Fundamentals of Data Driven Strategy

February 7 - 9, 2021
9:00-15:00

Data touches everything we do and our ability to work with data is more important than ever.

Join Amazon's ex-UK Head of Pricing and ex-Goldman Sachs Strategist in this 3-day, immersive workshop covering the absolute essentials of working in a data-driven world. Participants will leave this course feeling more confident in their understanding and ability to craft and deliver insights from data.

Registration deadline for this course is *January 19th, 2021*.

Registration Link:
https://oe.kfas.org.kw/Event?ID=173

Program Agenda

The Data Lifecycle™
A foundational framework of the key concepts, capabilities, processes and outputs regarding how the world's top businesses use data to make data-driven strategic decisions.

Data and Analytics Demystified
Learn the art-of-the-possible and how to become an active contributor in value generation by developing an understanding of advanced analytics such as Artificial Intelligence and Machine Learning.

Asking Better Questions of Data
Identification and alignment on strategic priorities is an essential part of data driven insight generation that ultimately leads to forming more robust approaches when generating testable hypotheses.

Data storytelling
Attain one of the most crucial skills in regards to securing buy-in. Assess your audience, their needs and biases to create a compelling narrative to inform and change minds within a business context.