Laying the Groundwork For a New Data Governance Model

Pamela Snively
Member of the TELUS team
Victoria, B.C.
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Why a New Data Governance Model?
Drivers for Data Governance

- Complex Decisions
- Stakeholders
- Urgency
- Impacts
What Was Happening at TELUS?

- Tired of Saying No
- Breakdown in Common Goals
- Business: What Do I Have To Do?
What Did TELUS Do?

Still on the journey but we have made progress…

Research

Beyond Compliance
What Did TELUS Do?

Established the framework for the model....

- Trust
- Value
- Respect
- Security

...and made some mistakes along the way...

- One Decision Making Body
- Too Many Too Soon
- Missed a Key Stakeholder
- Uncovered Duplicate Efforts
What Did TELUS Do?

…and then took a step back and started again…

Coordinated Efforts

Struck a Working Committee

Defined the Trust Model
The Trust Model

- We generate value for
  - the customer
  - TELUS
  - other stakeholder communities

- We promote respect for customer and other stakeholder expectations
  - Respect legal and regulatory framework within which we operate
  - Meeting obligations and expectations
  - Establishing mechanisms for customer choice

- We safeguard data against intrusion and unaccepted use
  - Physical and IT security
  - Regular practice reviews
  - Established de-identification standards
  - Limited access to data
Laying the Groundwork

Culture of Customers First…

- We take ownership of every customer experience.
- We work as a team to deliver on our promises.
- We learn from customer feedback and take action to get better, every day.
- We are friendly, helpful and thoughtful.
Operationalizing the Trust Model

Guiding principles feed into the operations…

1. Transparency
2. Impact Assessment
3. Ethics
4. Special Care
5. Accountability
6. Policies
7. Training
8. Stewardship

Guiding Principles → Establishes
Policies and Standards → Determines
Data Management → Implements
Solutions / Processes / Tools
Operational Structure

Structural concepts we are testing…

- Data Stewards
- Data Risk Reviews
- Executive Governance
Going Forward…

Clarity vs. Bureaucracy  Build for Success  Risk Acceptance  Incubating and Testing

Still a journey but we have traction and the path is a lot more clear than it was…
References

Some Imagery Sourced From the Noun Project (thenounproject.com)