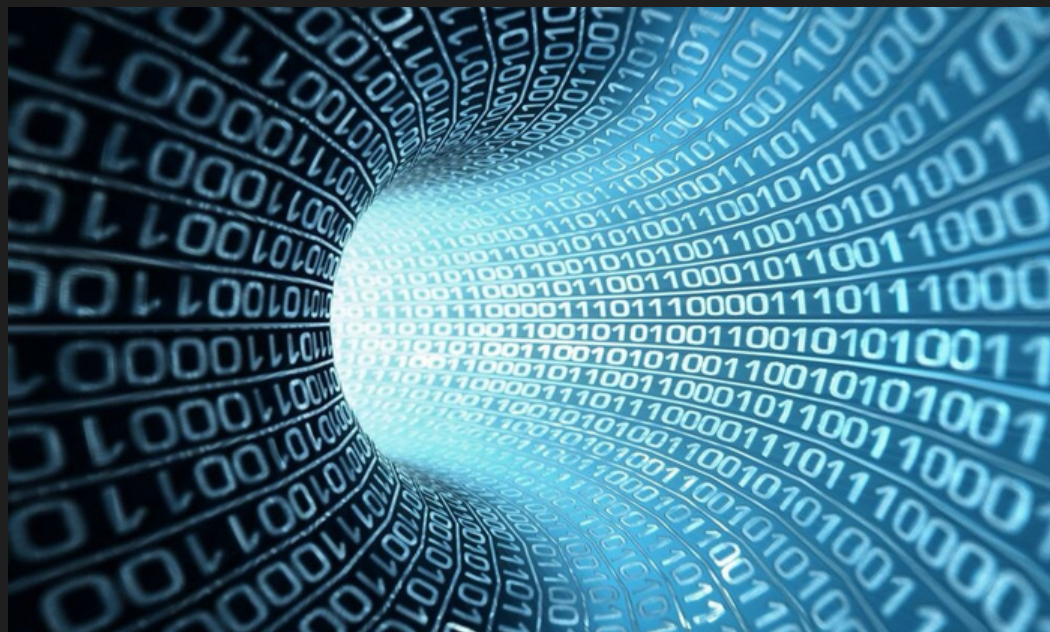# DATA DRIVEN DECISION MAKING TRAINING FOR MANAGERS

DATES: MARCH 7TH–MARCH 10TH 2023
VENUE: SAROVA WHITESANDS MOMBASA

ENQUIRIES

0736 763 595

DATA DRIVEN DECISION MAKING TRAINING FOR MANAGERS

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"Where there is Data Smoke, there is Business Fire."

Thomas Redman.

DATA IS FOR EVERY MANAGER

THE BIG WHY

Leading has long been thought of as a "soft" intuitive skill, while management was seen as a "hard" science. But those lines are blurring, and the days of purely intuitive decisions are over.

Many organisations are already adopting a hybrid, "informed intuition" approach, where intuitive decisions are data-informed.

According to a study by the global firm MicroStrategy, organisations worldwide in the public and private sectors are using data to:

- Improve efficiency and productivity (64 percent)
- Achieve more effective decision-making (56 percent)
- Drive better financial performance (51 percent)

From leaders to managers to workforces, what's needed is a program that encompasses all the knowledge, skills and strategies to enable our people to become data-fluent and data-confident, so they can apply the right data to their decision-making across the board.

- Delegates will be better equipped with skills to better anticipate, address, mitigate, and even benefit from the tidal waves of disruption that organisations are experiencing in the modern digital economy.

- With the enormous explosion of data that organisations have access to, managers must know where their analysts are getting evidence from and how the data was generated.

- Participants in this training will be able to understand how robust data analysis can be used to drive decision making and how organisations uncover new information to provide avenues for strategic moves.

- Demystify the Assumption that Data Appreciation Skills are for a Particular set of workers or a Particular Department.

- Learn the skills to better communicate and defend data-driven findings and decisions to stakeholders when seeking a Buy-In in key decisions.

- Learn how to apply data to forecasting, marketing, product development, business intelligence, and other core strategic goals.

- Communicate effectively with senior management and technical staff to apply data-driven strategies in all the departments.

WHO WILL ATTEND:

This training brings together all C-Suite stakeholders from all types of organizations. The training is ideal for leaders, managers, and professionals who want to learn how data analytics can help improve organizational decision-making processes.

TRAINING METHODOLOGY

The training uses a mix of interactive techniques, such as analytical tools, case studies, presentation development, presentation delivery, and individual feedback. Featuring workshops, panel discussions, and provocative talks, attendees will get a comprehensive experience designed to guide them through all of today's key issues in data management and analysis.

TARGET COMPETENCIES

- Understanding complex data
- Analysing data
- Structuring data
- Balanced decision-making
- Visualizing data
- Assessing data patterns
- Influencing
- Communicating the Data

What will be Covered

- Leadership, Skills and Culture
- Data Management
- Analytics
- Strategy and Value
- Data Science, Machine Learning and Artificial Intelligence
- Trust, Governance and Privacy
- Master Data Management
- Technical Insights for Data and Analytics Practitioners
- Environmental, Social, Governance
- Innovation

DATA DRIVEN DECISION MAKING TRAINING FOR MANAGERS

Date: March 7th–March 10th 2023
Venue: Sarova Whitesands, Mombasa

Investment: KSh. 73,500 + VAT

HR Practioners to get 6 CPD Points

All payments to be made to:

Bank Name: NCBA Bank
Branch: Kenyatta Avenue
A/c Name: Besthouse Consult
A/c No: 1006238153

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DATA IS FOR EVERY MANAGER

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