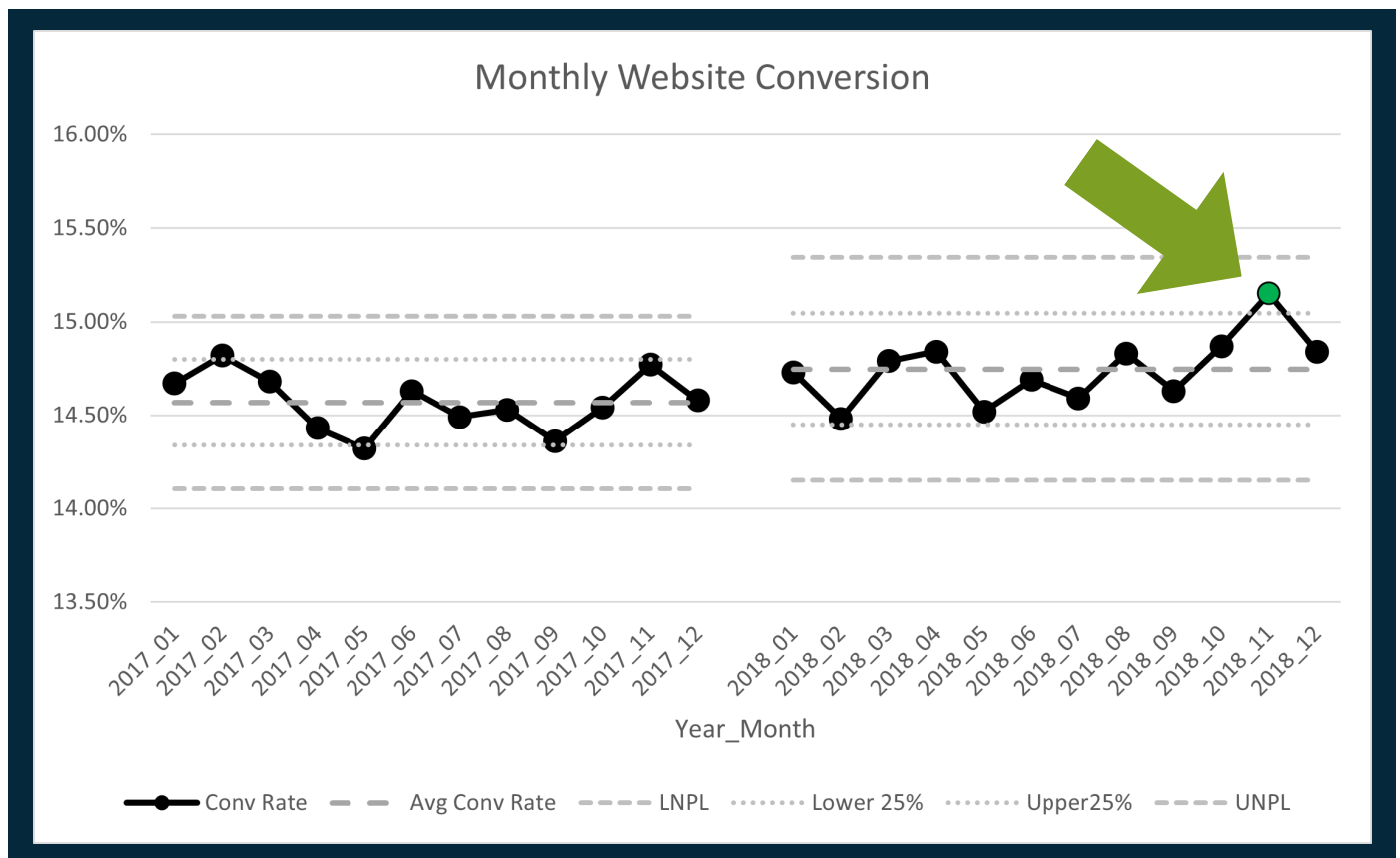


PRACTICAL DATA LITERACY FOR LEADERS

READING, ANALYZING, AND ARGUING WITH DATA



COURSE OUTLINE
12/20/2021

Dave
ON DATA

Introduction

You can read about it in the Harvard Business Review, Forbes, and many places on the internet. Organizations that consistently use data to make decisions have better outcomes.

The future of business will be data-driven.

To be competitive in this data-driven future, simply providing access to data is not enough. For example, organizations have made investments in self-service business intelligence (BI), yet becoming truly data-driven has proved elusive.

To be competitive, organizations must be able to use data to make optimal decisions. To be competitive, organizations must be data literate.

Data literacy is all about people, not technology.

This half-day course is specifically designed to train organizational leaders on the 20% of data literacy that drives 80% of ROI. Leaders will learn how to iteratively roll out data literacy to the organization in a practical manner.

This course is the result of my hands-on experience as an analytics leader advising executives, studies of data literacy thought leaders, and (most importantly) my experiences with clients.

-Dave

Course Outline

Module 1 - Introducing Data Literacy

- Why Data Literacy Matters
- What is Data Literacy?
 - A Working Definition
 - Data Literacy Is a Mindset
 - Arguing With Data Is Paramount
- The 4 Level of Analytics
 - Where True Data Literacy Begins
 - The Data Literacy Pyramid

Module 2 - Process-Centric Thinking

- Everything Results From a Process
 - The Process of Website Visits
- Business Processes Vary Over Time
 - The Two Types of Variation
 - The Fundamental Question
- Answering the Fundamental Question
 - Business Experimentation
 - Business Skepticism Revisited

Module 3 - Reading & Analyzing Data

- The Most Useful Charts for Leaders
 - Bar Charts
 - Pareto Charts
 - Histograms
 - Line Charts
- Using Charts to Analyze Processes

Module 4 - Measuring Processes

- Key Performance Indicators (KPIs)
 - Management Data Is Foundational
- The Power of KPIs
 - Organizational Alignment
 - Common Vocabulary
- The Dark Side of KPIs
 - Goodhart's Law
- The Right KPIs
 - Incenting Behaviors, Not Outcomes
 - Data-Driven Business Experiments

Module 5 - Analyzing Processes

- KPI Analysis
 - KPI Data Is Special
 - Standardizing KPI Analysis
- The Process Behavior Chart
 - Improving the Line Chart
 - Reading Process Behavior Charts
- Arguing With KPIs
 - Answering the Fundamental Question
 - Detection Rules
 - Comparing Groups Over Time

Module 6 - Implementing Practical Data Literacy

- Embodying the Mindset
 - Data Literacy Starts With Leaders
 - Culture Eats Strategy for Breakfast
 - Becoming a Data-Driven Culture
- Phased Deployment
 - The Data Literacy Pyramid Revisited
 - Skills Mapping
 - Empowering the Organization
- Deployment Case Study - WidgetCo
 - Phase One - Leaders
 - Phase Two - Individual Contributors
 - Phase Three - Citizen Business Analytics

Module 7 - Additional Resources

Ready to Empower Your Organization?

In partnership with TDWI, I deliver training and consulting services that enable organizations to harness the power of data to be more competitive.

My philosophy is to focus on the practical, hands-on skills needed to empower leaders and individual contributors to read, analyze, and argue with data - regardless of role/background.

The first step is to understand the business goals of your data literacy rollout. This understanding produces a customized, iterative plan to empower your organization via training and coaching.

This plan will include all of the skills needed to attain the business goals:

- Data literacy for leaders
- Data visualization
- Dashboard and KPI design
- Business analysis
- Data storytelling
- Predictive analytics

Want to learn more?

Let's talk. Email me: dave@daveondata.com

About the Author



My name is Dave Langer and I am the founder of Dave on Data.

I'm a hands-on analytics professional, having used my skills with Excel, SQL, and R to craft insights, advise leaders, and shape company strategy.

I'm also a skilled educator, having trained 100s of working professionals in a live classroom setting and 1000s more via my online courses and tutorials.

In the past, I've held analytics leaderships roles at Schedulicity, Data Science Dojo, and Microsoft.

Drop me an email if you have any questions:
dave@daveondata.com