GAME OBJECTIVES:

- Explore the implications of doing business in an ungoverned data ecosystem.
- Be aware of the potential negative outcomes (in terms of decreased trust and value) of using data without a data governance framework.

> **KEY:**
>
> Normal => Spoken script
> Blue => Actions
> Red => Discussion

DATA GAME INTRODUCTION (5 MIN)

We've talked about our digital transformation and how we need to leverage, create, grow, and optimize our technology and data assets. We've recognized that data is simply information that has value – and that our data is considered a core business asset. Let's play a game that lets us dig into these ideas and have a little fun in the process!

- *Split up the class into groups of 4-6 players per game board.*
- *Make sure each table has a printed copy of the Game Play – talk through the rules as listed below.*

- Everyone starts this game with 20 **Value** points and 10 **Trust** points.
- Roll the dice and move your token – follow the directions for the type of square you land on.

  - o If you land on a blank square, draw a **Scenario** card. Read your scenario and select your option. Pay for your chosen option with your **Value** points (you may choose more than one option) and then roll one die to see the outcome of your choice (losing or gaining Trust and Value points).
  - o If you land on a **Value** or **Trust** square, draw the relevant card from the stack in the middle and see what has happened to affect your Trust or Value. (This is like "Chance" in Monopoly.)
  - o If you land on a **Data Literacy** square have someone draw a Data Literacy card and quiz you on data vocabulary and concepts. If you answer correctly, you get a Value point! If you answer incorrectly, you lose a Value point.
  - o If you land on the **Decision Intelligence** square, collect a **Decision Intelligence card. Decision Intelligence** is basically the technology and automation that will go into building a business product. You also have the option of purchasing this for four Value points.
  - o If you pass **START** you gain two (2) Value points.
  - o If you run out of Value points, you may choose to trade in one (1) Trust for three (3) Value points.

- *Answer questions – but encourage them to begin playing the game. Once they get through a round, they will most likely get the hang of it.*

DATA GAME PLAY (30 MIN)

We're going to take about 30 minutes to play – let's see who ends up with the most Value and Trust points when we are finished.

- *Give them about 30 minutes to play the game.*
- *Circulate around the room answering questions.*

🔔 **Possible Callouts as Facilitator circulates:**

- o Yes, this is complicated – how do you feel this compares with working with data today?
- o Trust points include customer trust in our company AND us being able to trust our data.
- o Point out the concept of Decision Intelligence as the technology and automation required to build a data-driven business product.

DATA GAME WHO WON? (5 MIN)

Let's tally up our points and see who won at each table.

- 1 Value = 1 Game Point
- 1 Trust = 4 Game Points

The winner in each group is the one with the most Game Points who **also** still has remaining Trust points – at the end of the day, if we cannot Trust our data and our customers have no Trust in our brand, our Value means very little.

Now let's see which **group** has the most points, because in the end, we are a team, and the decisions you make can positively or negatively affect the entire company.
Which group wins?

- *The tie-breaker is the number of Trust points.*
- *Pass out prizes to the winning table/group.*

DATA GAME DEBRIEF (20 MIN)

We've played this game and we have a winning group – hopefully you had a little fun! Now let's talk about some of the things that bubbled up during the game.

- *Have a thoughtful discussion about their impressions of the game. Let discussion flow around each callout – and note other themes that crop up!*

- 🔔 **Important callouts:**
  - o Did this spark any ideas about how you might leverage data in your area to create value?
  - o The idea of building a data-driven business product – technology that is fed by data and helps us to make quick decisions.
    - This is Decision Intelligence. For right now, we want you to know that Decision Intelligence is the technology and automation required to build a data-driven business product. We'll be doing a deep dive into Decision Intelligence in the future, but hopefully the game fueled some ideas.
  - o Did anyone recognize that there were two types of Trust in the game?
    - Us being able to trust our data.
    - Customers trusting **our brand**.
  - o What were some of the ways we lost or gained Trust?
    - Not being able to trust the data.
    - Can't move quickly because you can't trust the data.
    - Making decisions based on bad/incorrect data.
    - Decisions that resulted in greater or less customer Trust.
    - Things that happened outside of **our company** can affect Trust.
  - o Did you notice that we could trade Trust for Value?
    - It may be legal in some cases, but is it ethical? Should we?
  - o What about Value? What were some of the ways we lost or gained Value?
    - Higher risk meant the greater possibility for higher value (be bold and innovate!)

- If you asked the wrong questions (wrong data points), you could lose Value. This ties into Data Literacy – we must understand how to approach the data so we can ask the right questions.
- Sometimes you may have only increased a little bit in Value, because there was duplicate data.

o Did anyone run across a scenario where the outcome said you let your bias affect the data? This is a common mistake – I have an idea, and I'm going to MAKE the data support it.
o It seems to be a game of chance.

- The game gave us options, but ultimately it all came down to a roll of the die – a game of chance. This is what we are doing every time we use data **without a structure of data governance in place.**

o Data Literacy!

- That part of the game was a way to remind you that you need to upskill in Data Literacy. We'll be providing more opportunities to learn going forward, so stay tuned.

As many of you noticed, it all came down to a roll of the die. The game gave us options, but ultimately it was a game of chance.

🔔 **Go through the following questions and discuss each with the participants:**

o Do you feel like this is accurate in how you use data?
o What does data look like in your work today?
o Are you always 100% sure in the accuracy of your data?
o Are you able to move quickly and confidently?
o Have you known anyone who has accidentally shared data they shouldn't have?