

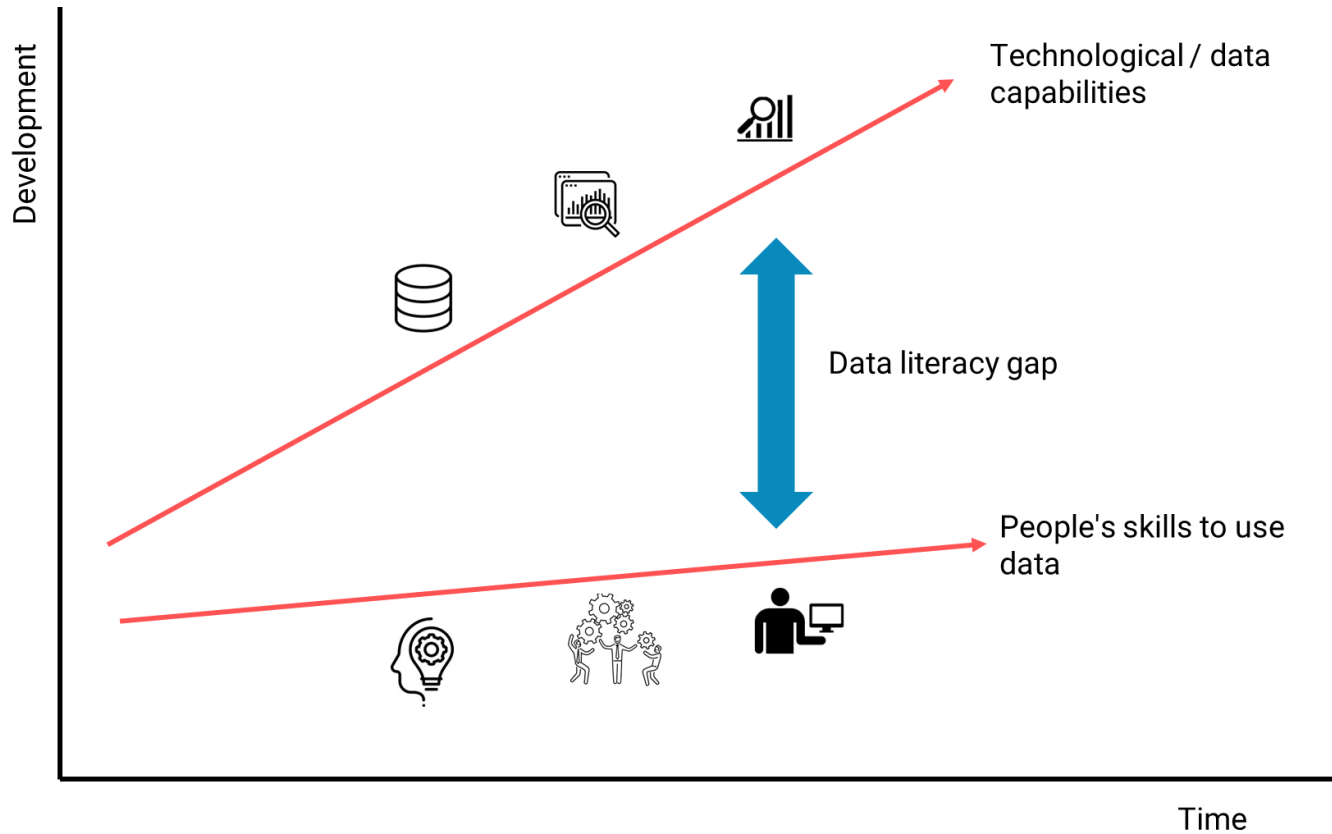
Technology is better when it brings people together



Data-driven work training program

Improve data literacy of decision makers and data analysts

Data literacy gap



The return on investment in Business Intelligence (BI) is often disappointing. Yet oddly enough, little attention is paid to this. In fact, BI returns are usually not even calculated. Meanwhile, the possibilities that (data) technology can bring, increases spectacularly, while the development of human data skills lags far behind.

The goal of BI is to consistently make data-driven decisions at operational, tactical and strategic levels. And therefore, optimize processes and improve results. You will only achieve this goal when you teach employees how to use BI and encourage them to start working with BI instead of simply following standard routines.

The gap created between technology and people is called the data literacy gap. You can close it by investing in data literacy. But how big is that gap really?

Perceived data literacy

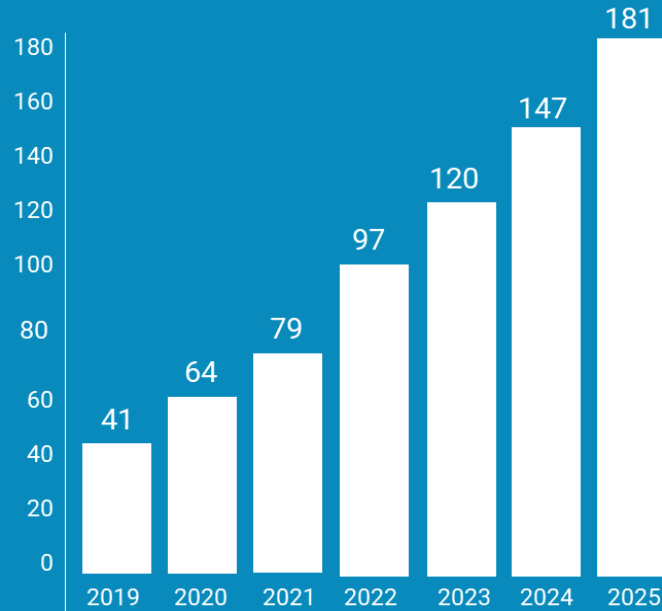
46% of employees do not always trust available data and often make decisions based on gut feeling. For the C-level, the figure is 45%.



11% of workers are confident in their ability to read, analyze, work with and communicate data.



Rapid growth of data/technology



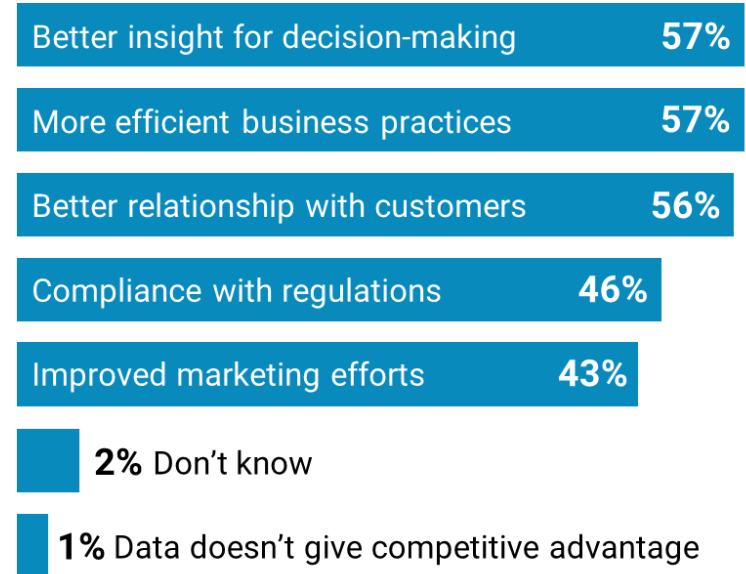
Volume of data created, captured, copied and consumed worldwide (in zettabytes)



90% of all data in the world was generated between 2019 and today.

Importance of data literacy

How does being data-driven give you a competitive advantage?



85% of the C-level believe that, in the future, data literacy will be as natural as being able to use a computer today.



Why would you want to close the gap?

1

Let your current employees work more efficiently using BI. This increases your organization's clout without having to search for new colleagues in an overheated job market. Investing in data literacy pays off easily in this way.

2

Give direction now to your competitive advantage for the coming years and be aware of the parallel with the rise of the computer. Those who embraced the computer back then and trained people to use it soon reaped the benefits. You see the same thing happening now with BI. Today, computers are unimaginable, and all those computers produce a wealth of data. It's time to reap the benefits of that, too.

3

Improve your team(s) by using data on performance. In top sports teams, this is the way to stay ahead of competitors. Think for example of the recent short track success. Therefore, behave like a top athlete in your organization. With the use of data and the right mindset to turn it into improvements, you can achieve great successes.

4

Look at proven successful companies. The winners of the Dutch BI & Data Science Award, such as Ahold, Pon and Safety Region NHN, nurture an impressive culture of data-driven work that makes them hugely successful. Research has also proven that data literacy leads to faster decisions and demonstrably higher revenue. By focusing on the data literacy of your employees, your organization will also perform better.

How can you close the gap?

Training

If you really want the investment in BI to pay off, you have to close the data literacy gap. That means you have to start improving people's skills to use data and technology.

You do this by increasing people's data literacy. This will enable them to deal with data better and there will be more insight into inefficient processes.

Then great potential for improvement will be released. All this creates the necessary behavioral and cultural change needed to start working data-driven. Passionned Group has created a professional training program to close the gap.

For whom?

Managers, team leaders, controllers, policy makers and data analysts concerned with optimizing the (internal) organization. We recommend that at least one manager or director and at least one data analyst participate.

We teach decision makers very practically to use data in their decisions. They then start to communicate this to team members.

In the training we get decision makers and data analysts to work together. So you encourage decision makers to use the capabilities of data analysts. And you train that data analysts powerfully communicate their data analysis and associated insights to decision makers.

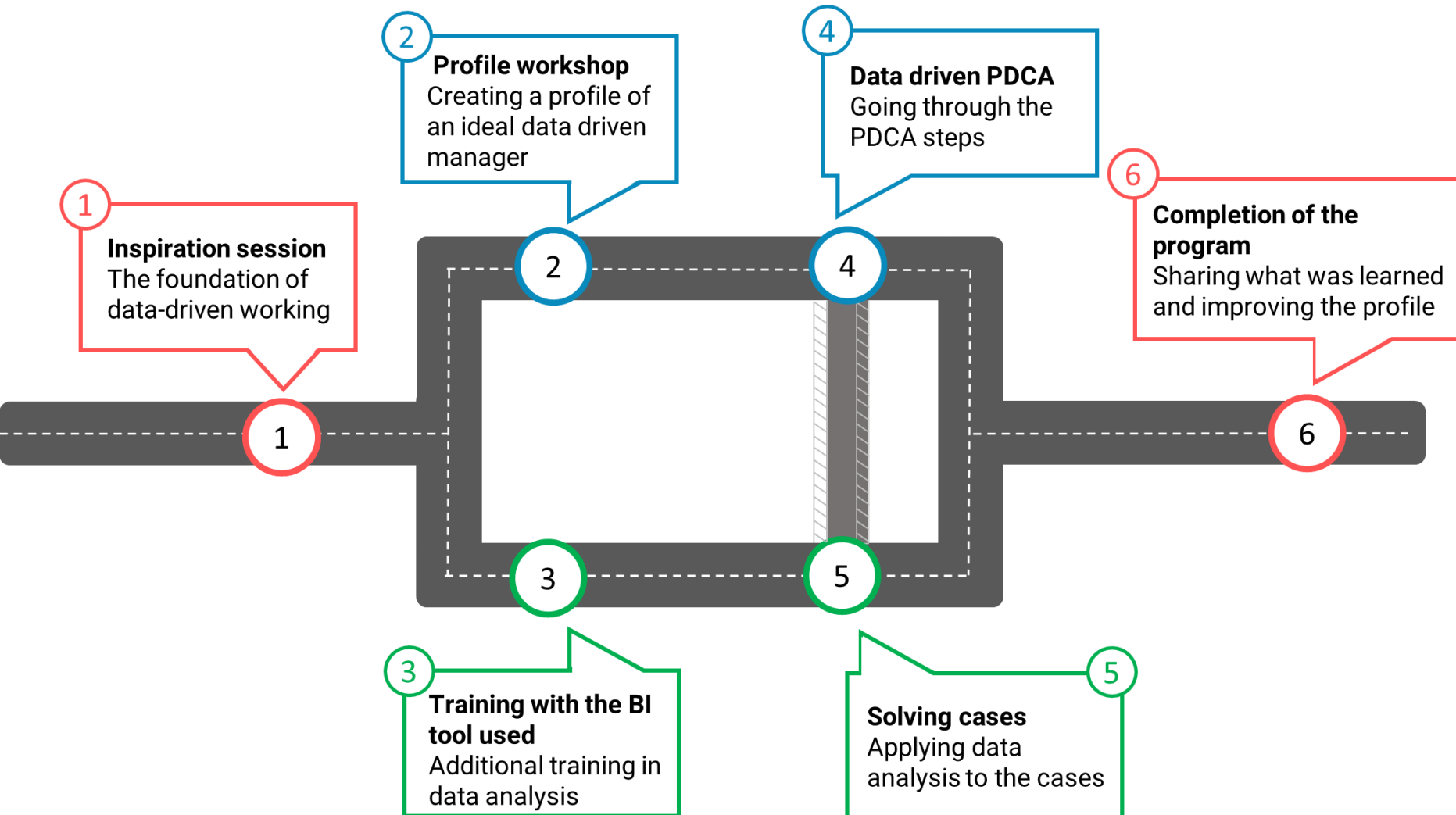


Overall
customer
review:

8,9



The solution



Module 1

Inspiration session

The Data-Driven Working training program starts with awareness of the benefits, capabilities and power of the PDCA cycle, data analytics and dashboards. It is essential to include management and key stakeholders from the beginning to increase the likelihood of success. In this 2-hour session, participants will get a complete picture of the possibilities of data-driven work. In addition, example cases are discussed and the PDCA cycle is run through. By agreeing on a common framework of terms, participants are able to develop a vision of data-driven working. What role should BI have within the organization?

"Data is the oil of the 21st century and analytics is the combustion engine." - Peter Sondergaard, Gartner Research VP





Module 2

A workshop to develop the profile of a data-driven decision maker

It is important that decision-makers establish the profile of a data-driven decision-maker through proper guidance themselves. This allows the decision maker to test whether he or she is still working in the right way even after the training is over, and colleagues can keep each other on their toes. Also during this session, the current level of data literacy is measured and there is the opportunity to contribute your own topics. This allows the program to be further refined, ensuring that it is well tailored to the needs of the participants and the goals of the organization.

Module 3

Additional training in the use of the BI tool used by the organization

To prepare data analysts to perform data analysis from a case initiated by a decision maker, this additional training will be provided. The goal is to enable data analysts to interpret a question (in the form of a case study), find the right data to go with it, run analyses on it and present the results in a way that a manager can move forward with.

Qlik



looker

sas



Microsoft



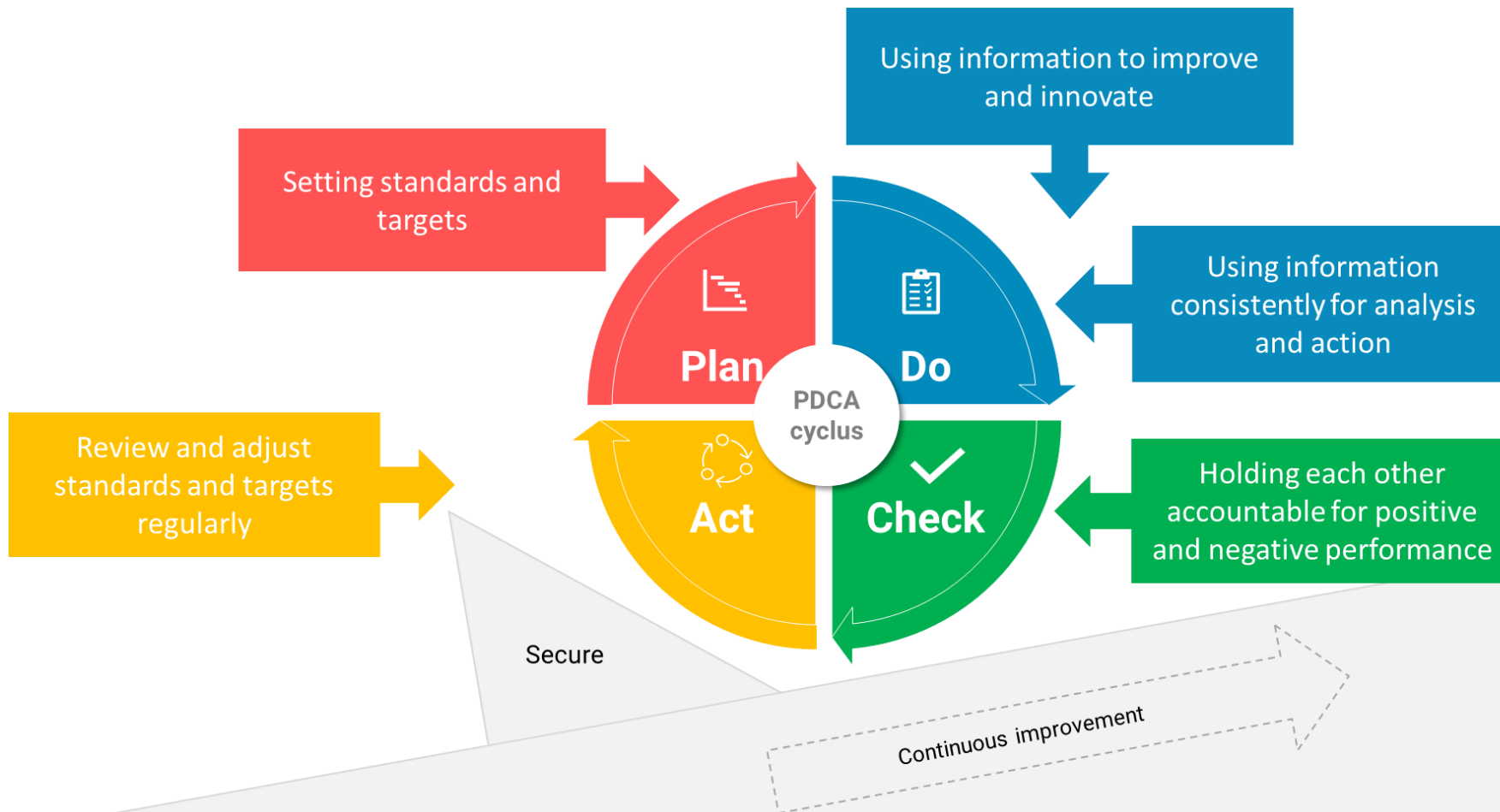
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Module 4

Going through the data-driven PDCA cycle



Module 4



Going through the data-driven PDCA cycle in 4 half-days



Explanation of the overall PDCA cycle and how to go through it in a data-driven way. Decision-makers go home asked to think about a process they want to improve in a PDCA way during this training.



Of the selected process, the standards and targets are set (plan). And when they are in place, they are tested to see if they are defined SMART enough.



Once the standards and targets are clear, the data can be sought to determine the current state of affairs and where improvements can be made (do). The goal is to create a case that a data analyst can work on.



Discuss and analyze the outcomes of the data analysis (conducted by the data analyst). The decision maker goes home instructed to discuss the outcomes with the team.



Check: discuss with each other the feedback the team had on the outcomes and reflect on how the decision maker shared this with the team and how it was received by the team.



Formulate areas for improvement (act) and transform this into an experiment. The decision maker will implement this with the team as an experiment. Does it work? Then merge or incorporate it into the regular process.



Module 5

Data analyses based on presented cases

After the data analysts have acquired the necessary additional knowledge of the BI tool used by the organization, the course participants are guided in performing data analyses based on cases provided by the decision-makers. In this way, the knowledge gained is directly put into practice and the course participants are guided in storytelling: how do you present the results of your data analysis in such a way that the decision-maker can take it further?

Module 6

Completion of the program

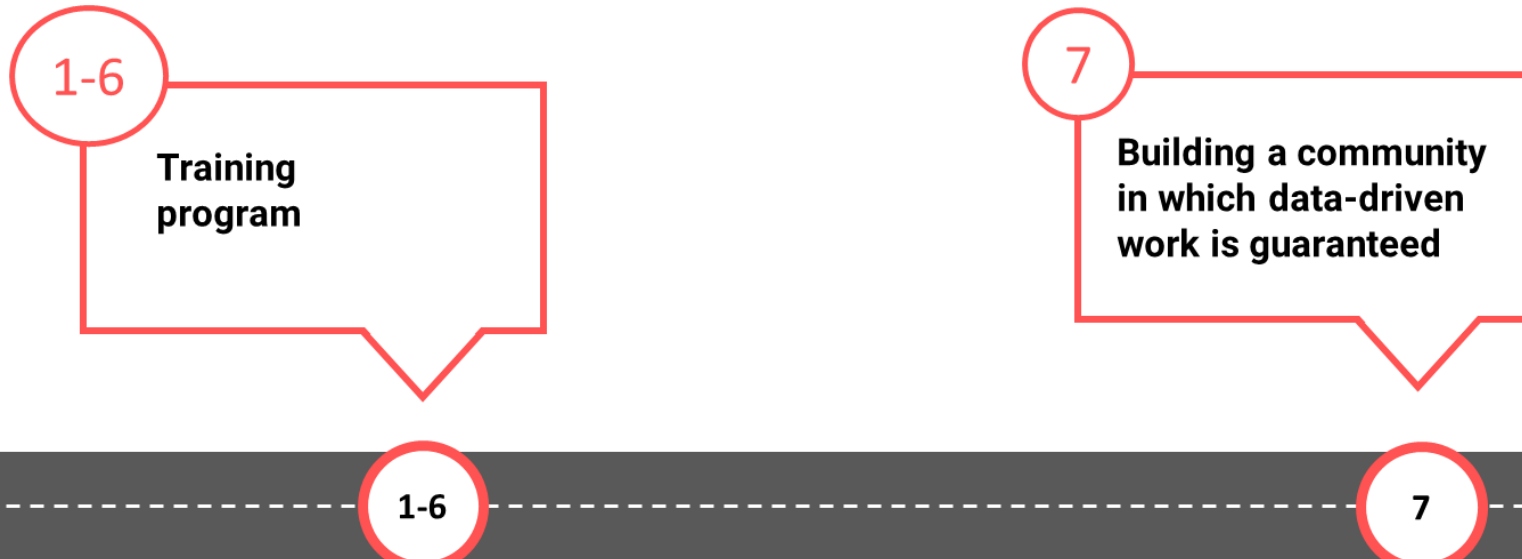
Decision makers and data analysts meet again and exchange their experiences about the program and share what they have learned. They also refine the profile of the data-driven decision maker together with the knowledge they have gained. Finally, they reflect on the cooperation between decision makers and data analysts. What went well and what can be improved? The section ends with a measurement of the decision makers' current level of data literacy (1 measurement).





Module 7

Building a community in which data-driven work is secured



To maintain the methodology among participants who have attended the training and to transfer enthusiasm to new groups, an internal community with return days can be built. Participants' PDCA cycles and data analyses will thus be followed up, and participants will be encouraged to develop their current cycles and start new improvement cycles. Participants will be inspired by other participants' questions, further securing the method of data-driven work. During the sessions, the behavior of the decision maker can also be tested against the previously prepared profile of the data-driven decision maker, allowing valuable feedback to be gathered.

Required budget

Every euro you invest in technology you also invest in people

Section	Price	Duration	
1	Organizing an inspiration session	2.825 euro	1 half day
2	Workshop developing profile of a data-driven decision maker	2.825 euro	1 half day
3	Organizing an inspiration session	2.825 euro	2 half day
4	The data-driven PDCA	7.500 euro per group	4 half days
5	Case-based data analysis	2.500 – 3.500 euro per group	2 – 4 half days
6	Finalization with all decision makers and data analysts	4.250 euro	1 day
7	Building community	Optional	By arrangement

Maximum group size is 10 decision makers and 4 data analysts
Components can also be offered separately as modules
Prices subject to change and excluding VAT (VAT free for the Netherlands)





Contact

If you are interested in this training, please do not hesitate to contact us. We would be happy to discuss options with you. Please use the information below or click [here](#).

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Thomas Abramse



Some of our customers

