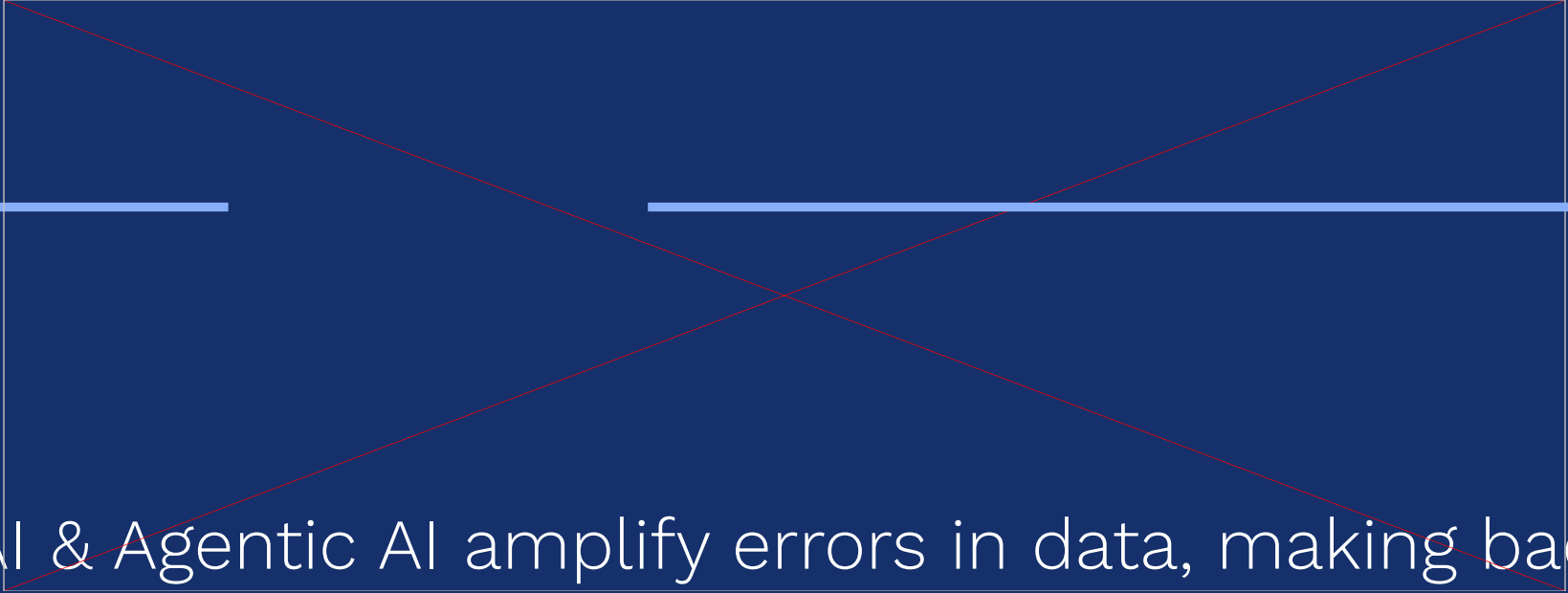


CREATING A CULTURE OF RADICAL DATA INTEGRITY CREATES THE FOUNDATION FOR AI

Business ready data doesn't happen by accident.



AI & Agentic AI amplify errors in data, making bad decisions faster than human oversight can correct; amplifying the impact of previously unnoticed issues.

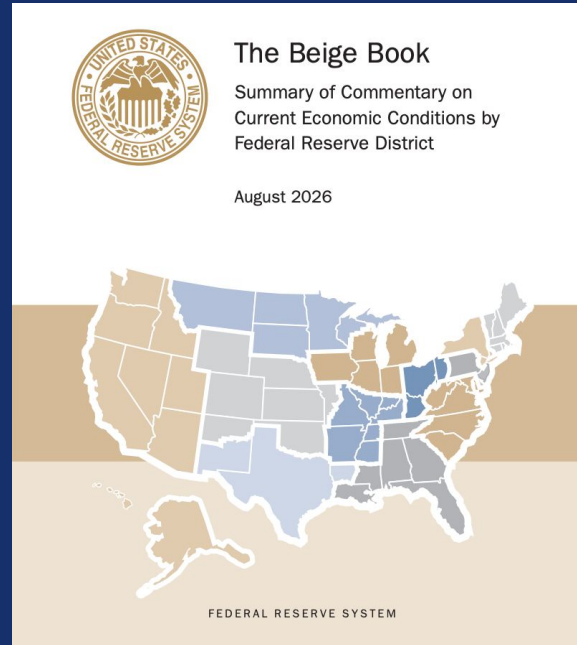
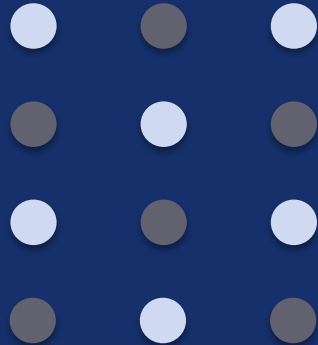
A Gold Standard for Radical Data Integrity

Accountable, connectable, contextual data - driving decisions with global impact

LOCAL SIGNALS

- **Businesses**
- **Workers**
- **Residents**
- **Community Notes**

REGIONAL CONTEXT



NATIONAL DECISION-MAKING

Enterprise Data Management at Scale Requires Business-Ready Data

Addressing data quality, business context, and optimization over time delivers data readiness and business value.

Business-Ready Data

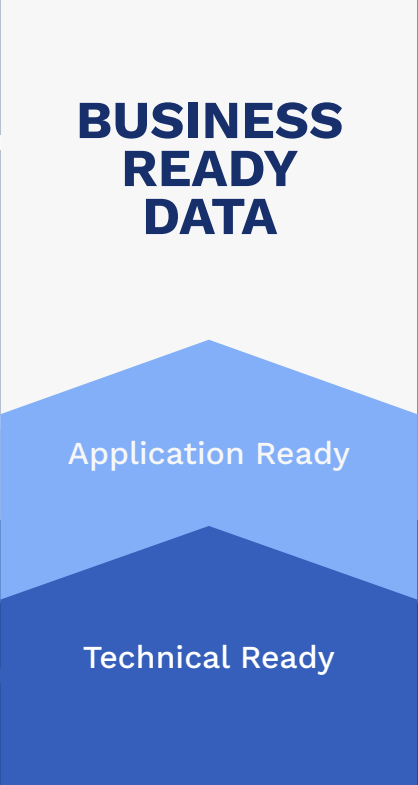
Data supports increasingly automated end-to-end business processes.

Application Ready Data

Data passes all the application validations in the target system.

Technical Ready Data

Data matches technical field requirements of the target application.



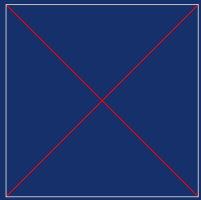
**BUSINESS
READY
DATA**

Application Ready

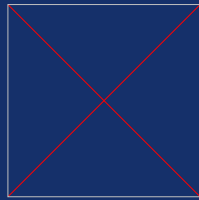
Technical Ready

Business-Ready Data Closes The Gap

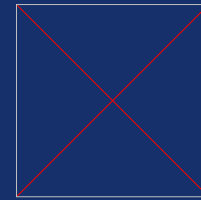
Business-Ready Data doesn't just make your data *look* right; **it makes your business *run* right.**



**High
Quality**

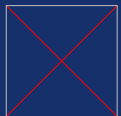


**Contextually
Understood**

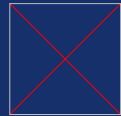


Optimized

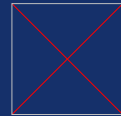
Business-Ready Data **IS NOT:**



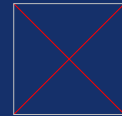
Just Clean Or
High-quality Data



A One-time
Project Outcome

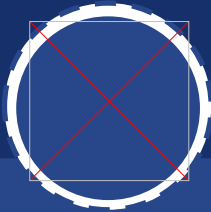


Created By
Technology Alone



Simply Validated
Or Migrated Data

Not Only Business Ready – Future Ready



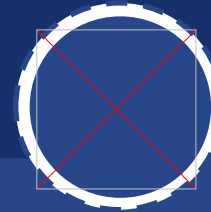
The Scholar

Pros:

- Creates documents for Governance **(People)** Organizations
- Advises on governance Processes **(Process)**

Cons:

- Struggles to implement tools to support documented approach **(Operations and Tools)**
- Focuses on theory over reality



The Tactician

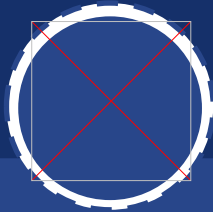
Pros:

- Has tools for quality, active governance, monitoring **(Technology)**

Cons:

- Cannot articulate the strategic benefits of when to use what solution **(People, Process)**
- Siloed solutions pertaining to tool

Not Only Business Ready – Future Ready



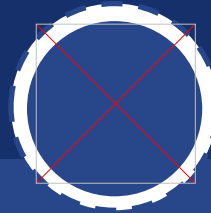
The Scholar

Pros:

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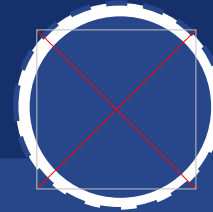
- Struggles to implement tools to support documented approach (**Operations and Tools**)
- Focuses on theory over reality



The Pragmatist

- **People**
- **Process**
- **Technology**
- **Operationalization and Change Management**

- Focus on Value
- **Context Aware**
- **Future Forward**



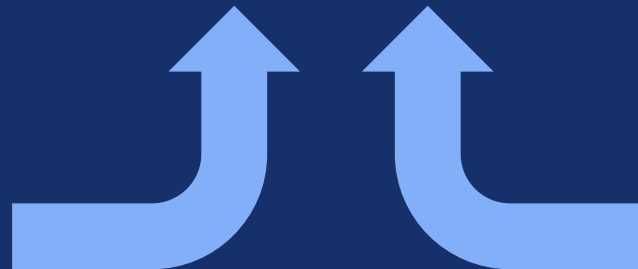
The Tactician

Pros:

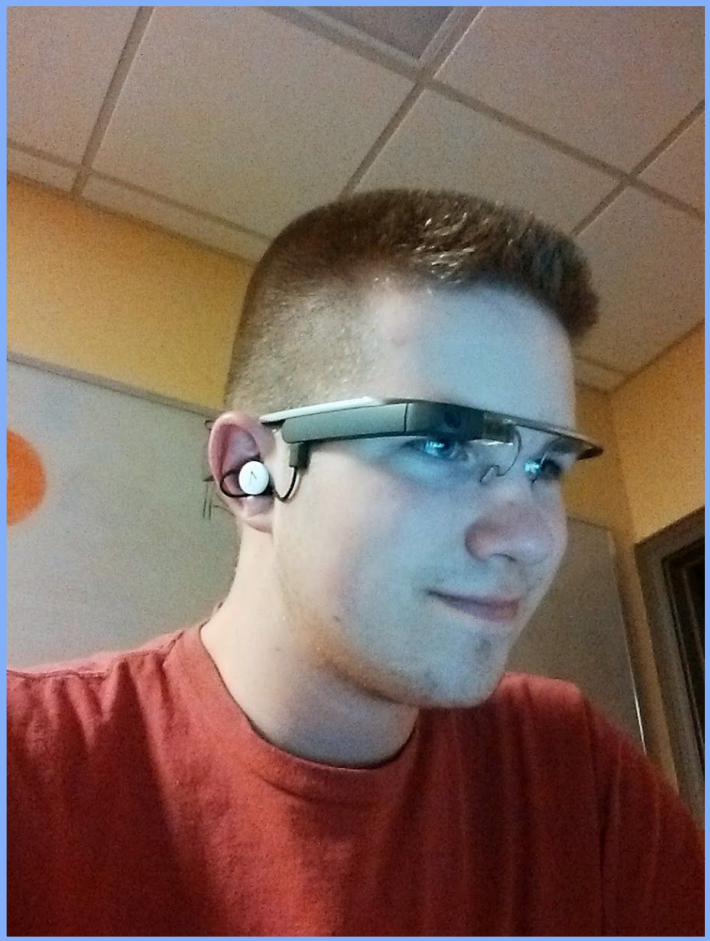
- Has tools for quality, active governance, monitoring (**Technology**)

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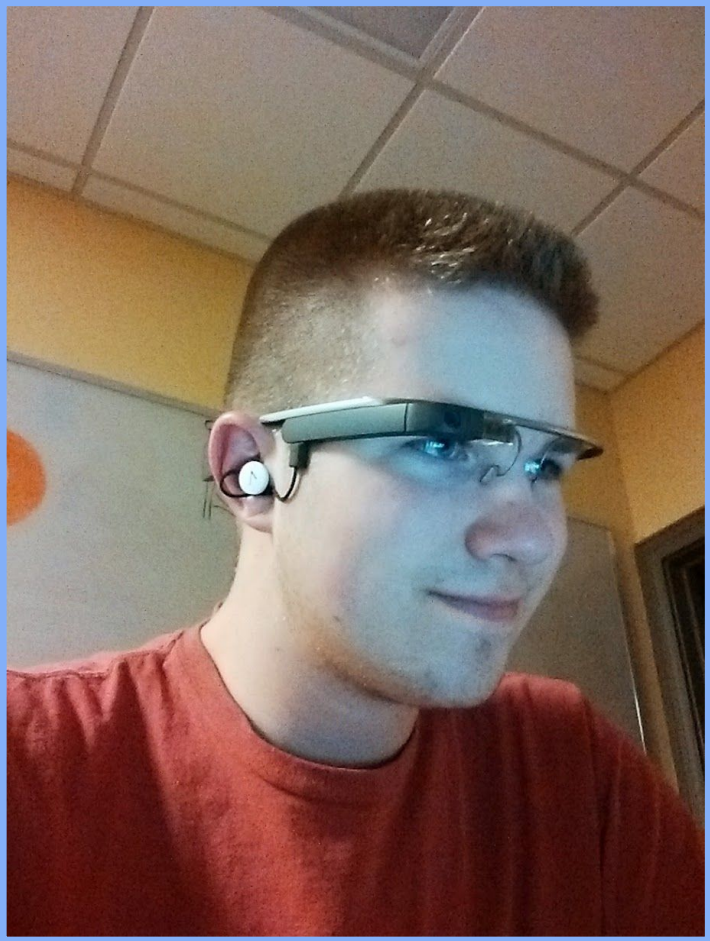


The Cost of Present Bias



Company name	Email	Phone number	Address
Northstar Co.	sales@north.example	313-555-0101	100 Example Blvd, Boston, MA
Blue Finch	hi@blue.example	248-555-0102	
Alder LLC	team@alder.example	734-555-0103	42 Demo St, ATLANTA, GA
Copper Peak	help@copper.example	616-555-0104	8 Sample Ln, Grand Rapids
Juniper Works	j@juniper.example	517-555-0105	
Maple Harbor	ap@maple.example	586-555-0106	275 Fiction Ave, Royal Oak, MI

The Cost of Present Bias



Company name	Email	Phone number	Address
Northstar Co.	sales@north.example	313-555-0101	100 Example Blvd, Boston, MA
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Juniper Works	j@juniper.example	517-555-0105	
Maple Harbor	ap@maple.example	586-555-0106	275 Fiction Ave, Royal Oak, MI

Culture Makes Integrity Repeatable

WHY

Connect integrity to
value and purpose



WHO

Identify & empower
core stakeholders



HOW

Name the behavior
that creates change



WHAT

Share and spread
success stories

Start with why, and the rest follows.

The Power of Why

ANNIE THESIA

GODOF ANESTHESIA

GENERAL ANESTHESIA

INVALID PATIENT NAMES

~\$100K

Monthly billing impact

The Power of Why

ANNIE THESIA

GODOF ANESTHESIA

GENERAL ANESTHESIA

INVALID PATIENT NAMES

~\$100K

Monthly billing impact



ONE EMAIL

**A simple explanation why
the right patient name was
important for billing.**

CLARITY OF PURPOSE

10 Minutes

Total cost

Radical Data Integrity In Action

50

Years of surveys

10

Factors surveyed

360

Beige Books

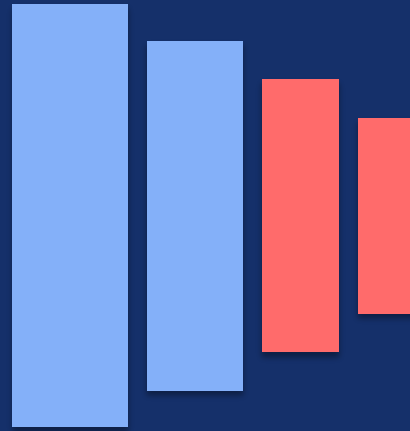


The Shrinking Safety Net

HUMAN FILTER

Users work as an ambient immune system.

Hundreds of people quietly correcting small issues.



AGENTIC FUTURE

Errors replicate at machine speed.

Fewer touchpoints.
Fewer chance corrections.

A culture of radical data integrity reduces the need for ad-hoc fixes.

Create Radical Data Integrity

01

DEFINE YOUR WHY

Connect data integrity to an outcome people value.

02

IDENTIFY THE WHO

Name the owners and influencers who shape behavior.

03

SHARE PROOF

Make stories of successful correction visible and repeatable.



Masterclass



DATADRIVEN

“**Radical data integrity** is a cultural commitment to **create data that will outlive your 5-year strategy** and every cutting-edge tool you deploy today, and still be useful in the future.”

Tyler Triestra

Managing Solution Architect
Syniti



September 9, 2026 in Chicago, IL

