



*\*IQ 601-2*  
**IMPLEMENTING AND SUSTAINING AN EFFECTIVE  
INFORMATION QUALITY ENVIRONMENT AND CULTURE:  
(TIQM P6)\***

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**Course Description:**

**Level: Advanced**

Good ideas are not automatically adopted in an organization. To implement an *effective Information Quality Environment*, requires vision, planning, relationship building and education.

- In this course, you learn how to establish and grow an effective IQ function and transform the culture to a culture of excellence in information processes and products. Mr. English describes the 14 points of IQ and how to incorporate them into the culture.

You learn the seven business roles of Information Stewardship and the ten or more information systems roles of Information Stewardship and the accountabilities for information. You learn how to create a natural Information Governance mechanism to assure the effective management of information as a strategic business resource.

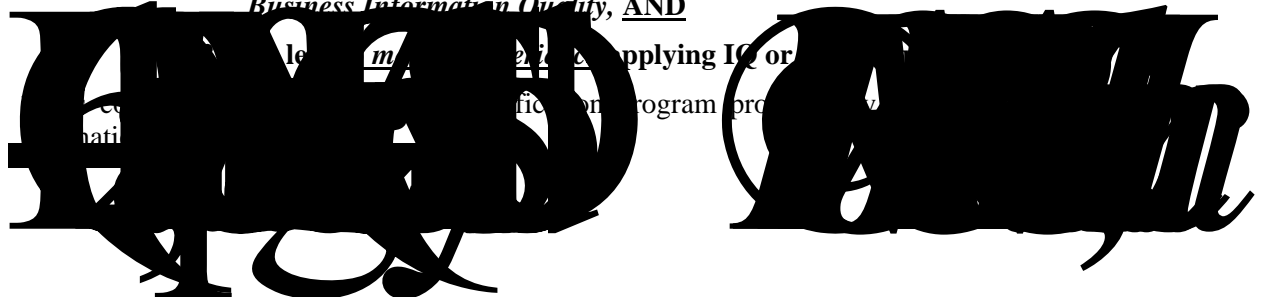
**Course Agenda:**

- Essential ingredients of successful change facilitation
- Critical success factors for effective implementation
- Identifying barriers to successful implementation
- Tactics and techniques to overcome those barriers and obstacles for success
- Developing the next steps your organization needs to implement your IQ initiative

**Duration:** 2 Days

**Format:** Lecture plus workshop exercises

**Pre-Requisites:** 1. Completion of TIQM 101 training or equivalent AND having read Chapters 1, 2, 3, 11, 12 and 13 in *Improving Data Warehouse and Business Information Quality*, AND



## **Course Outline:**

1. Establishing a Culture for Business Performance Excellence through TIQM
  - The albatross of the status quo
  - Required principles for culture transformation
2. Establishing the IQ Vision, Definitions and Principles
  - Mission and vision
  - Universal quality management of principles applied to information
3. Implementing and Sustaining an IQ Environment
  - The 14 Points of Information Quality as business transformation
  - Causes of failure in quality management implementation
  - Problems encountered and strategies for resolving
4. Developing a Plan for Next Steps
  - The two sets of plans
  - Process accountabilities
  - IQ function job positions and responsibilities
  - IQ plan components
5. Raising Dissatisfaction with the Status Quo
  - Measuring the costs of poor quality information
  - How to increase dissatisfaction in upper management
6. Understanding Quality Initiative Failure Causes and Mitigation
  - Failure causes
  - Mitigation strategies
  - Do's and Don'ts of IQ implementation
7. Some Final Thoughts for the High IQ Journey