Course Title	**The Data Driven Organization**
Description	Many organizations aspire to be data driven but few truly are. This course reviews what data driven means and the key elements of being a data driven organization especially the roles of business leaders and business/IT alignment. It also reviews how organizations can develop a common understanding language and methodology for analytic thinking that will improve their analytics maturity and analytics adoption.
Content	Data and analytics trends, challenges & strategy; analytics leadership & management role; corporate KPIs and dashboards; key analytic applications; measuring data & analytics value; leading practice examples/case studies.
Duration	Half Day
Audience	Leaders and Senior Management
Topics	Data and analytic trends and challenges
	Data and analytics strategy elements
	Data and analytics leadership roles
	Performance management and KPIs
	Effective visualization and communication
	Ensuring Analytics Actionability
	Leading Practices and Case Studies