

American Management Association's Using Data to Drive Strategy

Learning Objectives

- Explain How Data-Driven Technologies Are Changing How Organizations Interact with Customers and Employees
- Describe How Data-Driven Technologies Are Changing Roles
- Use Desktop Tools Like Excel to Analyze Data Obtained from a Variety of Sources to Answer Business and Performance Questions
- Build Robust Business Decision Models
- Communicate Analytic Information More Effectively
- Use Data to Set Direction for Your Own Business Units and Teams

How Data Is Driving Strategy

- Explain Key Trends in Data and Technology and How They Are Changing Organizations—the 4th Industrial Revolution
- Describe How Exponential Change Is Impacting Organizations
- Identify Ways That Technology and Data Access Are Driving Business Strategy and Competitive Tasks

Why Data-Driven Decision Making?

- Why Data-Driven Decision Making?
- Understand Decision-Making Traps and Bias
- Recognize Personal and Organizational Barriers to Change
- Develop Leadership Strategies to Facilitate Change

Taking a Systematic Approach to Data

- Utilize How to Use the DASA Model to Think Systematically About Data
- Set Priorities for Data Analysis for Data Analysis
- Recognize the Types of Data You Use
- Locate Where to Find the Data You Need
- Prepare Data for Analysis

Data, Big Data, and AI

- Identify the Data You Will Use to Track KPIs
- Use Basic Data Analysis Tools Available in Desktop Applications to Analyze Data Sets of Up to One Million Records
- Select the Right Tools for the Questions You Need to Answer
- Define Big Data and Explain the Various Types

- Compare AI and Machine Learning and Describe How Each Is Applied

Building Models and Communicating Results

- Use Data to Make Predictions
- Build Decision Models
- Create Performance Dashboards
- Use Best Practices to Help Communicate Complex Analysis and Ideas

Making Data-Driven Decisions

- Use Data to Support Decisions
- Use Tools and Techniques to Communicate Data and Analysis More Effectively

Setting Data-Driven Objectives

- Prioritize Data Needed to Support Objectives
- Utilize Techniques to Translate Customer and Business “Wants” into Metrics You Can Measure and Analyze
- Select Data for KPIs
- Utilize Best Practices to Set Data-Driven Objectives
- Utilize Data-Driven Objectives to Forecast and Assess Risk

Building a Data-Driven Team

- Identify the Kinds of Challenges You Will Face When You Begin to Change Your Behavior and Your Team
- Identify Tools and Techniques You Can Use to Help Facilitate Personal and Organizational Change
- Recognize and Overcome Organizational and Business Barriers to Data-Driven Decision Making