WORKSHOPS ON DEVELOPING ENTERPRISE CAPABILITY AND MATURITY IN DATA AND ANALYTICS

Developing data and analytics capability and maturity of your organization is much more than acquiring tools, platforms, skill sets, and expertise. The vast majority of data and analytics initiatives do not meet expectations or otherwise fail due to factors outside of technical tools and knowledge. Organizations must be designed for data and analytics, whose success requires enterprise-wide recognition and understanding of the critical factors.

Msight offers modularized workshops on these important topics. They are customizable to meet the specific needs of your organization and may be conducted onsite or virtually. Each workshop is designed for a specific level and scope of responsibility and falls into one of the following two tracks:

- The **Enterprise Track** provides a holistic exposure to key factors for maturing the _organization_ in data and analytics. These workshops are designed for senior executives, leaders, and managers across the enterprise, not only those responsible for technology, data, and analytics. The focus of the track is on the strategic understanding of the frameworks and key concepts for steering the organization rather than the details of the day-to-day activities. A successful completion of these workshops forms the foundation for the development and execution of a roadmap and can substantially speed up the evolution toward an insight-driven organization.
- The **Practice and Professional Development Track** is aimed at maturing the _practice_ of data and analytics within the organization. Designed for individual contributors of all seniority levels and their managers, these workshops address best practices in the standards and processes for data and analytics, as well as collaborative effectiveness for information professionals.

Each workshop is detailed below, including the intended audience, the total contact time, and the prerequisites. The workshops are typically given in a series of two-hour sessions, and some preparation and work between sessions is expected for any workshop more than 2 hours.

ENTERPRISE TRACK

#	Title	Audience	Total Time	Description	Prerequisites
E001	Fundamentals of enterprise capability and maturity in data and analytics	Executives and Managers	4 hours	Introduces the key ideas for a successful development of enterprise capability and culture in data and analytics. Topics include maturity level in data and analytics, organizational structure and critical roles, enterprise processes, operational governance, the culture of data and analytics, and common challenges and pitfalls. The participants will walk away with a foundational understanding of key aspects, best practices, and the organizational challenges that must be addressed for a successful implementation.	None
E002	Enterprise Innovation Process for Analytics	Executives and Managers	2 hours	Explores further into the enterprise process for innovation through analytics: the framework and the steps, the associated activities, the participants and their roles, and key considerations for implementation.	E001
E003	Functional Organizational Structure for Data and Analytics	Executives and Managers	2 hours	Explores further into the roles and responsibilities as well as the framework for the functional structure for driving data and analytics in the organization. The structures at both enterprise and functional levels are discussed, with several options along with their respective pros and cons.	E001
E004	Practical Governance and Decision Making for Data and Analytics	Executives and Managers	2 hours	Taking a step back from the compliance-centric view of governance, this workshop looks at practical governance as a mechanism and a vehicle for enterprise decision making and collaboration around data and analytics. Covers the purpose of data and analytics governance throughout the data lifecycle, the structure, the processes, and the practices to be employed in governance, as well as decisions and risks in data and analytics managed through governance.	E001 E002 E003
E005	Practical Information Management	Managers	4 hours	Introduces the idea of the data and analytics lifecycle and the management along the lifecycle as a foundation for maximizing the value of data while reducing risk. Topics include the components of data and analytics management, roles and responsibilities, team structures, profiles and skill sets, activities, and operational implications.	None

#	Title	Audience	Total Time	Description	Prerequisites
E006	Managing Risk from Data and Analytics	Managers	2 hours	Explores risks due to data and analytics beyond those typically addressed by security concerns. Topics include ethics, bias, data quality, and model risk, among others, and mitigation for reducing such risks.	E001 E004 E005

PRACTICE AND PROFESSIONAL DEVELOPMENT TRACK

#	Title	Audience	Total Time	Description	Prerequisites
S001	Collaborative Effectiveness for Information Professionals	Data, Analytics, Technology: Managers and Analysts	4 hours	A comprehensive workshop in effectiveness fundamentals for information professionals. Explains the foundational paradigm shift necessary for becoming an effective information professional, the reasons for the shift, and practical implications on working with others, including straightforward examples of practical empathy for information professionals.	None
S002	Presentation and Communication	Data, Analytics, Technology: Managers and Analysts	4 hours	Designed specifically for information professionals, this workshop covers key aspects of communication not often addressed. Addresses effective communication from the perspectives of cognitive strain, unintended negativity, and inducing information from others. Participants will learn how to approach and think about effective communication as data and analytics professionals, with examples of tangible practices.	S001
A001	Quality of Analytical Projects: Principles and Practices	Analytics: Managers and Analysts	8 hours	Examines how to apply principles of quality to analytical development and delivery. Topics include the components of quality management, associated activities, and the practices of traceability, replicability, transparency, and justifiability.	S001

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#	Title	Audience	Total Time	Description	Prerequisites
A002	Quality of Analytical Projects: Managerial Concerns When Working with Third-Party Analytical Services Providers	Analytics: Managers	2 hours	Intended specifically for analytics managers and leaders, this workshop covers considerations for quality requirements when working with third-party analytical services providers.	S001 A001
A003	Quality Planning in Analytics: Analytical Project Design	Analytics: Managers and Analysts	4 hours	Covers best practices in analytical project design. Topics include key analytical design principles, development of sound definitions, data requirement specifications, project design documentation, and expectation alignment among the project stakeholders and participants.	S001 A001
A004	Quality Assurance in Analytics: Project Audit Methodology	Analytics: Managers and Analysts	4 hours	Covers the quality assurance audit methodology for analytical projects. Includes the principles of project audit and their impact on the processes and the standards for analytical development, as well as the roles and responsibilities in the process. Generally speaking, this workshop assumes the availability of an analyst not involved in the development (not necessarily a separate team) for applying the concept of an independent audit.	S001 A001
A005	Quality Maintenance in Analytics: Analytics Monitoring and Maintenance	Analytics: Managers and Analysts	4 hours	Covers the methodology and practice of analytics maintenance. Topics include performance monitoring, practical model governance, and the process for proactively identifying the need for model adjustment or redevelopment to mitigate risk posed by the model.	S001 A001
A006	Problem Analysis for Analytics Professionals	Analytics: Managers and Analysts	4 hours	This workshop addresses the often-overlooked idea in analytical design and development: the analysis of the problem itself. Topics include frameworks for problem analysis, analysis of problem stakeholders, and understanding risks and dependencies.	S001
A007	Analytical Project Delivery Methodology	Analytics: Managers and Analysts	4 hours	An overview of the delivery methodology of analytical projects. Topics include the delivery process, the steps and associated activities, the delivery team structure, and roles and responsibilities. Optionally, this workshop may be tailored for either delivery to internal clients or delivery to external clients (i.e., for organizations that offer professional services in analytics to external clients).	S001 A001

#	Title	Audience	Total Time	Description	Prerequisites
A008	Predictive Analytics Development Methodology	Analytics: Managers and Analysts	4 hours	A deeper dive into the steps and activities in predictive analytics development, including key analysis approaches and implications on stakeholder management for successful and well-thought-out development.	S001 A001 A003 A004
A009	Documentation Best Practices for Analytics	Analytics: Managers and Analysts	4 hours	Covers the best practices in documentation of analytical projects, including formal and informal documentation, regulatory considerations, document store and sharing practices, and application of analytical project quality principles.	S001 A001