



# Data Literacy: Key to Sustaining Digital Momentum

Many organisations are leaving their employees behind on their digital transformation journey. Implementing new technologies comes with its challenges;

- **Low system adoption**
- **Workforce resistance**
- **Critical skills gap**

All resulting in project failure and stalling digital transformation initiatives across the organisation. Data Literacy programs remain a key driver of sustaining digital momentum.



In 2021 there is an expected increase of 58% in Data & Analytics Investments



Of organisation's state primary reason for project failure is Literacy



Only 24% of business decision-makers are confident in their data literacy skills

## In a Data Driven world everyone has to become Data Literate



Maximise the impact of your technology and processes



Empower your people to use data for advantage



Optimise your mission-critical analytics delivery

## Data Literacy will enable you to:



Get Actionable Insights



Enhance Your Workforces' Skills



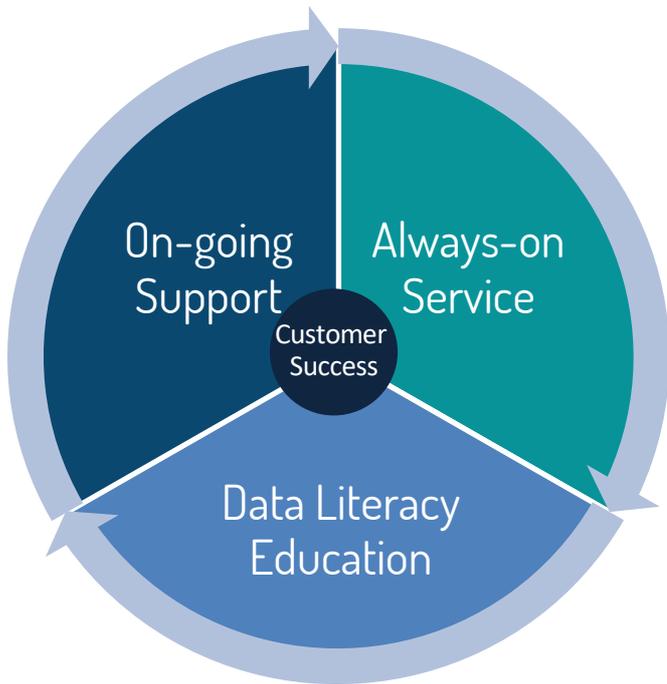
Improve System Usage & ROI



Change Business Culture

# Data Literacy as a Service Solution

The Decision Inc. Data Literacy as a Service offering is a scalable training platform and approach to accelerate Data literacy across the organisation.



## Continuous Communication

Communication plan and execution by Decision Inc.

## Data Literacy Learnings

Group learning sessions with focused technology and data literacy content geared for upskilling.

## Technology Learnings

Learning sessions geared towards technology upskilling to drive usage and ad option.

## Individual Learnings

Increase confidence in decision-making processes to optimise business outcomes.

## Data Literacy for Users

Don't let the intimidation of data hold you back from growing and developing.

- Assess your skills
- Master critical data skills
- Grow your career
- Achieve your goals

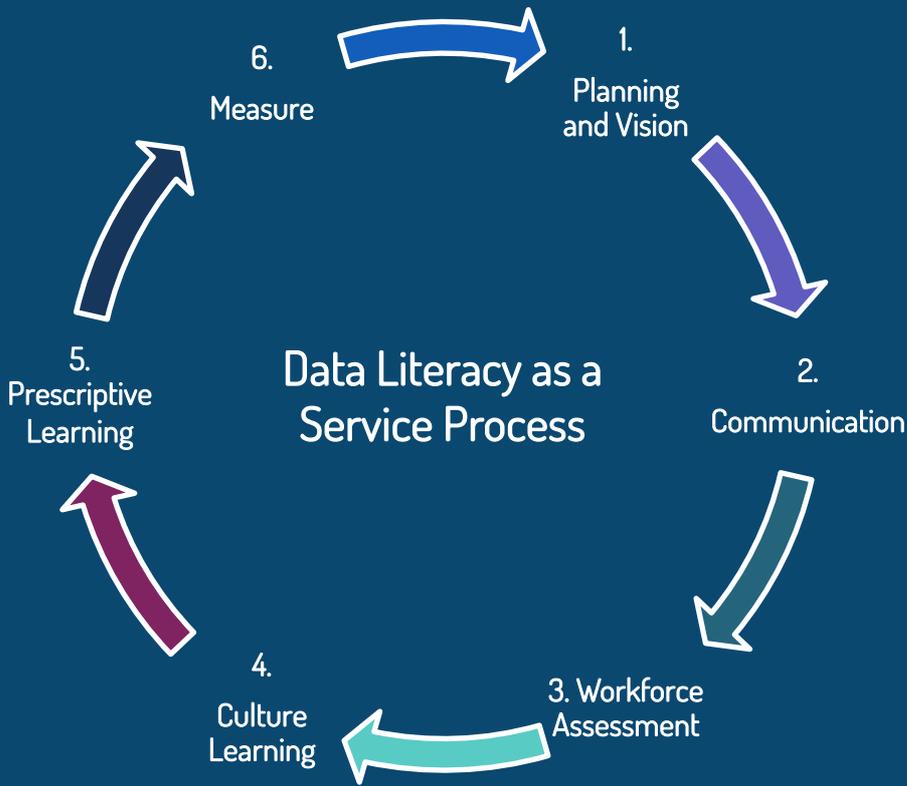


## Data Literacy for Organisations

Don't let a lack of data literacy and skills result in project failure and stall your digital transformation.

- Change your business culture
- Improve system usage and ROI
- Achieve business objectives
- Enhance your workforce

# Continuous Data Literacy Program & Process



## 1. Planning and Vision

- Create a clear vision, with a formulated plan and predefined success metrics
- Empower Data Champions - who will be custodians for the program



## 2. Communication Plan

- Communicate the core drivers for the implementation of the data literacy program
- Energise all employees
- Leverage data in the whole organisation



## 3. Workforce Assessments

- Contextual employee interviews
- Determine all key Data personas
- Assess the level of data proficiency across the organisation



## 4. Cultural Development

- Topical classroom-based learning sessions
  - What is data literacy?
  - Characteristics of a data literate culture
  - Data storytelling
  - Data fundamentals
  - Data-informed decision-making



## 5. Prescriptive Learning

- Learning is one of the most important traits for the 4th Industrial Revolution
- Providing learning opportunities, not just training
- Individual empowerment of every individual



## 6. Evaluate and Reiterate

- Continuous measurement of success metrics
- Continuous communication & monitoring



"The trainers were fantastic, extremely knowledgeable and passionate about imparting that knowledge. I'm excited to apply everything I have learnt."



"Thank you, Decision Inc., for an awesomely conducted week of training! It was well organised and extremely professional. Your team was friendly, knowledgeable and made the process smooth and as easy."



**DISTELL**

"Decision Inc. has the ultimate trainer. Well prepared, knowledgeable, energetic and entertaining"