

How CBRE Implemented its Data Literacy Program with DataCamp

CBRE, a leader in global commercial real estate, partnered with DataCamp for Business to upskill more than 2,000 employees and drive an average of 1-2 hours time saved per learner per week using newly acquired data skills.



INDUSTRY

Commercial Real Estate

FEATURES USED

Interactive Learning, Custom Tracks, Learning Reporting & Analytics



Summary —

CBRE, a global leader in commercial real estate, recognized the need to build data literacy to drive efficiencies, enhance client outcomes, and prepare for the industry's rapidly changing landscape. They sought a comprehensive and scalable data upskilling solution for their 2,000+ employees in the UK and Ireland to achieve these goals.

CBRE partnered with DataCamp for Business to develop a tailored, holistic data literacy program that focused on engagement, personalization, and inclusion, meeting the specific needs of various employee personas across the organization.

By partnering with DataCamp for Business, CBRE employees saved 1-2 hours per learner per week, 81% of the workforce reported increased confidence in working with data, and the program achieved an 88% positive engagement rate.

Challenge —

To drive efficiencies, work smarter, enhance client outcomes, and create a resilient and agile organization that can successfully navigate the future with confidence, CBRE, the commercial real estate leader, looked to equip their workforce with the data skills needed to stay ahead. This required a comprehensive, scalable, and inclusive data upskilling solution to support their 2000+ employees in the UK and Ireland, no matter what their role, or current level of data proficiency.

Results —

Over 2,000 CBRE learners completed or are completing the program, with **81% feeling more confident in working with data**. The program received **88% positive engagement**, **70% reported content met their needs**, and each learner saved **between 1 and 2 hours per week** due to their enhanced data skills and efficient work practices.

Solution —

CBRE partnered with DataCamp for Business, offering personalized learning paths for various departments in skills like data literacy, Excel, Tableau, Power BI, Python, and SQL. DataCamp supported CBRE in launching and promoting their data upskilling program, ensuring employee engagement and fostering a data culture organization-wide.

Want more information on how you can get these results?

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The Data Literacy Imperative for CBRE

In a rapidly evolving, data-driven landscape, CBRE recognized the importance of driving data literacy to maintain its position as a commercial real estate leader. The company's dedication to delivering exceptional services to clients has always been supported by its talented workforce. Equipping this workforce with the necessary data skills would enable them to work smarter and more efficiently and be prepared for the future.

As Ciaran Bird, Divisional President Advisory Services, UK & Ireland, highlighted, "To stay ahead of the competition and ensure we continue to provide a world-class service to our clients, we must provide data-driven advice to our clients. This is not optional — our clients demand it."

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CIARAN BIRD, DIVISIONAL PRESIDENT ADVISORY SERVICES, UK & IRELAND

CBRE's work is highly relationship-focused and combining the human element with data is foundational to providing the very best client outcomes. By harnessing the power of data-driven insights, CBRE can unlock greater value for its clients while maintaining its strong human-centred approach. As Emily Hayward, Digital & Data Transformation Manager at CBRE, puts it: "Our work is highly relationship-focused and relies on our people having the best information, data, and insights at their fingertips—so we can deliver the very best client outcomes. That's why enabling every person at CBRE to realize their data potential and take their data skills to the next level has never been so important. It's crucial to our future as an organization."

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EMILY HAYWARD, DATA & DIGITAL CHANGE MANAGER AT CBRE

To bridge the data literacy gap, CBRE required a comprehensive, scalable data upskilling solution capable of supporting tailored learning paths for over 2,000 employees across the UK and Ireland.

Bridging the Data Literacy Gap with a Holistic Data Literacy Program

To bridge the data literacy gap, CBRE's data upskilling program went beyond offering traditional cookie-cutter courses to its workforce but instead adopted a cutting-edge holistic approach guided by the following core principles:

- **Engaging & Impactful:** The program focuses on driving community engagement and fostering a cultural shift across the company by changing hearts and minds.
- **Aligned with Business Goals:** The curriculum emphasizes data skills that directly apply to business tasks and outcomes, ensuring maximum relevance and value for commercial real-estate applications.
- **Diversity & Inclusion Driven:** The program offers something for everyone in the organization, from leaders and brokers to personal assistants, promoting an inclusive learning environment.
- **Data-led & Digitally Enabled:** The program leverages the same data skills taught within its content to continuously improve and iterate on its design and delivery.

To accommodate diverse learning needs, CBRE created tailored learning paths for five distinct personas. Emily Hayward, Data & Digital Change Manager at CBRE, emphasizes the importance of data personas in creating demand and personalizing learning: "Our persona work helped us answer 'what's in it for me,' because that's all people really care about. It helped us understand their learning needs, personalize our messaging, and show how the program can make them smarter, quicker, and more productive." As part of their program, CBRE focused their upskilling effort on three distinct personas:

- **Leadership & Executives:** Equipping top decision-makers with data-informed strategies.
- **Data Practitioners:** Enhancing technical expertise and business acumen for data-focused roles.
- **Client facing teams:** Empowering client-facing teams with foundational data skills to deliver better client insights and effectively communicate them
- **Non client facing teams:** Empowering enabling functions with the essential data skills to support our people and processes in a more effective way.



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How DataCamp Accelerated CBRE's Data Literacy Ambitions

CBRE partnered with DataCamp for Business to help achieve its data literacy ambitions. By leveraging custom tracks, CBRE was able to offer a comprehensive and tailored learning experience for their different personas. A key aspect of this partnership involved building four custom tracks tailored to various levels of experience and data skills, ensuring that learners received relevant and targeted training on data literacy, Excel, Tableau, Power BI, SQL, and Python.

DataCamp has been an absolute revelation. Using their Tableau training we've created dashboards that are adding value to clients

ANN MITCHELL, CLIENT REPORTING ANALYST AT CBRE

In addition to building custom tracks, DataCamp provided a range of support in driving learner engagement at CBRE. This included custom marketing collateral, brochures, booking speakers for learner events, and more. DataCamp supported CBRE's internal roadshow and offered various sessions with customer success managers and learning solution architects to help build and maintain learner engagement.

DataCamp's customer success managers and product marketers worked hand-in-hand with us throughout our upskilling program and we truly felt as part of one team

EMILY HAYWARD, DATA & DIGITAL CHANGE MANAGER AT CBRE

Moreover, DataCamp delivered custom reporting for CBRE, outlining relevant metrics that are specific only to CBRE's use cases. This strategic partnership enabled CBRE to rapidly advance its data literacy goals and empower its workforce with the data skills necessary for the future.

Data Literacy Program Spotlight: Upskilling Leaders at CBRE

CBRE's data literacy program for leaders demonstrates the power of personas in upskilling initiatives. Acknowledging the significance of the cultural change, CBRE prioritized upskilling from the top down. By combining DataCamp's data literacy courses with leadership workshops, they tailored a learning experience specifically focused on data literacy for business leaders. John Ogden, Managing Director of CBRE North, highlights the impact: "Data literacy has really changed the way our leadership team works with clients in the North of England. We're creating more compelling, evidence-led pitches and spotting opportunities for our clients before they ask for them."

The data upskilling program for leaders at CBRE led to impressive results:

- **95%** of leaders now feel data confident
- **100%** have completed their learning
- **86%** possess a clear understanding of data.

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JOHN OGDEN, MANAGING DIRECTOR OF CBRE NORTH

Results from the Program

CBRE's data literacy program has yielded significant results, with over 2,000 learners either completing or currently participating in the program. Workforce confidence in working with data has improved dramatically, with **81% feeling more confident in working with data** since the start of the program. **88% of learners reported positive engagement**, and **70% of participants reported that the learning content met their needs**.

I did the Tableau DataCamp training, as for this year, part of my focus is on dashboarding. I found the training very useful, and it has helped in my role as I am currently building an accommodation dashboard

JOHN OGDEN, MANAGING DIRECTOR OF CBRE NORTH

One of the most notable outcomes has been efficiencies gained from learners, with an average of **1-2 hours saved per learner per week**, showcasing the program's effectiveness in enhancing productivity. Joe Barren, Valuations Analyst, shared his experience, saying, "I did the Tableau DataCamp training, as for this year, part of my focus is on dashboarding. I found the training very useful, and it has helped in my role as I am currently building an Accommodation dashboard."

Jane Janekova, Data Manager, valued the active learning nature of learning on DataCamp, mentioning: "I really love DataCamp. The way of learning is very effective with a huge density of information. Using new skills directly in the platform is awesome."

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JANE JANEKOVA, DATA MANAGER, CBRE



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