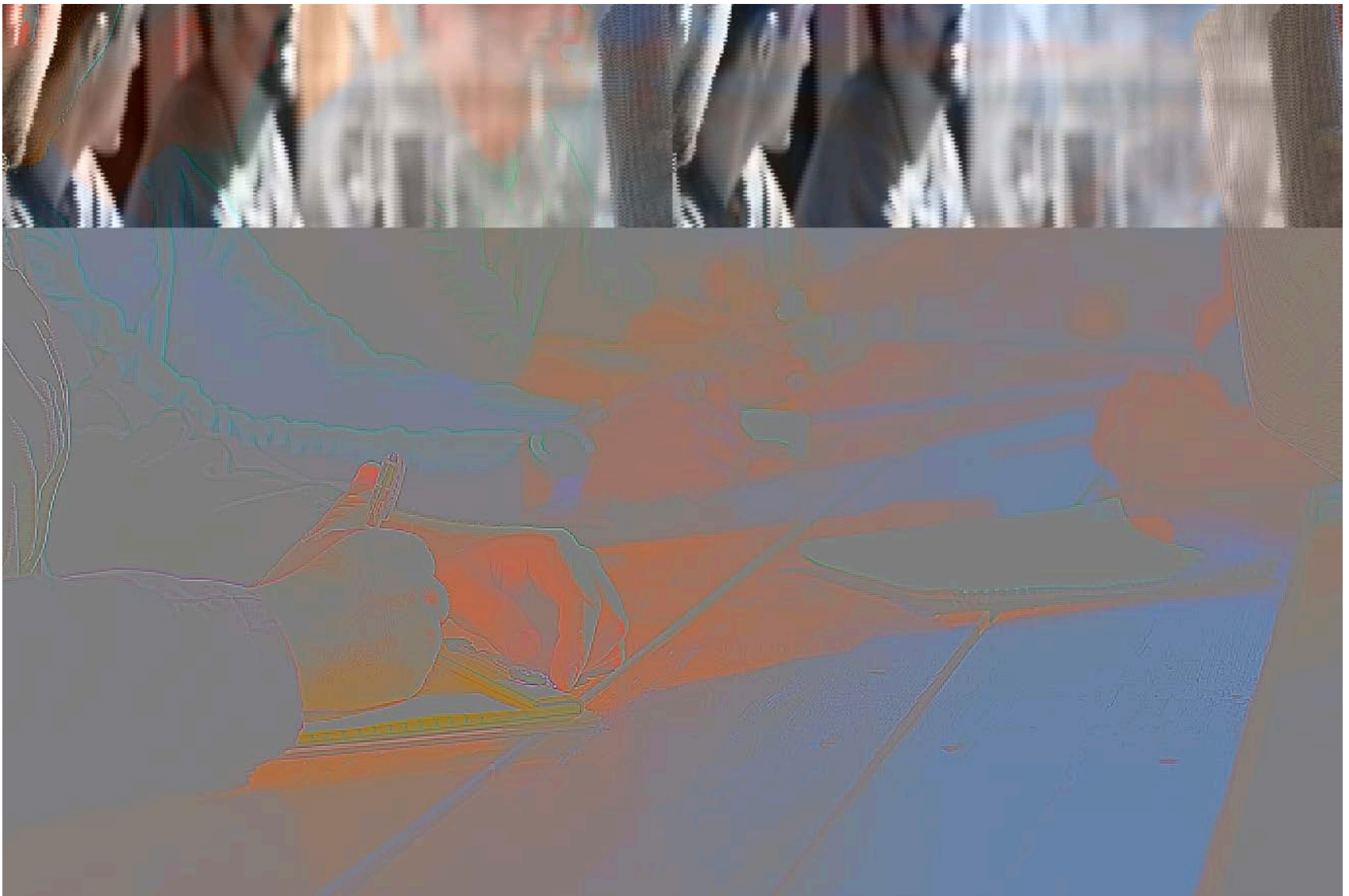


# **Winning Friends And Influencing People For Successful Data Governance**

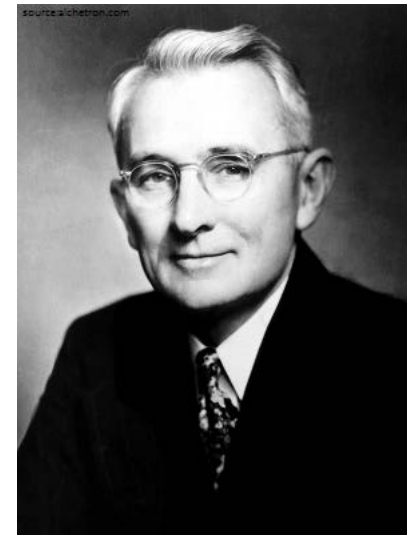
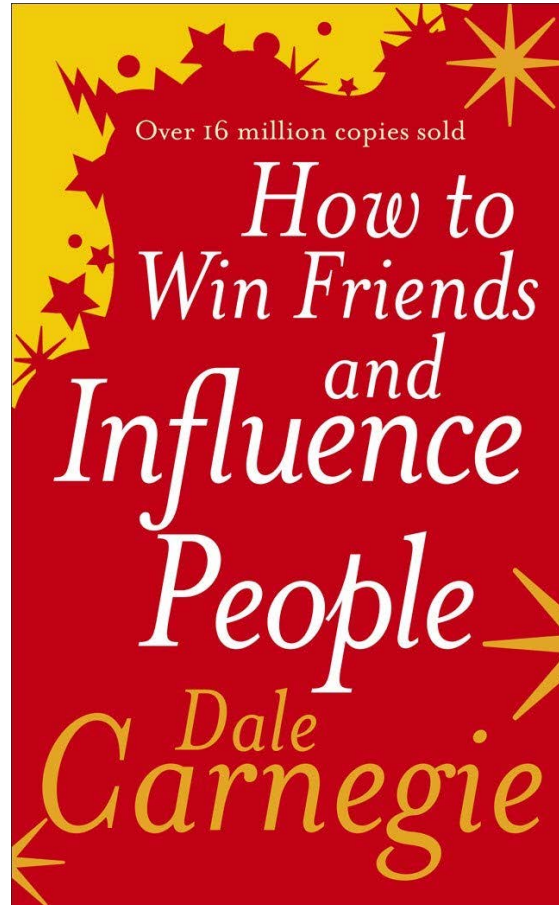


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**“If You Want to Gather Honey,  
Don’t Kick Over the Beehive”**







## **“If You Want to Gather Honey, Don’t Kick Over the Beehive”**

**Don’t**

Criticize  
poor data  
practices

Say it should  
have been  
done better

**Do**

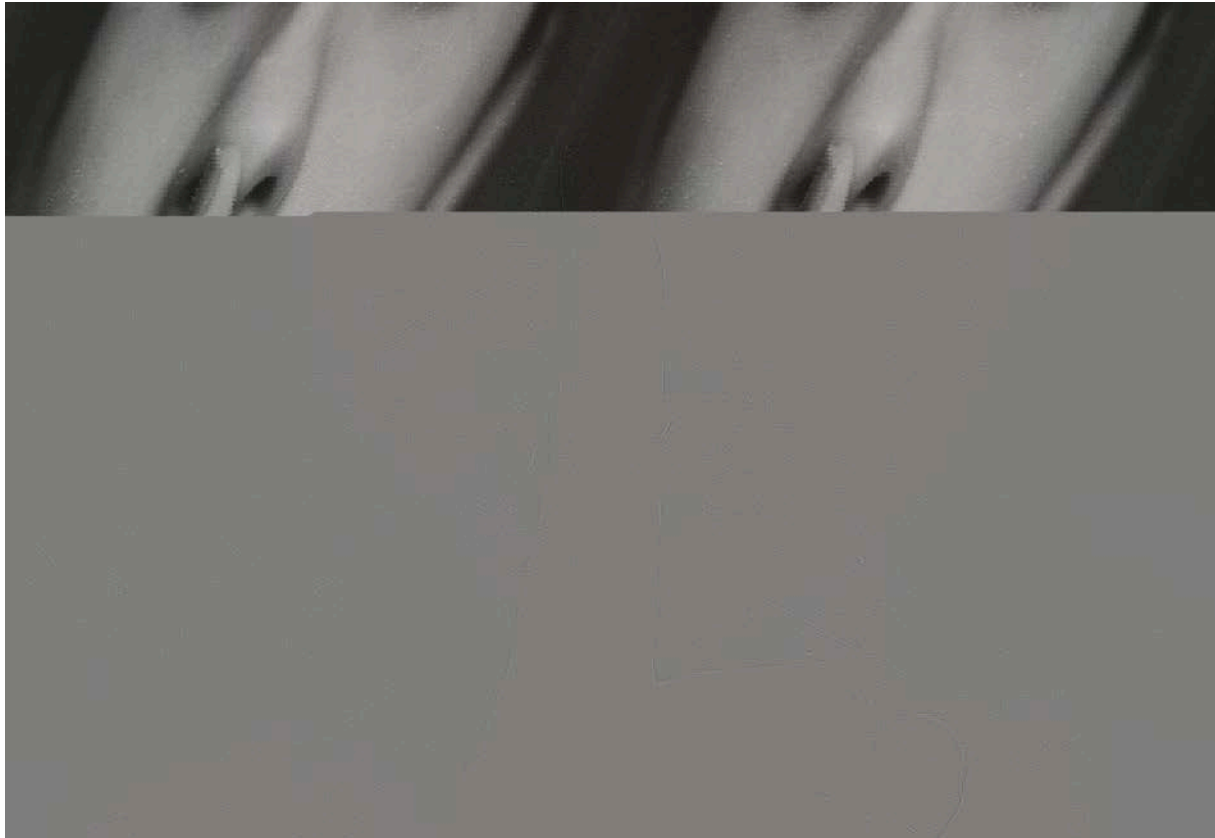
Understand  
the situation

Empathise





## **“The Big Secret of Dealing With People”**





## “The Big Secret of Dealing With People”

Don't

Do flattery

Be insincere

Do

Be sincere

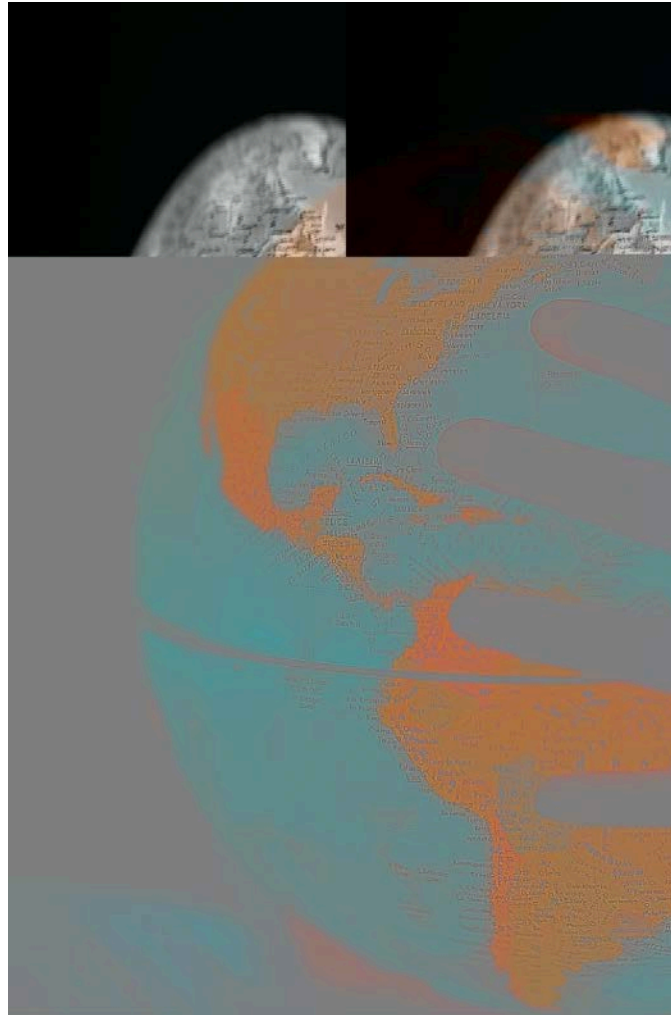
Show  
appreciation







**“He Who Can Do This Has the Whole World with Him. He Who Cannot Walks a Lonely Way”**





**“He Who Can Do This Has the Whole World with Him. He Who Cannot Walks a Lonely Way”**

**Don't**

Tell what  
have to do

Use generic  
benefits

**Do**

Research

Understand  
the context





## **“A Sure Way of Making Enemies And How to Avoid It”**





## “A Sure Way of Making Enemies And How to Avoid It”

Don't

Say you are wrong

Insist on your way of doing things

Do

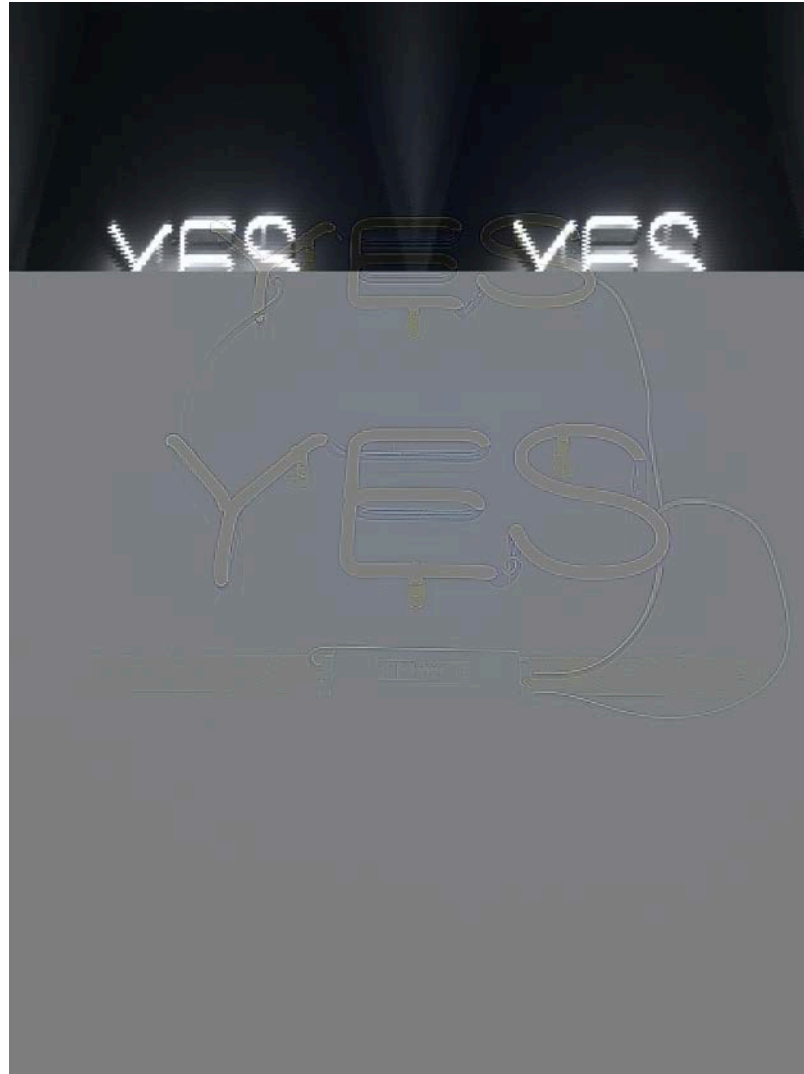
Admit you are wrong

Try new ways





## “The Secret of Socrates”





## “The Secret of Socrates”

Don't

Let them say  
no!

Disagree  
with them

Do

Emphasize  
the points of  
agreement

Say yes!





## “When Nothing Else Works, Try This”







## “When Nothing Else Works, Try This”

Don't

Announce a competition

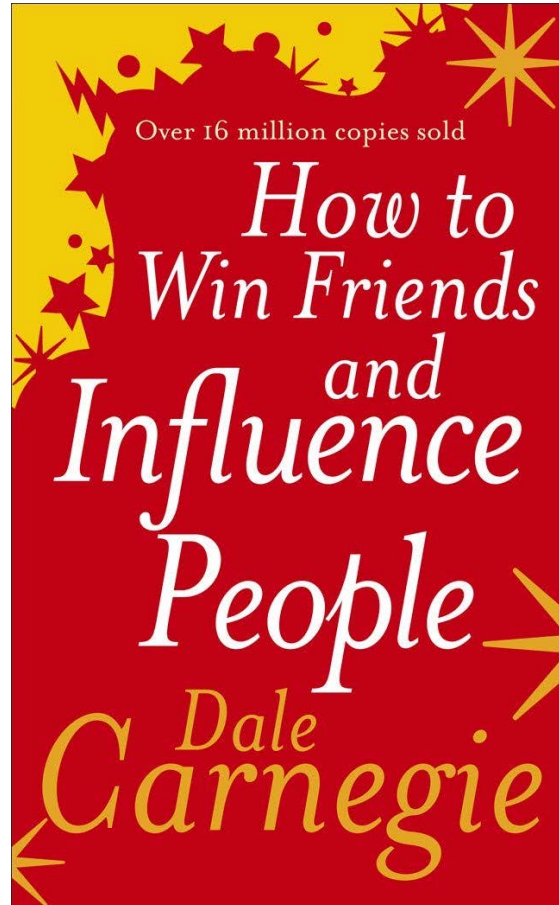
Don't call out the losers

Do

Dashboards

Shout about successes







# Free Top Tips For Stakeholder Engagement

[www.nicolaaskham.com/top-tips](http://www.nicolaaskham.com/top-tips)



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