**Challenge & Objective Summary (Linked)**

Which challenges are linked to objectives?

1. **Data Insights: Trusted reporting and insights for improved decision making**
   - Key reports and analytic results are validated and trusted by RedYabber's executives
     - Trust in data is built report by report through a validation and endorsement cycle with the executive team

2. **Data Quality: Low-level of trust in accuracy and quality of data**
   - All information is assessed and classified
     - Information classification will help: identify quality of data required; the level of controls required; the value of information; and the correct treatment.

3. **Data Ownership: Lack of data accountability and responsibility**
   - Establish master data management and ensure sources of truth is defined for all critical data
     - Often the same information can be sourced from different systems. To improve data integrity and trust, RedYabber must define and agree on the master or originating source of information.

4. **Data Standards: Lack of a consistent approach for managing data**
   - Roles and responsibilities for data management are defined and assigned
     - All information assets have an assigned owner where the roles and responsibilities are clear.

5. **Data Governance: Lack of data governance**
   - RedYabber culture and mindset have shifted to treat information as an asset
     - Information is treated as an important asset to RedYabber. Information is owned and managed and all staff contribute to improving data quality.

6. **Data management policies, standards and practices are established and applied consistently**
   - Data management policies, standards and practices are established and applied consistently
     - The development of policies, standards and practices for data management to govern and enforce the data management strategy for RedYabber.

7. **Data governance capability is established and practised across all functions**
   - Data governance policy, standards and practices are developed centrally. The execution of data governance as a capability is across the whole organisation and there is a culture that sees value in it.

8. **RedYabber data management strategy is endorsed by the executive team**
   - A data management strategy to be developed, socialised and supported by the executive team at RedYabber.