

Data Literacy for managers (EN)

Group Training

Training code	CGADTLITCE
Spoken Language	English
Language Materials	English
Dayparts	2
Price	€800,00 excl. VAT No extra costs.

What is Data Literacy for managers

Data Literacy is the ability to create, read, understand and interpret data. Every employee within an organization has to deal with this in one way or another. Being aware of this and having a clear understanding of the impact of the employee within the data-driven organization are therefore crucial. This training provides this foundation. At the end of the training, the participant can answer the following questions:

- What is data and what does working data-driven entail?
- What is needed to properly understand data?
- What plays a role in the creation of data? And how do I ensure that this meets business needs?
- How should I interpret data?
- What roles and competencies are involved?

During the training, the application of what you learn is central and you are challenged to get started with the theory in practical cases.

Who should attend Data Literacy for managers

- **Managers and Executives:** Senior-level managers, executives, and decision-makers who need to make informed choices based on data insights.
- **Department Heads:** Leaders responsible for specific functional areas, such as marketing, finance, operations, human resources, etc., who can benefit from data-driven insights relevant to their departments.
- **Project Managers:** Those responsible for overseeing projects and initiatives can use Data Literacy to monitor progress, identify potential issues, and optimize project outcomes.
- **Entrepreneurs and Business Owners:** Small business owners or entrepreneurs who want to utilize data to enhance the performance and competitiveness of their enterprises.
- **Mid-level Managers:** Individuals in middle management positions who play a crucial role in

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implementing strategies and need to understand data to support their decision-making.

- Cross-functional Teams: Teams comprising members from various departments or disciplines who collaborate on projects and can benefit from a shared understanding of data concepts and analysis.
- Government Officials: Public sector managers and officials who can use Data Literacy to inform policy decisions, resource allocation, and performance measurement.
- Nonprofit Managers: Managers in the nonprofit sector who can use data to measure the impact of their programs, optimize resource allocation, and improve overall effectiveness.

Prerequisites

There are no specific requirements to participate in this training.

Objectives

After this training:

- You know what data-driven working means and what it entails.
- You know what steps are involved in the creation of data.
- You are able to understand and interpret data correctly.
- You know who has what role within data-driven organizations and what you can expect from these people.

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