

Your AI Strategy Has a People Shaped Hole in it



Introductions



Nicola Askham
The Data Governance Coach

AI just ran the biggest proof of concept for data governance in history

Most organisations failed it

88%

claim they have the data
readiness needed for AI

vs

43%

cite data readiness as their
biggest obstacle to AI

Good data has always been
a people problem

What's Going Wrong

01

Unclear ownership

Nobody owns the data. Everybody owns the problem. AI amplifies confusion rather than resolving it.

71% of orgs with governance programmes report high data trust vs 50% without

02

Weak stewardship

Data stewards exist on paper. In practice they have no time, other priorities, and no tools to act.

43% cite data readiness as their biggest barrier to AI alignment

03

Governance as theatre

Framework written. Tick boxes completed. Behaviours unchanged.

71% claim AI aligns with business goals — only 31% have metrics tied to KPIs

The wrong response to AI is making things worse



REDUCED data governance
to focus on AI

Weakest performers



Created **SEPARATE** AI governance
from data governance

Mid-range performance



EXPANDED existing data governance
to include AI governance

Strongest outcomes

The organisations abandoning data governance to chase AI are the ones who will struggle most

The gap isn't technical

It's human

The organisations getting value from AI didn't chase AI. They built the foundation.

INNOVATORS

72%

Data strategy + data governance

high trust

EXPERIMENTERS

61%

Data strategy, no formal governance

high trust

PLANNERS

40%

Governance, no data strategy

high trust

LAGGARDS

0%

Neither strategy nor governance

high trust

**The competitive advantage won't go to
those who deploy AI fastest**

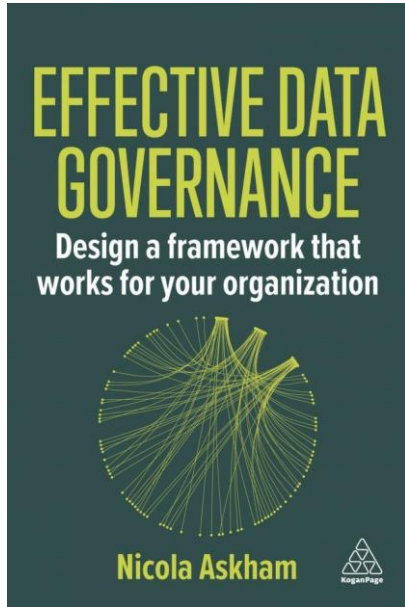
**It will go to those who build solid
foundations while everyone else
scrambles to retrofit theirs**

**If good data governance is
fundamentally about people,
why are we still treating it as
a technical problem?**



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