

TIO Framework | Domain 2: Data | Capability 2

# Data Quality

Proving Data is Fit for Purpose  
in the Age of AI

Executive Briefing | The Summit Leadership Alliance Inc.



# The AI Data Trap: Stalling at the Starting Line

AI demands absolute trust, but organizations are paralyzed by the belief that their data is inherently flawed.

## The Trap



**The Symptom:** Leaders receive conflicting numbers and spend time arguing about which report is right.

**The Reaction:** Launching massive, unwinnable "Data Cleanup" campaigns to clean all data everywhere before any AI or automation can scale.

## The Result



**The Result:** Transformation stalls. Every new AI use case becomes a back-office IT cleanup project.

# The Core Shift: Perfection is a Trap

## “Data Does Not Need to Be Perfect. It Needs to Be Fit for Purpose.”

**Annotation 1  
(Business Confidence):**  
Quality is not a  
back-office IT issue. It is  
a measure of business  
confidence.

**Annotation 2  
(Targeted Trust):**  
It is knowing what good  
enough means for the  
specific decision,  
automation, or AI Use  
Case in front of you.



# The Information Engine: Where Quality Sits

The Domain Purpose: Make information reliable, usable, protected, connected, and useful.



**Takeaway:** Quality is the second capability because Ownership names who is accountable, and Quality proves whether their data is good enough.

# The Boundary Line: Accountability vs. Fitness

Left Gear (Ownership):



- The Accountability.
- Names who is accountable for specific data domains, definitions, and issue resolution.
- Ownership is the named human.

Right Gear (Quality):



- The Fitness.
- Proves whether the data is accurate, complete, timely, consistent, and fit for use.
- Quality is the measurement.

Without Ownership, Quality problems become everyone's frustration and no one's responsibility.

# Reframing Quality: Business Confidence vs. IT Cleanup



## What Data Quality is NOT

- Cleaning all data everywhere.
- Making every dataset mathematically perfect.
- A one-time remediation or profiling project.
- A technology-only fix without business ownership.
- The final business decision to proceed despite defects.



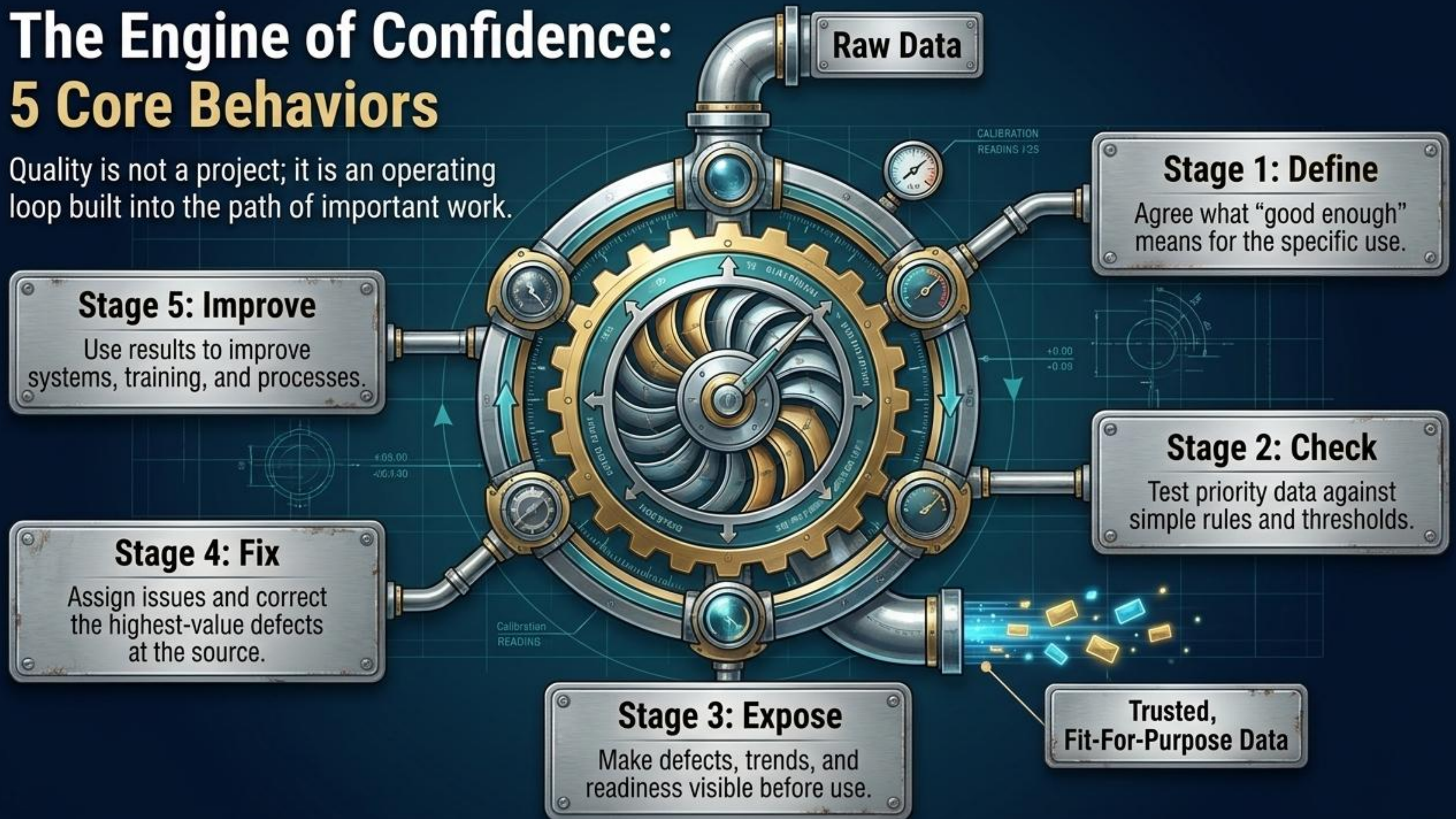
## What Data Quality IS

- Defining what “good enough” means for priority data.
- Setting rules for critical fields and records.
- Checking data before important AI or reporting use.
- Assigning quality issues for correction at the source.
- Making defects visible to the right owners and leaders.

# The Engine of Confidence:

## 5 Core Behaviors

Quality is not a project; it is an operating loop built into the path of important work.



# Behaviors 1 & 2: Setting the Standard & Measuring the Gap

## 1. Define (The Standard)

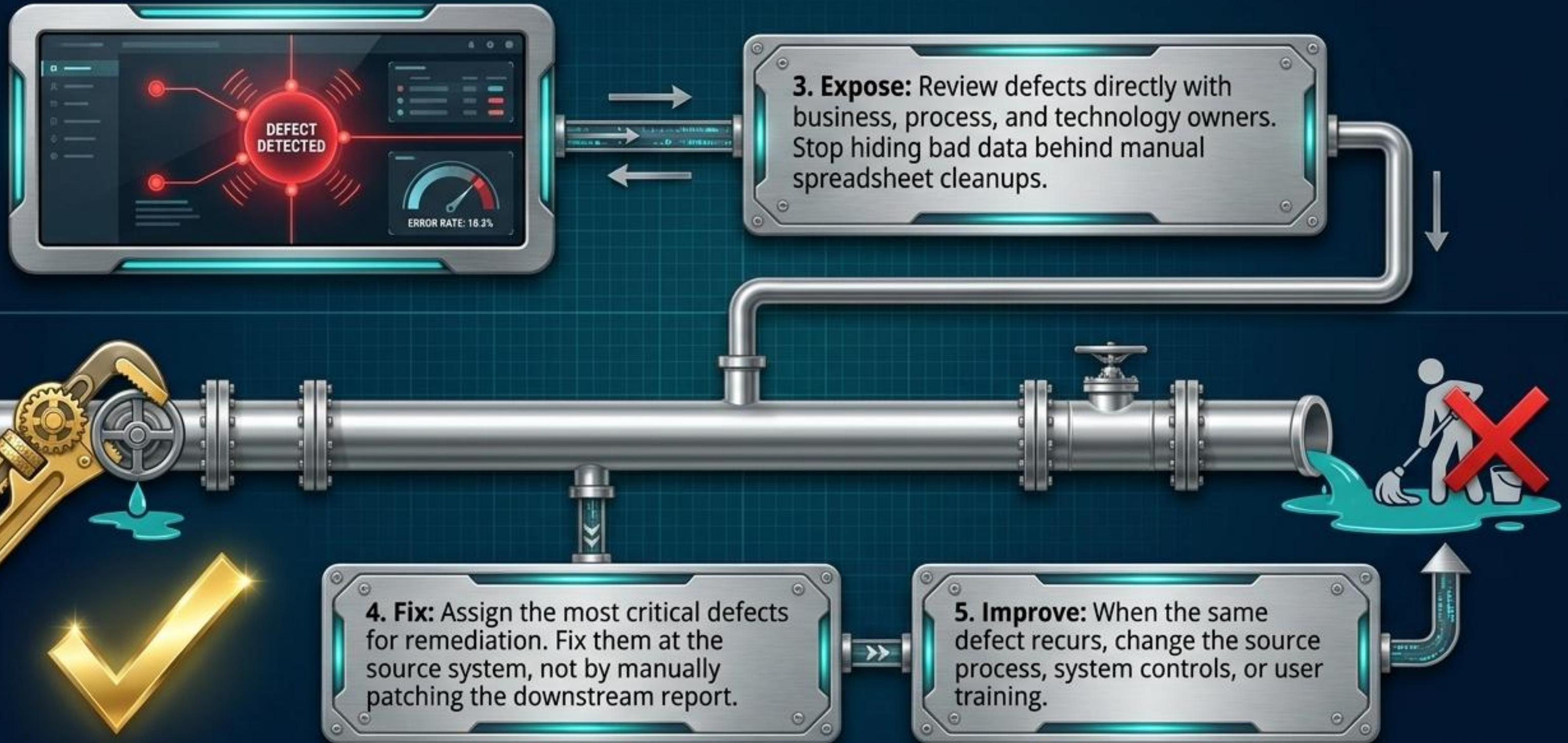
- Identify the 10-20 critical fields that matter most for a specific AI Use Case, automation, or executive dashboard.
- Write simple rules: completeness, validity, uniqueness, timeliness, linkage.

## 2. Check (The Diagnostic)

- Test the data via sampling, profiling, or source-system checks.
- Do not wait for downstream systems to fail; test before the data feeds the AI model or board report.



# Behaviors 3, 4 & 5: Visibility and Curing at the Source

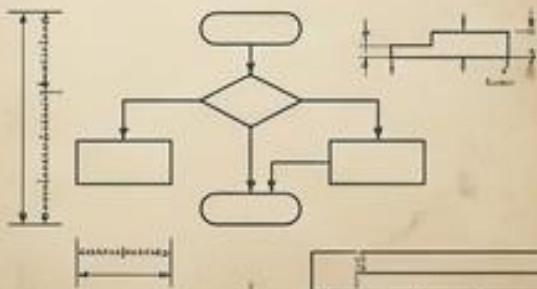


# The 3 Practical Outputs

More profiling does not mean more trust. Three outputs are enough to start.

## Output 1: Data Quality Rules

Defines what “good enough” means for priority fields. Simple, testable, and tied to real business use.



## Output 2: Data Quality Scorecard

Shows whether priority data is ready for use, highlighting defects, trends, and thresholds.

| Data Term | Metric | Status | Trend |
|-----------|--------|--------|-------|
|           |        | ✓      | ↗     |
|           |        | ✓      | ↗     |
|           |        | ⚠      | ↘     |
|           |        | ⚠      | ↗     |
|           |        | ✗      | ↗     |
|           |        | ✗      | ↗     |

## Output 3: Data Quality Remediation Plan

Assigns the most important defects for correction, naming the issue, source, owner, and due date.

| Issue Description | Source System | Owner | Due Date |
|-------------------|---------------|-------|----------|
|                   |               |       |          |
|                   |               |       |          |
|                   |               |       |          |
|                   |               |       |          |
|                   |               |       |          |
|                   |               |       |          |

# The Ultimate Output: The Readiness Decision

The Business Choice: Quality checks exist to force a decision before data is consumed by an AI Use Case or executive report.



**State 1:** Ready. Data meets the thresholds. AI/Automation can proceed safely.

**State 2:** Ready with Limits. Minor defects exist. Work proceeds, but with warnings or manual overrides attached to the output.

**State 3:** Not Ready. Critical defects block usage. The AI Use Case or report is stalled until the Remediation Plan executes.

**Takeaway:** Quality gives leaders confidence that they are not building intelligent tools on unreliable foundations.

# Executive Evidence: Proving the Capability

How to prove Data Quality exists in your organization.



**Evidence Rule 1:** Critical reports visibly match source system data. (No hidden manual reconciliation).



**Evidence Rule 2:** Data used for AI, automation, or key decisions has been explicitly checked against quality rules before use.



**Evidence Rule 3:** Recurring data quality reviews are held, with issues, accountable owners, and fixes clearly recorded.

# The Maturity Baseline: Where Are You?



# The First Moves: Activating Data Quality

Start Light. Build Only What Helps.

## Step 1: Pick ONE Target.

Choose one important report, automation, or AI Use Case that depends on trusted data. Identify the 10-20 critical fields.

## Step 2: Set the Rules & Check.

Write one simple quality rule for each field. Run the first test (sampling or profiling) and review defects with owners.

## Step 3: Decide & Assign.

Label the data as Ready, Ready with Limits, or Not Ready. Assign the top 5 defects to owners for source remediation.

**The Golden Rule:** Do not try to fix all data everywhere. Focus on the data that matters now.

## The Bottom Line



**Quality is not perfection. Quality is confidence.**

The organization must know when data is good enough to use, when it needs limits, and when it is not ready yet. This is how you architect safe speed.