DATA LITERACY WORKSHOP

This course equips leaders to effectively analyse & communicate data for decision-making.

As children, we made sense of the world through stories, guided by storytellers who helped us understand complex narratives. Similarly, in business whilst data flows rapidly around us we need the same guidance to understand it properly.

For organisations looking to achieve data literacy, they should view it like storytelling; it's not about drowning in complexity but rather building confidence and clarity across your organisation. When your team understands data effectively, they can better shape your company's future.

Two options have been provided for your consideration: a single day or a two-day course. Day 2 focuses on incorporating your data and your dashboards.

CHOOSE YOUR PATH!

1 DAY OR 2 DAYS

1800 658 757

Level 10, 275 George St, Sydney 2000

Participants learn to evaluate data quality, see insights & create compelling narratives that drive performance. Your enhanced data literacy enables you to leverage analytics for evidence-based impact.

DAY 1

DATA LITERACY FUNDAMENTALS

- Strategic importance of data literacy
- Data classification (qualitative/quantitative, structured/ unstructured)
- Primary organisational data sources
- Governance

ANALYTICAL METHODS

- Overview of descriptive, diagnostic and predictive analytics
- Fundamental statistical concepts (mean, median, trend analysis, correlation)

STRATEGIC DECISION-MAKING

- Critical analysis methodology
- Evidence-based decision frameworks

DATA VISUALISATION AND NARRATIVE

- Insight communication strategies
- Best practises in data visualisation
- Common pitfalls and their prevention

DAY 2（Optional）

PRACTICAL APPLICATION WORKSHOP

- Collaborative data analysis exercise
- Trend identification
- Narrative development
- Results presentation