Feedback activities: Monitoring of Outcomes / Refinement of Insight / Calibration of Action / Improvement of Models

A Holistic Perspective

This exhibit focuses on the journey from Data to Action, highlighting that the ultimate objective should be actually doing something as a result of what data tells you and also stressing the key enablement role of Governance and Management of Data and Information assets.

Data / Information Governance & Management activities are often presented as separate from the positive business outcomes that they are indispensable in generating. Alternatively, they are viewed as just Foundational items.

While these perspectives are undeniably true, it is more accurate to view Data / Information Governance & Management more dynamically. Here these areas are shown as enablers to driving value in organisations by exploiting data, either through the generation of information, or via statistical modelling.

Enablement activities ranging from risk mitigation to enhancing business outcomes.