Seven Distinctions
to Become Data-Inspired

DATA GOVERNANCE	Data value creation	DATA CULTURE
Complicated	*Context*	Complex
The foundation	*Primary focus*	The application
Command and control	*Management*	Commitment by choice
Formal	*Rules*	Informal
Work by the book	*Decisions*	Decide autonomously
Stability	*Goal*	Adaptability
Can be enforced	*Creation*	Needs to emerge

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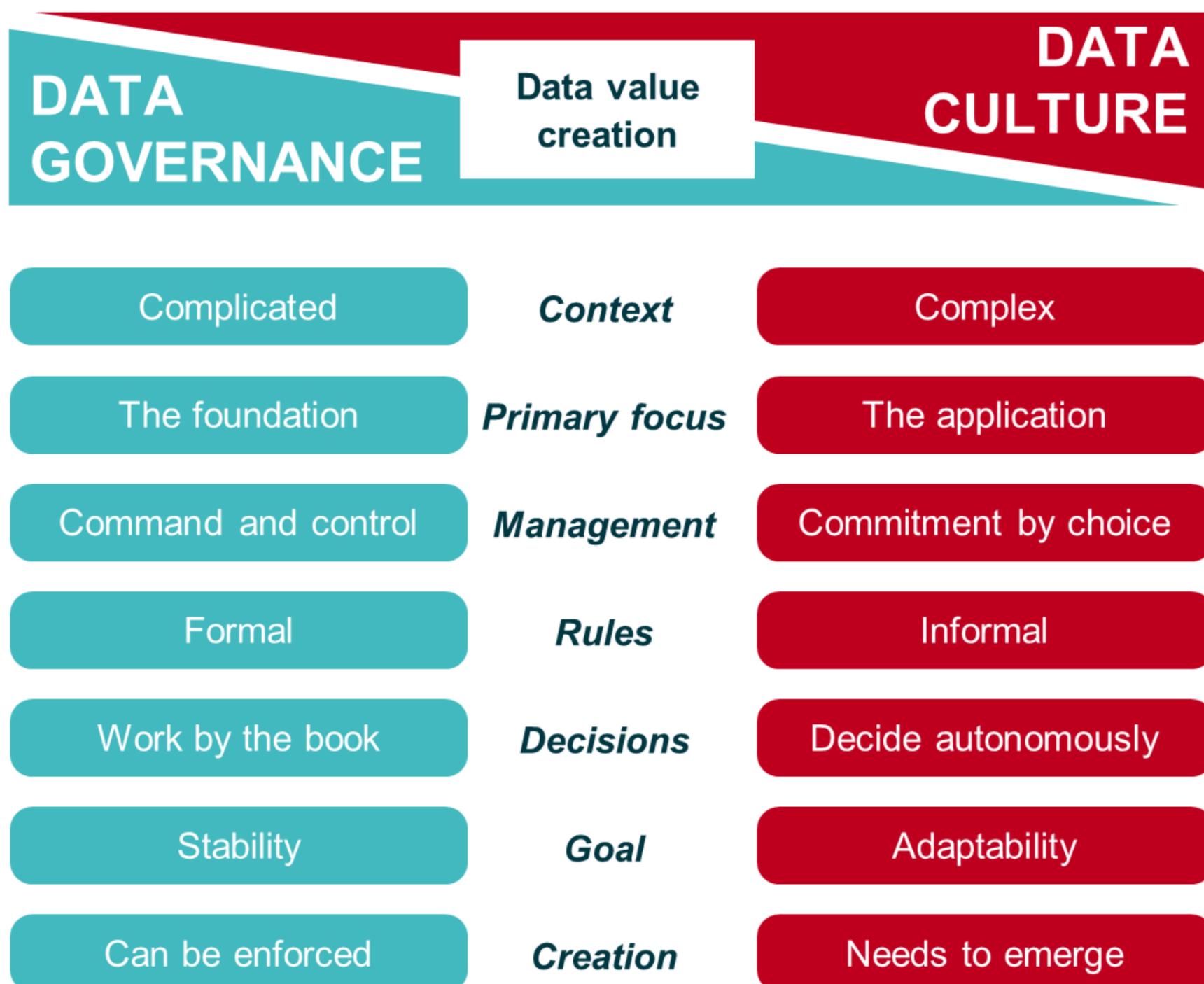
Complicated / **Complex**

Data governance can be used to master the complicated (e.g., defining access policies). Data culture allows to navigate the complex (e.g., deciding autonomously rather than obey).

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Foundation /
Application

Data governance masters the complicated task of building the data foundation.

Data culture enables its application to complex business problems.

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Command and Control / Commitment by Choice

Data governance relies on command and control.

Data culture cannot be dictated.

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Formal / Informal

Data governance operates through formal, explicit, written rules found in policies and processes.

Data culture operates through informal, unwritten social norms.

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Work by the Book /
Decide Autonomously

Data governance requires people to work by the book to ensure consistency and standardization. Data culture empowers people to decide autonomously in the face of uncertainty.

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Stability / **Adaptability**

Data governance helps to create a reliable, consistent foundation.

Data culture enables the adaptability needed for dynamic settings.

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Enforced / **Emergent**

Can the outcome be enforced, or does it need to emerge? You can enforce a data governance rule. You can only create the conditions for a data culture to emerge.

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Read the Full Story

10 min. management summary

22 min. deep dive

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