

Data Literacy Program



Instructor-Led Course: Creating a Data Literate Organization

Description

Creating a Data Literate Organization is an introductory, instructor-led course designed to provide attendees with a strong understanding of the principles, culture, and skills needed to create a data literate organization. For more information about our program and to register for the class please visit qlik.com/getdataliterate.

Class Type and Duration

- Instructor Led Training (ILT)*, classroom (private location) or virtual
- 1 day

Course Prerequisites

Desire to learn and build key skills in data literacy, data and analytical culture, and decision making with data

Audience

Anyone who uses to data to help make decisions in an organization.

Skills Learned

- Understand the key characteristics of data and analytical strategies
- Apply data literacy to organizations
- Apply data literacy to one's own personal career
- Tie data and analytics to business goals and objectives
- Help an organization evolve its culture to succeed with data
- Grow trust within data and analytics
- Ask good questions of data to gain insight from data
- Overcome cognitive bias
- Construct sound business and analytical questions
- Drive curiosity within an organization
- Begin the process of building and utilizing data storytelling
- Create a culture of data literacy
- Utilize the four levels of analytics properly from a beginning perspective

*Availability varies by region

Course Outline

Part 1 – Data Literacy Overview

- Current state of data in the world
- Data structure and trust within organizations
- Democratization of data
- Data and analytical strategy
- The four levels of analytics and associated roles in data and analytical strategy
- State of data literacy in the world
- Defining and learning data literacy and its characteristics

Part 2 – Data Literacy Culture

- Value of data literacy to organizations
- Role of leadership in data and analytics
- Key characteristics of a data literate culture
- Role of the Chief Data Officer

Part 3 – Data-Informed Decision Making

- Data-informed, decision-making framework
- Six-phase approach to making decisions with data
- Learning to ask good questions of data
- Applying mental models to decision making