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COURSE BROCHURE

Data Strategy Development and Roadmap Planning Training Course

18 – 22 October 2027
Madrid

Data Strategy Development and Roadmap Planning Training Course

Ref: 3005_113918 **Date:** 18 – 22 October 2027 **Location:** Madrid **Fees:** 6200 GBP

Data Strategy Development and Roadmap Planning is a 1-week training course for data leaders, transformation managers and senior analysts who must connect information assets to business goals, and who leave with a drafted data strategy document. Executives now expect data spending to show a clear line to revenue, cost or service outcomes. Jupiter Prime Training delivers this course on data strategy development and roadmap planning.

Why Data Strategy Development and Roadmap Planning Matter Now

Two groups are pressing for a clearer data direction. Boards want evidence that platform and analytics investments serve stated objectives before approving the next round of funding. Business unit heads compete for scarce analyst and engineering capacity, needing a transparent way to rank use cases. Privacy and records obligations also constrain each new use of customer information. An organisation with a credible strategy funds fewer, better initiatives; one without it repeats pilots that never scale. The course rests on goal-to-use-case mapping, capability maturity assessment and value-versus-feasibility prioritisation.

Who Gains Most from Data Strategy Development and Roadmap Planning

- Leaders accountable for the direction and budget of an information function
- Transformation managers who sequence change initiatives that depend on reliable information
- Senior analysts asked to translate business objectives into measurable data use cases
- Architecture and platform owners who must justify technology choices against business need
- Performance and planning staff who link strategic objectives to indicators and targets

Leadership groups that pair a business sponsor with the head of the data function gain most when they attend together.

Data Strategy Development and Roadmap Planning Capabilities

Participants trace each business objective to the information, skills and decisions needed to reach it.

- Assess the current state of data assets, skills, platforms and practices across business units — executive sponsors
- Align candidate data use cases with stated strategic objectives and owners — business unit heads
- Weigh centralised, federated and hub-and-spoke operating model options — the head of the data function
- Specify capability gaps in people, process and platforms with realistic closing actions — budget committees
- Build a prioritised roadmap that sequences quick wins and foundation investments — transformation boards
- Communicate the strategy as a short narrative with measures of progress — boards and staff

Key Data Strategy Development and Roadmap Planning Terms

- Data strategy — a statement of how an organisation will collect, manage and use information to reach its business objectives.
- Current-state assessment — a structured review of existing data assets, skills, platforms and practices against a target level.
- Data use case — a defined business question or process improvement that a specific set of information will support.
- Operating model — the arrangement of roles, decision rights and teams through which data work is organised and funded.
- Capability maturity — a staged scale describing how consistently and effectively an organisation performs a data practice.
- Strategic roadmap — a time-sequenced set of initiatives, dependencies and milestones that moves the organisation towards its target state.

Data Strategy Development and Roadmap Planning Day by Day

Day 1: Business Goals and the Role of Information

- Strategic Objective Mapping — Linking Corporate Goals to Information Needs
- Stakeholder Interviews and Pain-Point Capture — Surfacing Unmet Business Demand
- Value Levers of Information — Revenue, Cost, Risk and Service Outcomes
- Data Vision and Guiding Principles — Setting the Direction for Decisions
- Cases From Utilities and Retail Banking — Strategy Choices and Consequences

Day 2: Current-State Assessment

- Capability Maturity Scales — Rating People, Process and Platform Practices
- Data Asset Inventory and Ownership — Locating Critical Information Sources
- Quality, Access and Trust Diagnostics — Finding Barriers to Use
- Skills and Literacy Survey — Gauging Workforce Readiness for Change
- Gap Analysis Summary — Comparing Present Practice With Target Levels

Day 3: Use Cases and Operating Model Choices

- Use Case Canvas — Defining Question, Owner, Measure and Information Required
- Value Versus Feasibility Matrix — Ranking Candidate Initiatives Transparently
- Centralised, Federated and Hub-and-Spoke Models — Choosing Decision Rights
- Roles and Accountabilities Grid — Owners, Stewards and Delivery Teams
- Funding Approaches for Data Work — Project, Product and Shared Service Options

Day 4: Roadmap Design and Risk

- Initiative Sequencing and Dependencies — Foundations Before Advanced Uses
- Quick Win Selection — Building Early Credibility With Sponsors
- Privacy, Security and Records Obligations — Constraints on Roadmap Choices
- Progress Measures and Benefit Tracking — Showing Movement Towards Targets
- Change and Communication Plan — Bringing Staff and Leaders Along

Day 5: Practising the Data Strategy Document

- Objective Map for a Case Organisation — Applying Day One Methods
- Maturity Ratings and Gap Summary — Applying Day Two Assessment
- Ranked Use Case Portfolio — Applying Day Three Prioritisation
- Sponsor Challenge Session — Testing Assumptions Before Approval
- Data Strategy Document — Vision, Priorities, Operating Model and Roadmap

Applying Data Strategy Development and Roadmap Planning After the Course

- Run a capability maturity rating with three business units and present the gap summary to the executive sponsor.
- Score the current backlog of data requests on a value versus feasibility matrix and agree the top five with business owners.

Data Strategy Development and Roadmap Planning Questions FAQ

What are data strategy development and roadmap planning, and why do they matter now?

They are the practice of deciding how information serves business goals and sequencing the work. They matter now because boards expect data spending to show clear outcomes.

Which roles gain most from data strategy development and roadmap planning training?

Data leaders, transformation managers and senior analysts gain most. You benefit when you set direction, compete for funding or translate objectives into use cases.

How does a data strategy development and roadmap planning course differ from a data governance course?

It sets direction before rules. A governance course defines policies, stewardship and controls, while this one decides which business goals information serves, which use cases come first and how the function is organised.

What do you bring back from data strategy development and roadmap planning training?

You bring back a drafted data strategy document with an objective map, maturity ratings, a ranked use case portfolio, an operating model choice and a sequenced roadmap.

Data Strategy Development and Roadmap Planning: The Way Forward

The data strategy document first informs which initiatives the executive sponsor funds in the coming planning cycle. Business owners and the head of the data function use it to settle competing requests. After the first two quarters, revisit the maturity ratings and the ranked use cases to see whether early wins changed what deserves priority next.