



QUICK GUIDE TO

Crafting a Compelling Data Governance Business Case

Position your organization for data governance success with this business case template from data consulting firm First San Francisco Partners. What we included:



A DATA GOVERNANCE BUSINESS CASE TEMPLATE

Use this streamlined framework to articulate your initiative's value, resources and anticipated outcomes.



TIPS FOR SUCCESS

Our expert advice on how to tailor your data governance business case to resonate with diverse stakeholders, including executives and operational leaders.

1 OPPORTUNITY/PROBLEM STATEMENT — Identify specific challenges and opportunities that necessitate a data governance initiative.

Your business case could include issues like data silos, inconsistent data definitions, compliance risks or a broader need to improve decision-making processes through enhanced data quality and accessibility. By clearly defining these elements, stakeholders can grasp the urgency and importance of addressing these data governance issues, setting the stage for a transformation that supports your governance goals.

2 INITIATIVE/SOLUTION DESCRIPTION — Outline actions and strategies the data governance initiative will employ to resolve challenges or leverage opportunities.

This might involve implementing standardized data management practices, forming data stewardship teams, establishing clear data governance policies, and utilizing technology to enhance data integration and accessibility. Through these concrete plans and strategies, the data governance business case demonstrates the feasibility and pragmatic approach of the initiative, building confidence in its potential for success.



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3 REQUIRED RESOURCES — Detail the required investment to successfully execute the data governance initiative.

This part of your data governance business case could encompass financial resources, personnel time, technology investments, training and any additional tools or support structures necessary to facilitate the initiative. By outlining resource needs, your governance business case underscores the foundational support required to drive meaningful change and secure organizational commitment.

4 ANTICIPATED VALUE — Describe the expected outcomes and benefits for the organization upon successful implementation of data governance.

This section includes tangible financial returns, such as cost savings from improved data efficiency and accuracy, as well as intangible benefits like enhanced user satisfaction, a stronger compliance posture, and the capacity for data-driven innovation and strategic decision-making. Highlighting these anticipated gains ensures stakeholders understand the long-term value proposition, aligning their priorities with your strategic vision for improved data governance.

Position Your Governance Business Case for Success

For your business case to influence people at your organization, they need to understand it.

Here are tips to help you write the most compelling data governance business case, using clear and concise language:

IDENTIFY YOUR BUSINESS CASE'S AUDIENCE

We recommend crafting a data governance business case so it resonates with both operational and executive leaders as these groups control resources (i.e., funding and human resource allocation).

REMOVE JARGON Use the same language your audience uses. If a new term or concept is needed, define it in the text of the business case and in a glossary. A data governance business case will often be given to business and technical audiences, so use language both audiences will understand.

BE CONCISE This is not the place to document everything you know about data governance — the challenges it is meant to address, all the possible solutions to data problems, etc. Using fewer "right" words demonstrates more knowledge and understanding than using many "wrong" words.

BE CLEAR Clearly outline the roles, responsibilities and timeframe required for the program. Instead of scaring people off, this transparency will showcase the depth of understanding and careful planning that has gone into addressing challenges and developing effective solutions.

Whether you're looking to secure resources, align teams or break down organizational silos, this data governance business case template provides the structure and insights needed to turn your vision into action. If you use a specific business case format at your company, consider our template as inspiration to make your format more compelling and a better fit for your VIP audiences.

For more information on this topic, read FSFP consultant Becky Lyons' article, [How to Write a Business Case for Data Governance](#).

Unlock the **full potential of your data**, from building governance frameworks to driving stakeholder alignment and more.



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