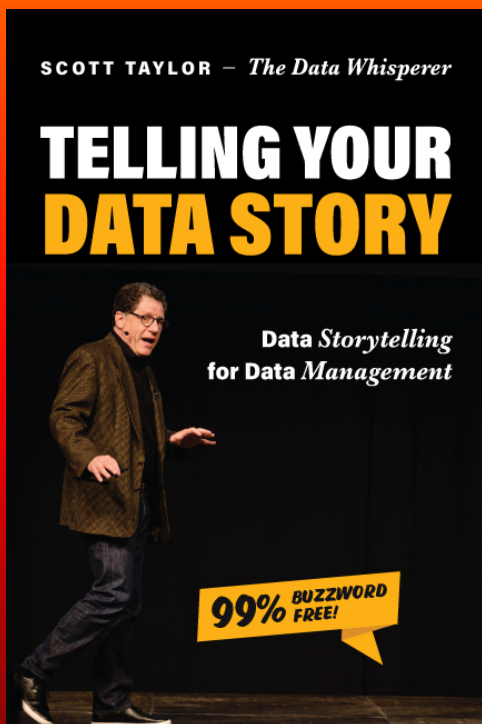


Telling Your Data Story

Data Storytelling for Data Management

The Data Whisperer's practical guide to explaining and understanding the strategic value of data management. The need for data management is everywhere across your company. The value of every digitally transformative customer-facing initiative, every data science and analytics-based project, every as-a-service offering, every foray into e-commerce, and every enterprise software implementation is inextricably linked to the successful output of data management efforts. Although it is a simple function of *garbage in garbage out*, that slogan rarely drives any sustainable executive action. **We need to tell a better data story.**

Data Storytelling is probably the hottest non-technical trend in the technology-related space. But it does not directly support data management because it is focused on analytics or telling stories *with* data. So, it is time to expand the realm of Data Storytelling to recognize the role of data management by telling stories *about* data.



About Scott

Known as The Data Whisperer, I have over 25 years of experience in master data, reference data, metadata, MDM, data governance space, and I spent those decades solving data management challenges for large global enterprises. I also helped data content owners and innovative tech brands tell their data stories. I have enlightened countless business executives on the value of proper data management by stressing strategic rationale and business alignment rather than technical implementation and system integration. I focus on the strategic WHY rather than the technical HOW, the tactical WHAT, or the organizational WHO.

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