



INFORMATION QUALITY PRINCIPLES & PROCESSES (IQ 101): Foundations for Sustainable IQ

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While organizations have recognized the requirement for product and service quality to be competitive, most are only now becoming aware of the problems in information quality and how poor information quality hurts competitiveness and profits. Information quality management is not an academic exercise—it is a required management tool for business performance excellence in the “realized” Information Age.

World-class companies apply the same quality principles, such as Deming’s Fourteen Points, Kaizen and Quality Function Deployment (QFD) to information as a product of business process. This presentation addresses how these principles and techniques apply directly to information as a product and knowledge workers as information customers.

In this tutorial Mr. English describes the fundamental principles of information quality. He describes how an organization can improve the quality and value of its information resources. He describes metrics for measuring information quality and management principles for implementing an effective information quality environment. Mr. English describes how organizations have successfully implemented information quality processes to improve the effectiveness of their business and information system processes.

Learning Objectives:

- Define what information quality is
- Explain why information quality is essential to business survival
- Identify information customers and information producers
- Describe the processes for measuring business information quality
- Describe the processes for information quality improvement
- Describe the cultural requirements for an information quality environment

Course Outline:

- I. Principles and Processes of IQ Assessment: Information Quality Appraisal
 - Defining information quality: what IQ is and is not
 - Information customers and information producers
 - The information supply chain
 - Metrics for information quality
 - Assessing information quality
 - Measuring the costs of poor quality information
 - Principles and Processes of IQ Improvement
- II. Plan-Do-Check-Act (PDCA) and IQ Process Improvement
 - Quick wins and systemic improvements for information quality improvement and business effectiveness
 - Quality principles for information scrap and rework
 - Principles for designing information quality in
- III. Principles and Processes of Culture Transformation: Creating an Environment for Sustainable Quality Information
 - The 14 Points of Information Quality
 - How to start an information quality initiative
 - Creating and sustaining culture change for business effectiveness and sustainable IQ management

Duration: 1 Day

Format: Lecture plus some exercises

Pre-Requisites: Reading Chapters 1, 2, 3 and 11 in *Improving Data Warehouse and Business Information Quality* will enhance learning, but not required.