

# *CDO-1: Foundations for Chief Data Officers*

## *Syllabus & Learning Objectives*

***Tuition: \$1,995***

*DATE: May 24 – 25, 2022*

*Location: Virtual*

# Chief Data Officer & Information Quality Short Program

## CDO-1: Foundations for Chief Data Officers

CDO-1 Day 1: Tuesday September 28, 2021	CDO-1 Day 2: Wednesday September 29, 2021
8:30 – 9:00 AM Check-in	8:30 – 9:00 AM Virtual Coffee & Networking
L1: 9:00 – 10:15 AM Introduction All	L6: 9:00 – 10:15 AM Change Management Peter Anlyan, Anlyan Consulting
10:15 – 10:30 AM Break	10:15 – 10:30 AM Break
L2: 10:30 – 11:45 AM CDO Landscape John Talburt, UA Little Rock	L7: 10:30 – 11:45 AM Data-Sharing Playbook: Lessons from CDOs Luk Arbuckle, Privacy Analytics
11:45 – 12:45 PM Lunch	11:45 – 12:45 PM Lunch
L3: 12:45 – 2:00 PM CDO Practice: Case of State of Arkansas Richard Wang, MIT CDOIQ Program	L8: 12:45 – 2:00 PM CDO's Role in Trust, Transparency & Ethics Carl Gerber, Deloitte
2:00 – 2:15 PM Break	2:00 – 2:15 PM Break
L4: 2:15 – 3:30 PM Data Quality Management Richard Wang, MIT CDOIQ Program	L9: 2:15 – 3:30 PM A Cubic Framework for CDO Yang Lee, Northeastern University
3:30 – 3:45 PM Break	3:30 – 3:45 PM Break
L5: 3:45 – 5:00 PM CDO Meta Data, Master Data Management (MDM) Elena Alikhachkina, Danone	L10: 3:45 – 5:00 PM Extending the CDO Tenure Randy Bean, NewVantage Partners
End of Day 1	End of Program

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All sessions will be held virtually

Master of Ceremony: Dr. Richard Wang

Program Manager: Gjertrud Gibbs, MIT CDOIQ Program

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## DAY 1

Sessions	Description
L1: Introduction	
L2: CDO Landscape	<ul style="list-style-type: none"> <li>• Give attendees an understanding of how fundamental paradigm shifts in information technology have caused organizations to recognize their data and information as important assets and led to them to create the role a Chief Data Officer (CDO).</li> <li>• Discuss some of the strategies for broader employee engagement with data and information beyond IT</li> <li>• Review the responsibilities and associated programs that typically fall under the CDO</li> <li>• Explore the evolving relationships between the CDO and other Chief Officer roles including established roles such as Chief Information Officer, and newly emerging roles such as Chief Analytics Officer.</li> </ul>
L3: CDO Practice: Case of State of Arkansas	<p>In this chapter, we describe the experience of the first CDO of the State of Arkansas, starting from its gestation period to the State Assembly Act, the First CDO appointment, the first year, and beyond.</p> <p>We will draw upon the details of this case in the remaining chapters to illustrate the establishment of the Office of the CDO (OCDO), data policy and strategy, data governance, data quality, and the deployment of the CDO in the first year.</p>
L4: Data Quality Management	TBD
L5: CDO Meta Data, Master Data Management (MDM)	<ul style="list-style-type: none"> <li>• Discuss the role of master and meta data management for CDO practice.</li> <li>• Identify and describe key MDM domains / masters such as product, customer, supplier, material, etc.</li> <li>• Describe MDM technology trends and new AI / ML methods</li> <li>• Discuss the role of data governance and different governance models for MDM</li> </ul>

## DAY 2

Sessions	Description
L6: Change Management	<p>Through 2019, 90% of large organizations will have hired a CDO — but of these, only 50% will be hailed a success, according to Mario Faria, Managing Vice-president, Gartner Research. (I) Internal roadblocks — such as getting the entire organization to get on board with change — are often the most difficult for CDOs to work around.</p> <p>The Change Management session will focus on:</p> <ul style="list-style-type: none"> <li>• Considerations prior to becoming the CDO</li> <li>• Challenges to organizational change</li> <li>• Distinctions between leading and managing</li> <li>• Making sense of organizational change</li> <li>• Methodologies for influencing change</li> </ul>
L7: Data-Sharing Playbook: Lessons from CDOs	<p>What are the challenges and opportunities in accessing and sharing sensitive data to drive innovation and increase return on investment? What’s worked and what hasn’t from across multiple industries, in both the private and public sectors? In this session we will explore the perspectives and experiences of data leaders through a series of case studies.</p> <p>You will learn:</p> <ul style="list-style-type: none"> <li>• The importance of data sharing to organizations and CDOs</li> <li>• How to approach sensitive data sharing and evaluate options</li> <li>• What defensive and offensive strategies bolster data-sharing initiatives</li> </ul>
L8: CDO’s Role in Trust, Transparency & Ethics	<p>In this lecture, Carl will explore the Chief Data Officer’s role in driving insights and value creation while establishing a foundation of ethical data technology.</p>
L9: A Cubic Framework for CDO	<p>The rise of the chief data officer (CDO) is now well accepted by the government and industries. In this lecture, we present a three-dimensional cubic framework that describes the role of the CDO. The three dimensions are: (1) Collaboration Direction (inwards vs. outwards), (2) Data Space (traditional data vs. big data) and (3) Value Impact (service vs. strategy). We illustrate the framework with examples from early adopters of the CDO role and provide recommendations to help organizations assess and strategize the establishment of their own CDOs.</p>
L10: Extending the CDO Tenure	<p>Lessons from Leading CDOs on Delivering Business Value for Long-Term Success.</p>

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	<p>According to NewVantage Partners <u>annual CDO executive survey</u>, 65% of leading Fortune 1000 firms have now appointed a CDO, up from 12% a decade ago. However, according to an <u>August 2021 Harvard Business Review article</u>, the average CDO tenure is just 2.5 years. This session of leading CDOs will consider what factors ensure traction, success, and longevity for corporate CDOs in today's high-demand business environment</p>
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