

DATA FOR NON-DATA LEADERS

LEARN HOW TO BUILD A DATA-DRIVEN ORGANIZATION AND AN EFFECTIVE STRATEGY TO LEVERAGE THE POWER OF DATA

This training is built for decision makers who see the opportunity data represents in their organization yet wonder how to leverage it. The training will help them build a solid understanding of what data can achieve for them, how to build a data-driven organization and a practical approach to creating a data strategy.



**3 DAYS (8 HRS/DAY)
+ OPTIONAL
WORKSHOP DAY**



VIRTUAL OR ON-SITE



**CUSTOM PRICING
BASED ON GROUP
SIZE AND FORMAT**



**PRIVATE GROUPS,
MIN. 5 DELEGATES**

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WHO IS IT FOR?

This training is intended for executives and leaders with little to no background in data (executives, functional, regional and business unit leaders), and who want to get a thorough understanding of how data-driven organizations work and how to build a data strategy for their organizations/teams. The training is customized for each individual organization, incorporating industry best practices and examples that are relevant for the people and teams involved.

LEARNING OBJECTIVES

This training will provide non-data leaders with the foundational knowledge, strategic understanding and tools that will enable them to thrive in a data-driven environment and build an organization that can effectively leverage data to achieve business results.

Understand the role of data and the potential it represents in the organization	Leverage a solid knowledge about data, including the data architecture, data pipeline, governance and data roles	Have clarity on core data applications, their potential business impact and reference relevant use cases	Differentiate between myths and reality when it comes to data and AI
Build a data-driven organization and data team, hire for key data roles and create a data culture	Define, build and implement a data strategy aligned with organizational goals	Understand data governance and ethics	Use data effectively in product organizations to drive product development

TRAINING OUTLINE

The training consists of 12 core modules spread over 3 days. An optional workshop day can be added to kick-start the organization's data transformation. The training can be customized in terms of timing and including industry-specific use cases and best practice examples.

Day 1	Day 2	Day 3	Day 4 (optional)
<ul style="list-style-type: none">• Intro and setting expectations• Role of data in the organization• Data foundations: the data stack & structure, roles and governance• Data in business	<ul style="list-style-type: none">• Data and AI mythbusting• Building a data-driven organization• Building a data strategy• Data Governance and Ethics	<ul style="list-style-type: none">• Data-driven product development• Implementing the data strategy• Reviewing best practices• Industry block• Closing and feedback	<ul style="list-style-type: none">• Capstone project: interactive workshop day focusing on chosen topic



REQUIRED HARDWARE AND SOFTWARE

For on-site trainings:

- A laptop with unrestricted internet access and a web browser
- Projector or smart board

In addition, for live virtual trainings:

- Web camera and a microphone/headset
- Access to one of the common video conferencing tools (e.g. Zoom, MS Teams)

PREREQUISITES

Participation in the training does not require any prior knowledge or experience in data and is suitable for leaders and executives of any functional area within the organization.

TRAINING FORMAT

This is an instructor-led training with interactive elements to maximize engagement and stimulate discussions. The training is designed to take 3 full working days, however, it can be delivered in smaller chunks, e.g. in 6 half-day sessions. The optional interactive workshop day requires an extra full day to complete.

The training will be delivered with a mix of:



INTERACTIVE DISCUSSIONS

Involving the whole group and aimed at highlighting the relevance and applicability of learnings to the organization



SMALL-GROUP DISCUSSIONS

Break-out sessions with input from training participants to identify learnings and use cases of concepts for the organization



PRESENTATIONS

Slide deck with content to illustrate the learning material presented by DATAPAO's experts



PANEL DISCUSSION

With internal/external technical experts



WORKSHOP

Optional capstone workshop focusing on selected areas

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