

Data Strategy Master Class

A 7 step approach to set your data strategy

In the masterclass of 4 hours, we will work with you how to set a Data Strategy which works for you, your business and/or your organization. In the extended masterclass of a full day, we will already start to explore data opportunities for your company.

You will learn how to start setting your Data Strategy, in a pragmatic way, applying the Data Value Chain approach for key business priorities and decisions.

Most businesses are aware that they are under-utilizing their **data assets** – including ‘all that data out there’. The amount of data is growing exponentially – which may not help to get more value from the data. There is a tremendous business pull for more timely and accurate information to make decisions, and many analytics and data integration tools and approaches are being offered. Decision making can be done by humans – once-off or regular – or can be fully automated, where the impact of the decision can also be directly implemented by automation.

To improve business performance by better leveraging the data assets, framing a fit-for-purpose **Data Strategy** is a good starting point. This is about improving business performance – not just about getting the basics right, e.g. for legal compliance such as GDPR.

Strategy is defined here in the simple way – how to get from A to B: assess A, define B, set steps & delivery accountability to get from A to B. This masterclass helps to set your Data Strategy as an integrated set of business decisions.

A **seven-step approach to set your data strategy in a pragmatic way** will be discussed with you. We will do a light-touch test-drive of this approach for your organization in this very masterclass – to get into action now. In the extended master class, we will with you already try to identify real, material opportunities for a data strategy for your organization.

An in-company master class is offered (half a day) as well as an in-company extended master class (full day).

Master Class - Data Strategy - on location.

A half day interactive session with key staff to explain the opportunities in, and essentials of an effective data strategy and to outline a Data & IT strategy for your business, starting with its key business levers / drivers. A light-touch test-drive of the approach for your organization will be done. This will help you to set your Data strategy and to prepare a transition and implementation plan.

Your investment: € 1.250,- with 4 participants, additional participants € 250,-

Extended Master Class - Data Strategy - on location.

A full day interactive session with key staff to explain the opportunities in, and essentials of an effective data strategy and to outline a Data & IT strategy for your business, starting with its key business levers / drivers. With this basis, a fast-track opportunity scan will be made with you for your company, to spot which elements may be most important for your data strategy. This will give you a fast start to set your Data strategy and to prepare a transition and implementation plan.

Your investment: € 2.500,- with 4 participants, additional participants € 450,-