

# Key Pillars of Maturity

← People, Policies & Capabilities →

	Culture	Policies & Standards	Technology	People	Measurement	Data Quality
Crawl	Introduce the concept of data as a strategic asset; foster basic awareness of data importance	Develop ad-hoc policies for specific compliance needs (e.g., GDPR, HIPAA)	Simple tools (like excel) for data storage and manual management of data assets	Informal, siloed & temporary assignment of individuals	Establish non-DQ metrics for organization – like usage & issue resolution times	Begin manual clean-ups and standardize key datasets
Walk	Build a shared understanding of data's value with leadership buy-in and communication	Data Governance Council creates policies & standards and begins enforcing them	Scalable, modern data platform with the ability to bolt on advanced governance solutions	Formal designation of Data Stewards across Domains/Business Entities	Define baseline governance-specific KPIs (e.g., data quality scores, compliance rates)	Introduce tools for automated data profiling and validation
Run	Embed a data-driven mindset into decision-making processes; incentivize data stewardship	Enforce policies consistently with automated monitoring and regular reviews; integrate into all workflows	Integrate advanced tools such as data catalogs, lineage, and observability systems	Taken ownership and can establish policies for assigned domains on behalf of the organization	Implement dashboards and tools for real-time monitoring of data KPIs and governance adherence	Implement enterprise-wide data quality frameworks with monitoring dashboards
Fly	Pervasive culture of innovation and data-driven strategy, with all employees seeing data as integral to success	Feedback loop established to survey the impact of the Data Governance Council & adjust policies	Leverage cutting-edge ecosystems like Data Mesh and AI/ML for real-time governance	Running a lean & efficient Data Governance Council and adapting to business needs (+/-)	80/20 weight placed on DQ Metrics as integral to Definition of Project Success driving ROI	Leverage real-time quality management with AI/ML-driven anomaly detection
Foundational				Implementation		