



## What is most important for success?

In any data program, 60% of the time is often spent on cultural and human issues.

Why not invest in the most critically important factor for delivering exceptional value?

Based on over 30 years of consulting within data programs and facilitating organizational change and effective human dynamics, Universal Data Models provides an extremely comprehensive set of tools, techniques and practices that have been the cornerstone to successes around the world.

**This training provides proven, powerful, and practical frameworks, techniques, and exercises focused on the unique interpersonal challenges in data programs, and designed to dramatically and positively shift what matters most: the human element.**

### YOU WILL LEARN

- ✓ Political and cultural factors that are key to data programs
- ✓ Tools and principles to enable data integration, such as keys in facilitating a common vision, developing trust, balancing short term and long-term objectives, relating to audiences, moving incrementally, and managing conflict
- ✓ Real-life stories of how culture and politics either blocked or fostered effective data programs
- ✓ Case examples and exercises allowing participants to practice overcoming challenges that data professionals often face

### BENEFITS

- ✓ Ensure success
- ✓ Save tremendous amounts of money and time
- ✓ Greatly increase the value produced

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[www.sandhillconsultants.com/offerings/ubg/](http://www.sandhillconsultants.com/offerings/ubg/)

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## WHY US?

Data industry experts Sandhill Consultants and Len Silverston, human behavior expert, have joined forces to provide the most comprehensive human dynamics and organizational change management course specifically designed for the unique and inevitable challenges of data programs.

## GEARED TO

- ✓ Chief data officers
- ✓ Executives and managers
- ✓ Data scientists
- ✓ Project managers
- ✓ Enterprise and data architects
- ✓ Data lake, warehouse, and analytics designers and modelers
- ✓ Data analysts and liaisons
- ✓ Any professional focused on integrating data and information across an enterprise

## HOW DO WE ENSURE SUCCESS?

The most important success factor is developing an environment where there are healthy connections between people, which lead to healthy connections between the data. Some of the most successful projects in which we have been involved, we have used foundational frameworks, tools, and practices to facilitate and implement the following:

- ✓ The team focuses on serving the overall organization
- ✓ There is a clear, compelling and common vision
- ✓ Motivations are clearly understood using frameworks and tools to facilitate clarity
- ✓ Stakeholders are very engaged
- ✓ Project goals are aligned with the overall organization's goals



## FEEDBACK FROM PAST CLASSES

“Great content, practical steps, excellent speaker - lively, energetic, passionate - kept interest up and presentation moving with important soft skills of deploying data programs – rating for this class is 10++”

“Dynamic, practical advice - extremely relevant to data management, governance, and other data programs”

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