

Non-Invasive Data Governance™ Essentials
Data Modeling Essentials
Two 2-Day Classes from Robert S. Seiner and Steve Hoberman

2 Public Classes in 1 – June 28 to July 1, 2010

**Non-Invasive Data Governance™
Essentials
&
Data Modeling
Essentials**

**Non-Invasive Data Governance™ Essentials
Monday & Tuesday, June 28-29, 2010
Sheraton Station Square, Pittsburgh, PA USA
Taught by Robert S. Seiner
of KIK Consulting & TDAN.com**

**Data Modeling Essentials
Wednesday & Thursday, June 30-July 1, 2010
Sheraton Station Square, Pittsburgh, PA USA
Taught by Steve Hoberman
of Steve Hoberman & Associates**

***\$1999.00 for the 4-Days of Class
\$1850.00 for the 4-Days of Class if paid before May 28, 2010***

***\$1299.00 for either of the 2-Day Classes
\$1199.00 for either of the 2-Day Classes if paid before May 28, 2010***

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Class Descriptions & Price

Non-Invasive Data Governance™ Essentials

This class is taught by Robert S. Seiner. In this class you will learn a “Non-Invasive” approach to Governance where:

- Data steward responsibilities are identified and recognized, formalized and engaged according to their existing responsibility rather than being assigned or handed to people as more work.
- The governance of data is applied to existing policies, standard operating procedures, practices, and methodologies ... rather than being introduced or emphasized as new processes or methods.
- The governance of data augments and supports all data integration, risk management, business intelligence and master data management activities rather than imposing inconsistent rigor to these initiatives.
- Specific attention is paid to assuring senior management’s understanding of a practical and non-threatening yet effective approach to governing data that will be taken to mediate ownership and promote stewarding of data as a cross-organization asset, rather than the traditional method of “you will do this”.
- Best practices & key concepts of a non-threatening approach are communicated effectively, compared to existing practices to identify leverage-able strengths and to address opportunities to improve.

Students of this class will learn how to take a non-threatening, practical & pragmatic, but most of all a “Non-Invasive” approach to implementing a Data Governance Program and how to immediately formulate a strategy & plan that will deliver measurable results with minimal investment.

Data Modeling Essentials

This class is taught by Steve Hoberman. Data Modeling Fundamentals contains a complete explanation of data modeling concepts and terminology, along with techniques for producing solid relational and dimensional data models. This course is designed to give you a practical understanding of data modeling that can be applied to your current projects. You will learn:

- Data Modeling Concepts and Terminology
- How to Read a Data Model
- Steps to Building a Subject Area Model
- Logical Data Modeling Techniques of Normalization, Abstraction, and Dimensionality
- Physical Data Modeling Techniques of De-Normalization, Partitioning, Views, and Indexing

Seminar Location: Sheraton Station Square Pittsburgh (A Starwood Hotel)
300 W Station Square Dr · Pittsburgh, Pennsylvania 15219 · United States
Mention “KIK Consulting” When Registering to Get Discounted & Blocked Room Rate.
Call the Sheraton directly for reservations at (412) 261-2000
www.starwood.com/sheraton/index.html

Schedule: **Registration for Class One: June 28, 8:00 a.m. – 8:30 a.m.**
Class One Day One - Monday: June 28, 2010, 8:30 a.m. – 4:30 p.m.
Class One Day Two - Tuesday: June 29, 2010, 8:00 a.m. – 2:30 p.m.

Registration for Class Two: June 30, 8:00 a.m. – 8:30 a.m.
Class Two Day One - Wednesday: June 30, 2010, 8:30 a.m. – 4:30 p.m.
Class Two Day Two - Thursday: July 1, 2010, 8:00 a.m. – 2:30 p.m.

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Instructor Qualifications

Robert S. Seiner



Robert S. (Bob) Seiner is well recognized and respected in the information asset management industry (covering data, content, and knowledge management) for his tremendous commitment to collecting, recording and sharing information about successful practices. Mr. Seiner is the President and Principal Consultant of KIK Consulting & Educational Services, LLC, an information management consulting firm that focuses on cost-effective / practical solutions & education in data and meta-data management, data governance and stewardship programs, content and knowledge management solutions. Mr. Seiner has maintained a focus on knowledge transfer throughout his twenty year career, through his popular internet publication The Data Administration Newsletter, LLC – TDAN.com, and through more than twelve years of conference speaking and hosting workshops.

Mr. Seiner, as a consultant & educator, has focused on the knowledge transfer aspect of his job. After years of studying and implementing data management, knowledge management and business intelligence best practices he has taken on Consultative Mentoring, a blend between consulting and education, full time. You can learn more about his publication, consulting and educational services by visiting <http://www.TDAN.com> and <http://www.KIKconsulting.com> and he can be reached at rseiner@tdan.com.

Steve Hoberman



Steve Hoberman is one of the world's most well-known data modeling gurus. He understands the human side of data modeling and has evangelized “next generation” techniques. Steve taught his first data modeling class in 1992 and has educated more than 10,000 people about data modeling and business intelligence techniques since then. Steve is known for his entertaining, interactive teaching and lecture style (watch out for flying candy!) and is a popular, frequent presenter at industry conferences, both nationally and internationally.

Steve is a columnist and frequent contributor to industry publications, as well as the author of Data Modeling Made Simple, Data Modeler’s Workbench, and Data Modeling for the Business. He is the founder of the Design Challenges group and inventor of the Data Model Scorecard®. You can learn more about his books and other essential data management texts at Technics Publications' website, www.technicspub.com. Steve's website is www.stevhoberman.com and he can be reached at me@stevhoberman.com.

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Class Agenda

Non-Invasive Data Governance™ Essentials

DAY ONE – MORNING – APPROXIMATELY 3 TO 3.5 HOURS

- Defining Data Governance and Data Stewardship Approaches (Non-Invasive, 3-D, 2x4, ...)
- Defining Data Governance & Data Stewardship Key Concepts
- Defining & Conducting Best Practices Assessments, Critical Analysis and Action Planning
- Building and/or Enhancing Data Governance Policy, Directives, Guidelines
- Framing and Selling a Data Governance/Stewardship Program in a Corporate Context
- Defining Data Governance/Stewardship Program Business and Technical Goals and Objectives
- Defining Measurements and Metrics of Data Governance/Stewardship Success

DAY ONE – AFTERNOON – APPROXIMATELY 3 TO 3.5 HOURS

- Defining Data Governance/Stewardship Program Critical Success Factors
- Contending with Organizational (In)Tolerance for Change
- Defining a Framework of Data Governance & Stewardship Roles & Responsibilities
- Defining Organizational Time Commitments & Tasks - What does it really take?
- Engaging Stewards & Staff at the Operational, Tactical, Strategic, Executive and Support Levels
- The Pivotal Roles: The Data Domain Stewards & The Data Steward Coordinators
- Formation of the Data Governance Council: Participants, Meetings, Actions, Ownership of Council
- Managing Data by Domains, Master Data Areas and Subject Area
- Identifying Vs. Assigning Appropriate Data Stewards, Steward Criteria and Traits

DAY TWO – MORNING – APPROXIMATELY 3 TO 3.5 HOURS

- Developing Data Governance/Stewardship Tools, Work Flow, Process/Methodology Integration
- Work Flow & Process Integration Through Proactive and Reactive Data Governance
- Developing Data Conflict Resolution Paths – Design, Production, Usage Conflicts
- Developing Conceptual Meta-Models to Support Governance/Stewardship Programs
- Identifying Sources of Data Steward Meta-Data and Mapping to the Meta-Model
- Recording and Managing Data Stewardship Meta-Data
- Developing Data Stewardship Change Management Procedures and Notification

DAY TWO – AFTERNOON – APPROXIMATELY 2 TO 2.5 HOURS

- Implementing a Common Data Matrix, Data Governance Activity Matrix, DQ & Issue Log, ...
- Understanding Data Governance/Stewardship Beyond Structured Data
- Identifying the “Best” Place to Start a Data Governance/Stewardship Program (if necessary)
- Developing Next Steps/Action Plan to Build Data Governance/Stewardship Program
- Developing a Plan to Market Data Governance/Stewardship

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Data Modeling Essentials

PART 1: MODELING BASICS

Assuming no prior knowledge of data modeling, we will begin this section with an entertaining exercise that will illustrate an important gap filled by data models. Next we will explain data modeling concepts and terminology. We will also explore each component on a data model and practice reading business rules. Here are the “Top 10” questions that will be answered in this part of the course:

- What is a data model and why is a piece of paper with boxes and lines so valuable to our organizations?
- How does a data model improve communication during the analysis process and after the model is complete?
- What two situations can degrade a data model's precision?
- What are five key skills every data modeler should possess?
- What do a data model and a camera have in common?
- What are entities, data elements, domains, and relationships?
- Why subtype and what are the four subtype types?
- What are the different types of keys on a model?
- Explain cardinality and how to read the relationships on a data model.
- What is recursion and why is it such an emotional topic?

PART 2: SUBJECT AREA MODELING

A subject area model provides a broad high-level picture of an application, business, or industry. Here are the “Top 10” questions that will be answered in this part of the course:

- What is a subject area and what is definitely not a subject area?
- Why build a subject area model?
- What are the three types of subject area models?
- How do relational and dimensional subject area models differ?
- Describe the three approaches used to build subject area models.
- Where does subject modeling fit within a data management framework?
- What challenges exist in building a subject area model?
- What tips can help with subject area modeling?
- What business and IT roles are critical for building the subject area model?
- Which roles will most benefit from the subject area model?

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Class Agenda

Data Modeling Essentials (continued)

PART 3: LOGICAL DATA MODELING

A logical data model represents a business solution independent of technology. Here are the “Top 10” questions that will be answered in this part of the course:

- What is a logical data model?
- How do relational and dimensional logical data models differ?
- Discuss the strict modeling constraints placed on the dimensional model.
- Why do we have a love/hate relationship with dimensional models?
- What is normalization and why is it so great?
- Why is abstraction dangerous?
- Describe the three approaches used to build logical data models.
- What business and IT roles are critical for building the logical data model?
- Which roles will most benefit from the logical data model?
- Why do we often skip the logical data modeling phase and when do we pay the price?

PART 4: PHYSICAL DATA MODELING

A physical data model represents a technical solution dependent on technology. Here are the “Top 10” questions that will be answered in this part of the course:

- What is a physical data model?
- Explain the difference between a star schema, snowflake, and starflake.
- Where should denormalization be performed on your models?
- What are the five different ways of denormalizing?
- Where should views be chosen over denormalization?
- Why is indexing the modeler’s best friend?
- Explain vertical and horizontal partitioning.
- Describe the three approaches used to build physical data models.
- What business and IT roles are critical for building the physical data model?
- Which roles will most benefit from the physical data model?

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Registration Form

Make Checks Payable to: KIK Consulting & Educational Services, LLC

I will attend (circle one) Non-Invasive Data Governance Essentials Data Modeling Essentials Both

Card Method of Payment: Visa, MasterCard, American Express – Please Circle One

Cardholder Name:

Credit Card or PO Number:

Card Expire Date MM/YY: Credit Card Card Code: *(last 3 digits on back of card) or Amex Code*

U.S. attendees paying by credit card, please enter the credit card billing zip code:

How did you hear of the public seminar?

Please note: If you are registering someone other than yourself, please enter your information.

Name:

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Company:

Credit Card **Billing** Address Lines 1 & 2:

Billing City:

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Please sign the acknowledgement: I have read and I understand the described (below) course policy.

Please Sign and Print Name Here

Make payment to KIK Consulting & Educational Services, LLC. Your course registration confirmation with invoice or credit card receipt will be sent via email within 5 business days.

KIK Consulting & Educational Services, LLC
Post Office Box 112571
Pittsburgh, Pennsylvania 15241
Tel. 412-220-9643, Fax 412-220-9644
Email: rseiner@kikconsulting.com

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KIK Consulting Class Policy

AVAILABILITY: KIK Consulting & Educational Services, LLC limits the number of participants at its events to twenty-four. Seating is not crowded and consultation & mentoring between participants is highly encouraged. Private consultation, arranged in advance, can be scheduled in a separate room prior to or after the Seminar days, depending on availability.

PAYMENT POLICY: All registration fees must be paid in US Dollars. Full payment must be made prior to attendance at the seminar. It is policy that only U.S. government employees may submit training authorization forms in lieu of prepayment. The Tax ID Number that you should use is 26-0095878.

CONFIRMATION: Your registration confirmation will be sent via email within 5 business days of registration. All registrations received at least 5 days prior to the first day of the seminar will be confirmed by email, along with a credit card receipt if requested. Registrations received after that date will not necessarily be confirmed by email; in this case you may pick up your receipt at the seminar or request the receipt via email. Seminar materials will be available for pick up on site.

CANCELLATION POLICY: Should you need to cancel for any reason, you must notify us in writing and it must be postmarked or received within the time frames defined in this paragraph. Substitutions may be made at any time. Cancellations received less than 28 days prior to the first day of the seminar (*or May 28, 2010*) will be subject to a \$500 cancellation charge. Cancellations received less than 2 weeks prior to the first day of the seminar (*or June 14, 2010*) will not be entitled to a refund of any kind. Confirmed registrants who do not attend and do not cancel are liable for the entire registration fee. Replacements permitted. Please note: Non-payment does not constitute cancellation.

SPECIAL NEEDS: KIK Consulting & Educational Services, LLC & the Seminar Location support the Americans with Disabilities Act. If you require special assistance, please call 412-220-9643.

SCHEDULE: Every effort will be made to keep the schedule exactly as shown in this brochure, however if the situation requires, KIK reserves the right to make changes and substitutions as needed.

SOLICITATION: Solicitation at the event by anyone other than sponsors is strictly prohibited.