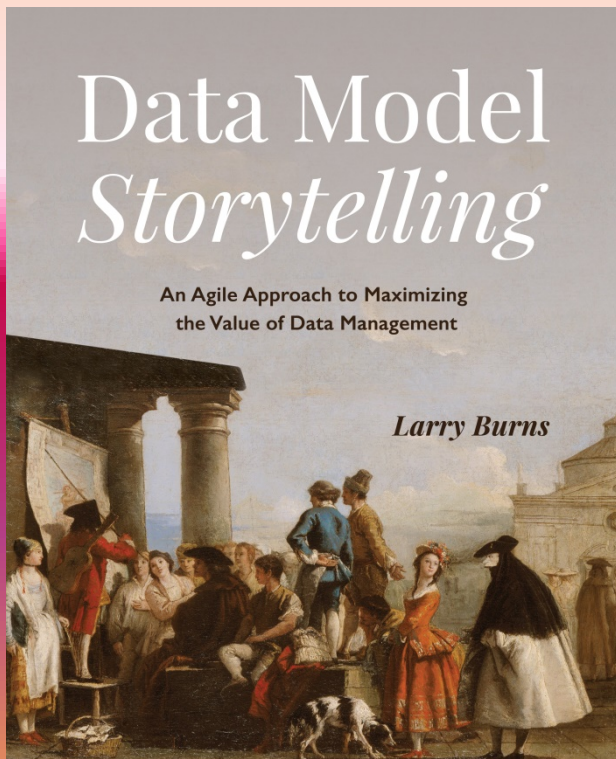


# DATA MODEL STORYTELLING

What value does data modeling contribute to an organization, and how can that value be increased?

Starting with analogies from Native American storytelling traditions and drawing on his experiences as an officer in Toastmasters (the International public speaking organization), Larry shows us how we can be data modeling Shamans. We can use data models to bring people together to solve business problems, reengineer inefficient business processes, forge agreements on data meanings, create new business opportunities, and promote data quality and reuse.

Drawing from a host of disciplines, from storytelling to cognitive behavioral therapy, from landscaping to Human-Centered Design, from business process reengineering to domain-driven development, from Agile to object-oriented design, Larry weaves all these threads together into a compelling narrative of using data to get us successfully from where we are now to where we want to be!



## About the Author

Larry Burns has worked in IT for more than 40 years as a database developer, DBA, data modeler, application developer, consultant, and teacher. He holds a B.S. in Mathematics from the University of Washington, and a Master's degree in Software Engineering from Seattle University. He currently works for a global Fortune 200 company as a Data and BI Architect and Data Engineer (i.e., data modeler).

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