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| |  | | --- | | **You can edit your own version in one of two ways:**   1. Edit this version to fit your needs 2. Go to **File > Save As** | |
| How to Use This Template This template will guide you through launching a Data Stewardship Program in 30 Days. It includes:   * Purpose * Scope * Week-by-Week Implementation Plan * Success Indicators * Email sample to secure buy-in   Once you’re ready to begin, review the purpose, scope, and adapt them to your organization’s needs.  Each week provides an objective and description for you to get started. This plan also contains emails to secure buy-in from stakeholders and peers. |

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| A white and blue logo  Description automatically generated  **Your Data Strategy Partner**  Data Strategy starts with better, cleaner data. Without ownership and accountability, issues pile up—stalled analytics, compliance risks, and poor decisions. Data Stewardship ensures the foundation is strong.  ProArch is here to help wherever you are in your Data Journey. |
| [**PROARCH.COM**](https://www.proarch.com/) |

*Keep scrolling to template*

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Introduction

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| **The “Organization”** | <Company Name> |

This Data Stewardship Implementation Plan outlines the principles, roles, and processes for managing enterprise data within the organization. The plan ensures that data is defined, maintained, and used consistently enabling trusted analytics, reducing compliance risks, and supporting better decision-making.

Purpose

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| **The purpose of  this plan is to:** | <Example #1: Establish clear ownership and accountability for enterprise data to improve its accuracy, consistency, and reliability.>  <Example #2: Enable trusted data for business decisions, analytics, and compliance by embedding stewardship practices.>  <Example #3: Create a strong foundation for the organization’s data strategy by treating data as a managed enterprise asset.> |

Scope

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| **On behalf of the Organization, this  plan can be used by:** | <Group Who's Driving Data Strategy Initiatives> |

# **4-WEEK DATA STEWARDSHIP KICKSTART PLAN**

A detailed step-by-step guide to begin your Data Stewardship journey

Week 1: Foundation and Focus

**Objective: Isolate a high-impact problem and secure sponsorship.**

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| **Steps** | **Description** | **Status <Examples>** |
| **Identify the Burning Problem** | What key KPI is failing due to bad data? (e.g., campaign ROI, customer retention, sales forecasting) | Planned |
| **Scope Your Minimum Viable Domain** | Don’t try to fix everything. Pick ONE domain (e.g., Customer, Product, Vendor). | Pending |
| **Secure Executive Sponsor** | Find the business leader who feels the pain from that burning problem. This is non-negotiable. | In Progress |
| **Form a 'Tiger Team'** | Your sponsor, a key business analyst, and a data-savvy IT partner. 3-4 people max. | In Progress |

Week 2: Discovery and Definition

**Objective: Nominate stewards and define the critical data**

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| **Steps** | **Description** | **Status <Examples>** |
| **Nominate the Stewards** | Identify individuals who are the go-to people for questions about the selected data domain (e.g., customer data) and formally assign them as data stewards. | Planned |
| **Map the Data Journey** | Visually outline where data is created and where it is used throughout its lifecycle, using a whiteboard or diagram. | In Progress |
| **Identify 5-7 Critical Data Elements (CDEs)** | Determine the most important fields within your chosen domain. | Planned |
| **Draft Initial Business Rules** | Define what constitutes quality for each CDE (e.g., "Status must be Active, Inactive, or Pending. It cannot be NULL."). | Not Started |

Week 3: Action and Implementation

**Objective: Establish stewardship workflows and execute first fixes.**

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| **Steps** | **Description** | **Status <Examples>** |
| **Establish Stewardship Hub** | Create a space where data stewards can ask questions and log issues, such as a Microsoft Teams or Slack channel. | Planned |
| **Run a Baseline Data Profile** | Use simple SQL or BI tools to assess the current state of Critical Data Elements (CDEs). | In Progress |
| **Create a Simple Issue Log** | Set up a tracking system for data issues, such as a SharePoint list or shared Excel file with columns for Issue ID, Description, CDE, Business Impact, Assigned To, and Status. | Not Started |
| **Launch the First 'Clean-Up Sprint'** | Data stewards begin addressing issues from the log, prioritizing quick wins and easily fixable data problems. | Pending |

Week 4: Measure and Evangelize

**Objective: Measure improvements and socialize success.**

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| **Steps** | **Description** | **Status** |
| **MEASURE THE AFTER** | Rerun your data profile from Week 3. | In Progress |
| **QUANTIFY THE IMPROVEMENT** | Create your first data quality scorecard. Example: Customer Status completeness improved from 72% to 94% in 3 weeks. | Pending |
| **BUILD 1-PAGE WIN SUMMARY** | A single slide showing: The problem, actions taken, metrics (before & after), and the heroes (your stewards!). | Not Started |
| **PRESENT TO YOUR SPONSOR & STAKEHOLDERS** | This is your victory lap. It's how you get buy-in for the next 30-day cycle. | Upcoming |

# HOW TO KNOW YOU ARE WINNING: WEEKLY SUCCESS INDICATORS

These indicators act as checkpoints to help you measure progress each week. If you see these signs, it means your Data Stewardship program is gaining traction and moving in the right direction.

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| **Week** | **Success Indicators** |
| **Week 1 – Foundation & Focus** | Executive sponsor actively participates in Tiger Team  Clear business pain identified and quantified  Stakeholders can articulate “what good looks like” |
| **Week 2 – Discovery & Definition** | Stewards enthusiastically accept their formal role  Critical Data Elements mapped in under 4 hours  Business rules make sense to operational teams |
| **Week 3 – Action & Implementation** | Issue log populated with actionable items  First data quality improvements visible  Team momentum builds (people start adopting) |
| **Week 4 – Measure & Evangelize** | Measurable improvement in chosen KPI  Success story resonates beyond Tiger Team  Requests emerge for “next domain” to tackle |

# SHOWING VALUE TO LEADERSHIP (CIO/CDO/DATA LEADERSHIP)

****Email TEMPLATE****

**Subject:** Scaling Our Data Stewardship Program

Hi [Name],

A few weeks ago, we kicked off a pilot **Data Stewardship program** to see how much value we could create with minimal investment. The focus was deliberately small-one domain, one business unit, and 1-2 stewards using existing tools.

The results speak for themselves:

* Improved key data **quality metrics by 30-50% in just 90 days**
* Increased **trust in reporting and analytics** across the pilot domain
* Established **clear ownership and accountability** for critical data

This pilot proves that Data Stewardship works-and it works without extra budget or resources.

Now is the right time to scale. Expanding to additional domains will compound these benefits and create consistent, trustworthy data across the enterprise.

I'd like to set up a discussion on how we can align leadership sponsorship and resources to take this forward.

Best,  
[Your Name]

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| A white and blue logo  Description automatically generated  **More Resources**   * [Make Good Data Great: Building a Data Strategy Roadmap](https://www.proarch.com/blog/make-good-data-great-building-a-data-strategy-roadmap) * [In-House or Outsource? Assemble a Team to Execute your Data Strategy Roadmap](https://www.proarch.com/blog/assemble-a-team-to-execute-your-data-strategy-roadmap) * [ProArch’s Data Capabilities](https://www.proarch.com/services/data-governance)   Need assistance in creating a robust data strategy?  *We’re here to help.* |
| [**PROARCH.COM**](https://www.proarch.com/) |