

THE IDMA INSIDER

NOVEMBER 2024

FROM THE IDMA DESK



FAROUK YASSINE
EXECUTIVE DIRECTOR
IDMA

It is critical to keep a pulse on employees' mental and physical wellness, especially in the age of AI and anxiety about job insecurity, increased workload pressure, and lack of human interaction. We all should understand that our teams have lives and other commitments outside of work, and we should welcome that. Our effectiveness is not measured by the percent of time that we are on a project, it's measured by our total impact in the organization: client projects, internal programs, networking, certifications, and lunch and learns. These metrics are used for recognition as well as promotions.

Another interesting metric is what consultants call time on the bench, or time that is not spent working on billable client projects. Recent research from McKinsey, tracking this metric quarterly, indicates it hovers in the five percent range. McKinsey also recommended that by tracking this metric, at least quarterly, organizations are able to confirm who might be over-tasked and who has an opportunity between projects to grow in their roles. Data leaders shouldn't look at non-billable work as downtime, but really time that teams can use to deepen their data training and take their own careers up a notch.

Data doesn't stand still, and neither do generations. Today's aspiring data leaders want to feel valued, and to add something of meaning to the world and their company. In my experience with older generations, they've been more heads-down in their attitude about work. These days I think people are more internally motivated and we may not have the external drivers and motivators that other generations do, and we need to take this into account in our employee retention programs.

All of these factors – culture, demographics, generation, continuous learning – play a role in creating a thriving data culture. It's up to us as data leaders to use whatever is at our disposal to show how they can come together and create a place where colleagues not only want to stay but recruit by the example of their happiness and engagement. I hope you consider IDMA your partner in training and continuing education for your data teams. Have a safe and happy holiday season!

Farouk Yassine



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BE *Thankful*

As we take time to reflect this season, we want to express our gratitude for your trust and partnership. Thank you for being a valued part of the community. Wishing you a season filled with peace, joy, and connection.

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Insurance Data Management Association

Connect • Succeed • Grow

DON'T AIM FOR INTERESTING DATA. INSIST ON ACTIONABLE DATA

NATE MAYFIELD
VICE PRESIDENT, STRATEGY & OPERATIONS, APPLICATIONS SERVICE EXCELLENCE, ORACLE

What's the difference between these two statements, both of which you might hear in your company as a data leader?

1. "Oh, cool. Yeah, that's great to know."
2. "Oh, okay. I can definitely decide what to do now."

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BUILDING AN INCLUSIVE DATA CULTURE

DARRICK BARTLEY
ANALYTICS LEADER, PROGRAM MANAGER – TABLEAU WIZARD

Anxiety. Fear. Data.

Why do these things go together so often? In my experience when people are approached with data, they think of it as a language they don't know how to speak. But speaking data is at the core of data culture and building an inclusive data culture is something every company should be pursuing.

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SIX STRATEGIES TO ASSESS AND ADVANCE DATA GOVERNANCE MATURITY

FUNKE BISHI
ASSOCIATE DIRECTOR, DATA & BUSINESS ANALYSIS, RBC CAPITAL MARKETS

Before you can improve upon your current data governance practices, you must first measure where you are today. But what is it you're measuring? Here are a few misconceptions that I continue to see in my career when it comes to data governance:

- 1. Data governance is only about compliance.** Compliance does play a vital role in governance, but it is much more than a bunch of policies that need to be adhered to.

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LAUNCHING DATA LITERACY: FIVE BEST PRACTICES

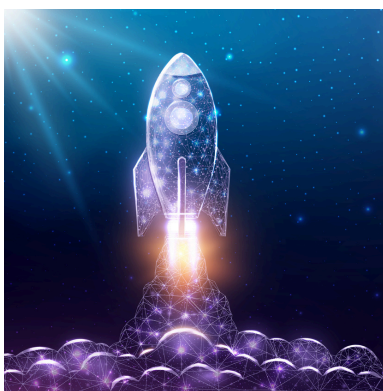
VALARIE LOGAN
CEO AND FOUNDER, THE DATA LODGE

Launching Data Literacy: Five Best Practices

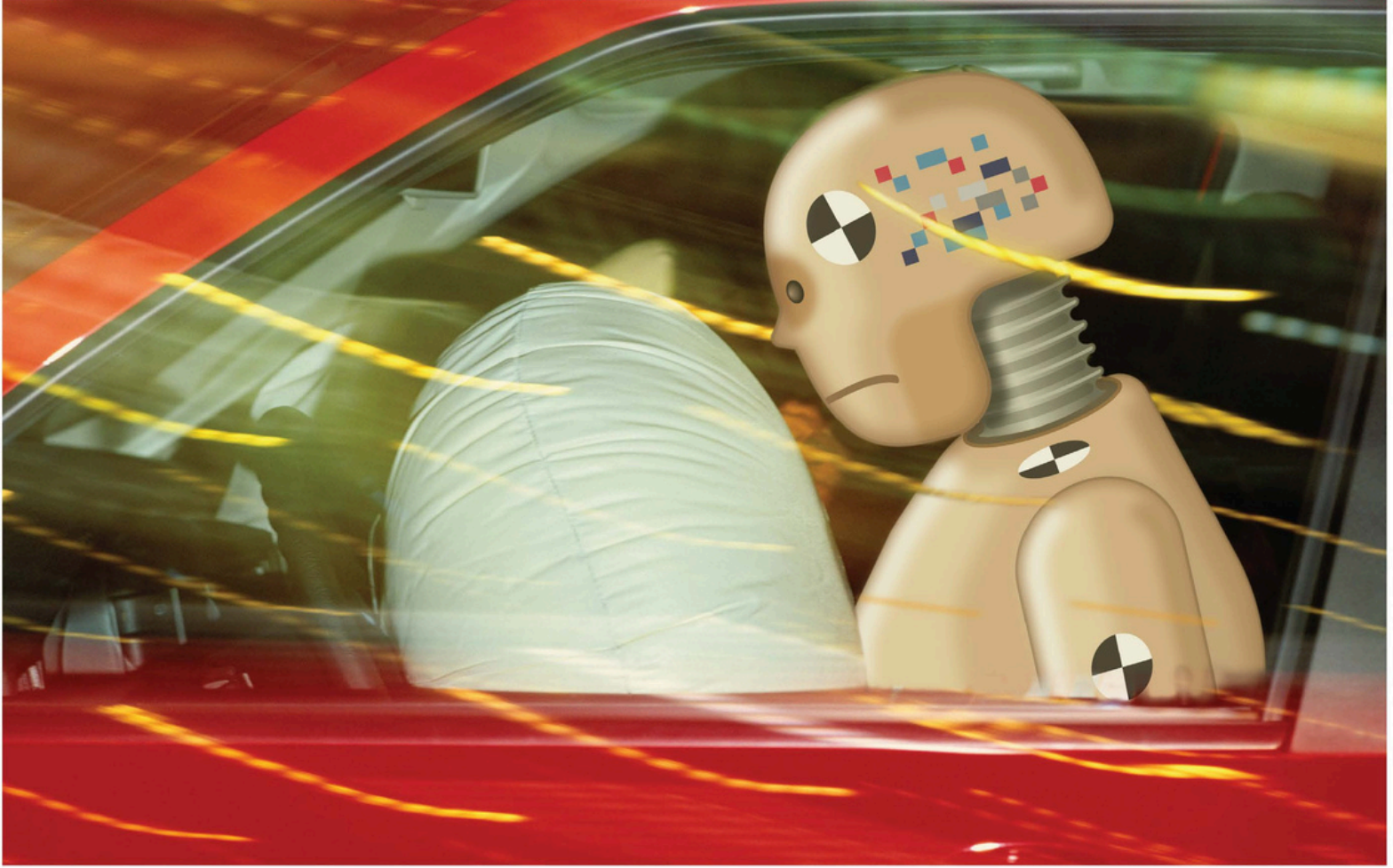
In this article I wanted to share some thoughts on how to improve data literacy in your organization, then wrap up with how to connect the functional whys and the technical hows of making data literacy efforts actionable.

Here are some best practices I like to follow:

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Is your AI project hitting a wall?



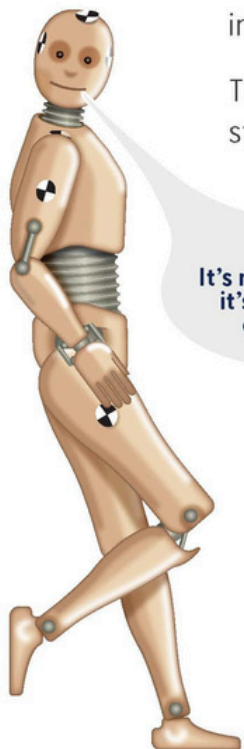
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it's the data
dummy.



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Sam Mattery
Lincoln Financial Group

ANSWER TO OCTOBER 2024 TRIVIA

Exist through the door!

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**TRIVIA
(WIN \$25)**

NOVEMBER 2024 TRIVIA / WIN \$25

In 2023, which U.S. state raised the most turkeys?

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 journal issue – December 2024 issue.



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Learning Objectives

- **Data strategy principles:** Learn about the principles, policies, and processes of data strategy
- **Data strategy development:** Learn how to develop a data strategy that aligns with corporate drivers and business elements
- **Data strategy implementation:** Learn how to lead the creation and implementation of a data strategy
- **Data strategy measurement:** Learn how to measure the success of a data strategy for stakeholders
- **Data strategy sustainability:** Learn how to sustain a data strategy at an organizational level
- **A case study** will be included that help apply the concepts to your unique organization.
- **Augmented with fireside chat** discussions with well-known practitioners and experts in the data management and business strategy space.

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February 18-19, 2025 - VIRTUAL
Data Strategy as Business Strategy Boot Camp
(Review Program and Register)

ANNUAL CONFERENCE

June 10-12, 2025 - PHILADELPHIA, PA
(SAVE THE DATE - Call for Speakers Coming Soon)



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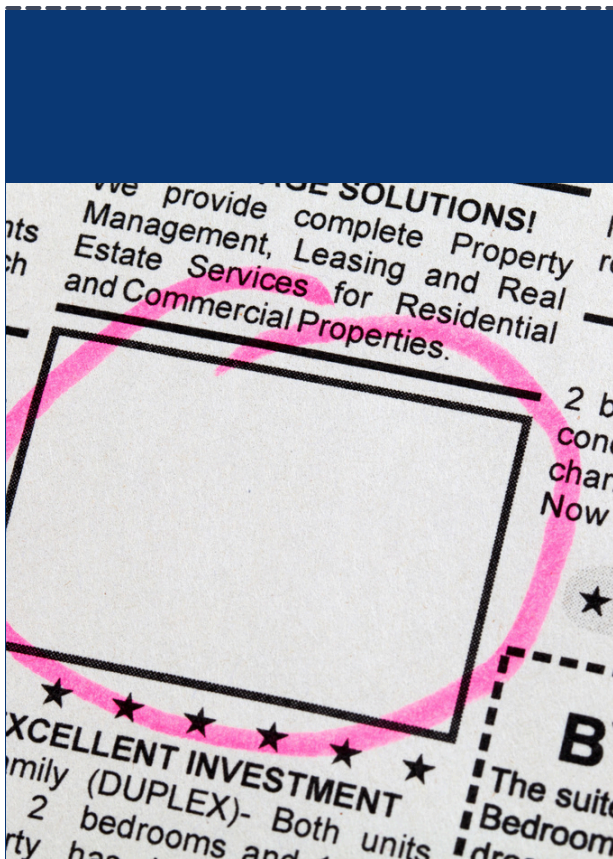
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Got an engaging idea on a data-related topic? We'd love to hear! Express your interest in contributing by reaching out to us at [Contact Information]. Let's shape the future of data management and inspire our readers together.

Join us in empowering and educating the data community!

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