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# Forrester Advisory On Organizational Design For Privacy

## Introduction

Forrester will guide your understanding of how to design a best-in-class privacy management organization based on our in-depth knowledge of and best practices for organizational structure and accountabilities for privacy functions. Through an interactive facilitated session, Forrester will work with you to review your current organizational state for privacy, provide guidance and recommendations on a future state, and develop a high-level road map for achieving that state.

### Leverage Forrester's understanding of privacy to:

1. Learn best practices and current trends for organizational structure, including roles, responsibilities, and scope.
2. Determine your organization's maturity through a discussion of current practices.
3. Understand how to apply this to your organization.

## Session Approach

In this advisory session, Forrester will refine the requirements and responsibilities of key privacy roles. The session will also cover where in the organization these individuals usually sit as well as typical organizational structures and the pros/cons of each approach. Gaining organizational alignment moving forward will be a focus.

Forrester's approach will consist of the following:

- › **Lead a preparation call.** Forrester will lead one 30-minute meeting via teleconference to define session objectives, gain further understanding of your current direction and organization, and finalize the agenda.
- › **Prepare content.** Forrester will aggregate existing research, data, and analyst expertise to develop a tailored facilitated session.
- › **Conduct the session.** Forrester will provide education on best practices, trends, and how to apply these to transform your organization; we will then facilitate exercises to guide that transformation.

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## Typical Session Agenda

8:30-10:00 a.m.	<p><b>Strategy overview.</b> The day will begin with Forrester providing a foundational overview of privacy. This will establish a common language for the session and identify the business outcomes that the initiative will help the company achieve. Topics covered include:</p> <ul style="list-style-type: none"><li>• The power and mechanics of customer trust.</li><li>• The new privacy: contextual privacy.</li><li>• The role of data protection and regulatory influences.</li><li>• The impact of a breach of trust and the considerations for response.</li></ul>
10:00-10:30 a.m.	<p><b>Common organizational designs.</b> Forrester will focus on highlighting various models of organizational structure to support privacy. This will showcase best practices and common mistakes and help identify future trends to transform your organization, based on Forrester's expertise in best-in-class organizations.</p>
10:30-10:45 a.m.	<p><b>BREAK</b></p>
10:45 a.m.-12:00 p.m.	<p><b>Current- to future-state exercise.</b> Discuss the existing organization structure (if applicable), current roles and responsibilities, anticipated challenges and objections, and the impact of a revised organizational structure on existing roles. Develop a RACI chart of roles and responsibilities.</p>
12:00-1:00 p.m.	<p><b>LUNCH</b></p>
1:00-2:00 p.m.	<p><b>Identify resource gaps.</b> Using the developed RACI chart, identify existing gaps among the necessary roles and responsibilities today. Identify potential existing partners to help close the gap.</p>
2:00-4:00 p.m.	<p><b>Develop a plan.</b> Create and codify a target road map, plan, and timeline for implementing a best-in-class, future-state privacy organization.</p>
4:00-4:30 p.m.	<p><b>Wrap-up and next steps</b></p>