

Selling Information Governance to the Business: Build a Case, Secure Funding, and Drive Results

Information governance (IG) is a critical business discipline that ensures the effective management, protection, and use of information throughout its lifecycle. Despite its importance, selling IG to the business can be a challenging task. This comprehensive guide will provide you with a step-by-step approach to effectively sell IG, build a compelling case, secure funding, and drive tangible results.

Building a Compelling Case

The foundation of any successful sale is a compelling business case. To build a strong case for IG, you need to:



Selling Information Governance to the Business: Best Practices by Industry and Job Function by Sunil Soares

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- **Identify the pain points:** Determine the business challenges that IG can address, such as data breaches, compliance violations, or

inefficient data management.

- **Quantify the impact:** Estimate the financial and operational impact of these challenges. Use metrics such as lost revenue, increased costs, or reputational damage.
- **Define the value proposition:** Clearly articulate how IG can mitigate these challenges and deliver value to the business. Highlight the benefits of improved data security, compliance, and operational efficiency.

Securing Funding

Once you have a compelling case, you need to secure funding for your IG program. To do this effectively:

- **Identify potential funding sources:** Explore internal budgets, grants, or partnerships with external vendors.
- **Develop a budget proposal:** Outline the costs associated with implementing and maintaining your IG program, including personnel, technology, and training.
- **Demonstrate ROI:** Show how the benefits of IG outweigh the costs by quantifying the potential return on investment (ROI).

Driving Results

After securing funding, the real work begins. To drive tangible results from your IG program:

- **Establish governance structures:** Define roles, responsibilities, and processes for IG decision-making and oversight.

- **Implement policies and procedures:** Develop clear policies and procedures that guide the management of information across the organization.
- **Conduct training and awareness programs:** Educate employees on the importance of IG and their role in protecting information.
- **Monitor and evaluate your program:** Track key metrics and conduct regular audits to assess the effectiveness of your IG program and make necessary adjustments.

Selling IG to the business is a strategic imperative that can transform information into a valuable asset. By following the steps outlined in this guide, you can build a compelling case, secure funding, and drive tangible results. Remember, the key to success lies in aligning IG with the business goals, demonstrating its value, and securing the necessary resources to implement an effective program. Embrace IG as a strategic asset and empower your organization to thrive in the digital age.



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