.” However, many of you came up with some creative and fully plausible possibilities. All of those entries were eligible for the prize drawing.

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TRIVIA (WIN \$25)

SEPTEMBER 2023 TRIVIA / WIN \$25

Four spelunkers (A, B, C, D) enter a cave at different points. Two are wearing red helmets, two wear blue ones. All four know that, but do not know the color of their own helmet. All know what the others can see: A can see only B and C; B can see only C, D can see no one. Who can be the first one to call out the color of her own helmet without seeing it?

Submit your answer to team@idma.org.

A \$25 Amazon.com gift card prize will be awarded to the randomly-drawn person among the first five who solve the question correctly. You may only guess one time. The correct answer and winner’s name will be published in next newsletter issue – October 2023 issue.

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IDMA 2023 *Annual Conference*

October 22-24, 2023
Philadelphia, Pennsylvania

Data is Power **Leading Your Enterprise** **Transformation for Tomorrow**

Join us at the IDMA 2023 Annual Conference in Philadelphia, Pennsylvania on October 22-24. Our conference connects data management professionals with their peers, showcases industry and data management experts along with partner organizations in a spirit of collaboration and professional development. Attendees gather to discuss issues, exchange ideas, improve their understanding of how data management can enable enterprise-wide digital transformation, and provide actionable business insights.

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CALENDAR OF EVENTS

UPCOMING WEBINARS

November 29th - *Emerging Trends In Insurance Data Management* (**Save the Date**)

IDMA 2023 ANNUAL CONFERENCE

October 22-24, Philadelphia, PA - *Data is Power – Leading Your Enterprise Transformation for Tomorrow*
Registration Open



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