

## TEMPLATE 8

## First 90-Day Plan

### Month 1: Governance Foundation

Kickoff with sponsor and stakeholders. Document pain and success metrics. Confirm ownership for the first domain. Identify the data steward.

→ Deliverable: signed-off scope and ownership.

### Month 2: Rules and Platform

Define matching (what's a duplicate?), survivorship (who wins?), quality standards, and escalation. Evaluate 2 to 3 platforms against your criteria with a proof of concept on your data.

→ Deliverable: governance rulebook + platform decision.

### Month 3: Build and Load

Configure the platform and rules. Build the simplest integration first. Load 1 to 2 source systems. Test matching against real data and validate survivorship with business owners.

→ Deliverable: working prototype on real data from 2 systems.

### Day 90 SUCCESS looks like:

- Rules approved
- Platform configured
- 2 systems integrated
- Owners have seen and validated their data
- A clear plan for Months 4 to 6

### Day 90 FAILURE looks like:

- Still debating the domain
- No real sponsor
- Platform bought but governance undefined
- Working all domains at once
- No real data loaded