

VIQTOR DAVIS®

DATA CRAFTSMANSHIP

DATA LITERACY

Closing the Data Literacy Gap



INTRODUCING VIQTOR DAVIS...

We are an independent data partner comprising 380 data professional adding value to strategy, governance, management, science and analytics. We operate in specialised practices across three geographies with global delivery capability in India and Mexico.

+ Advisory

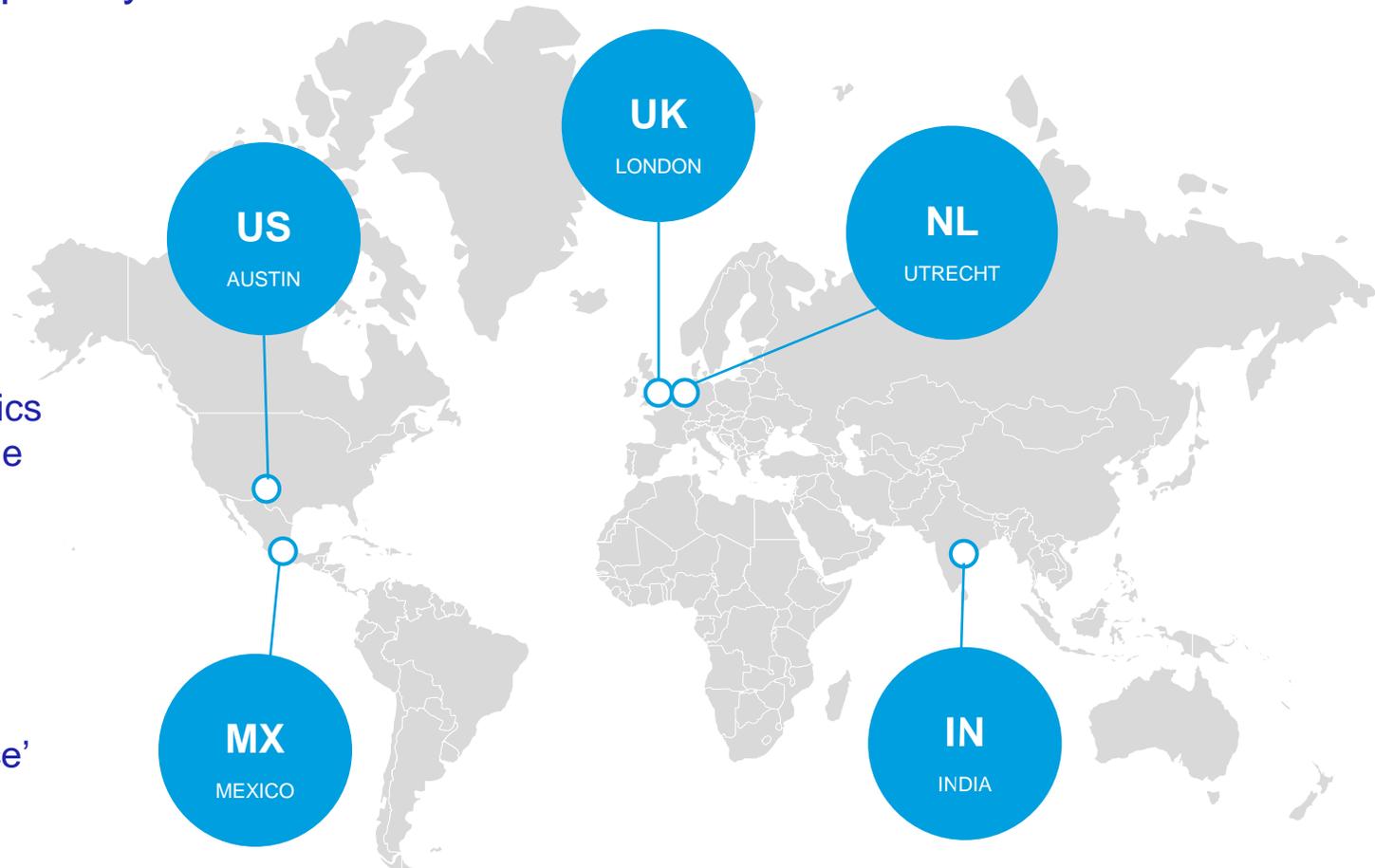
Data strategy | Data governance
Digital adoption | Data Literacy

+ Delivery

Master data management | BI & analytics
Data integration | Data quality | Machine learning
Data & decision science

+ Managed Services

Access data professionals 'As A Service'
Fully-hosted cloud data platform



A SELECTION OF OUR GLOBAL CUSTOMERS



THOMSON REUTERS



TOYOTA



مركز الأنظمة الإلكترونية والمعلومات
ABU DHABI GOVERNMENT



WHO ARE WE?



Mel Hodge

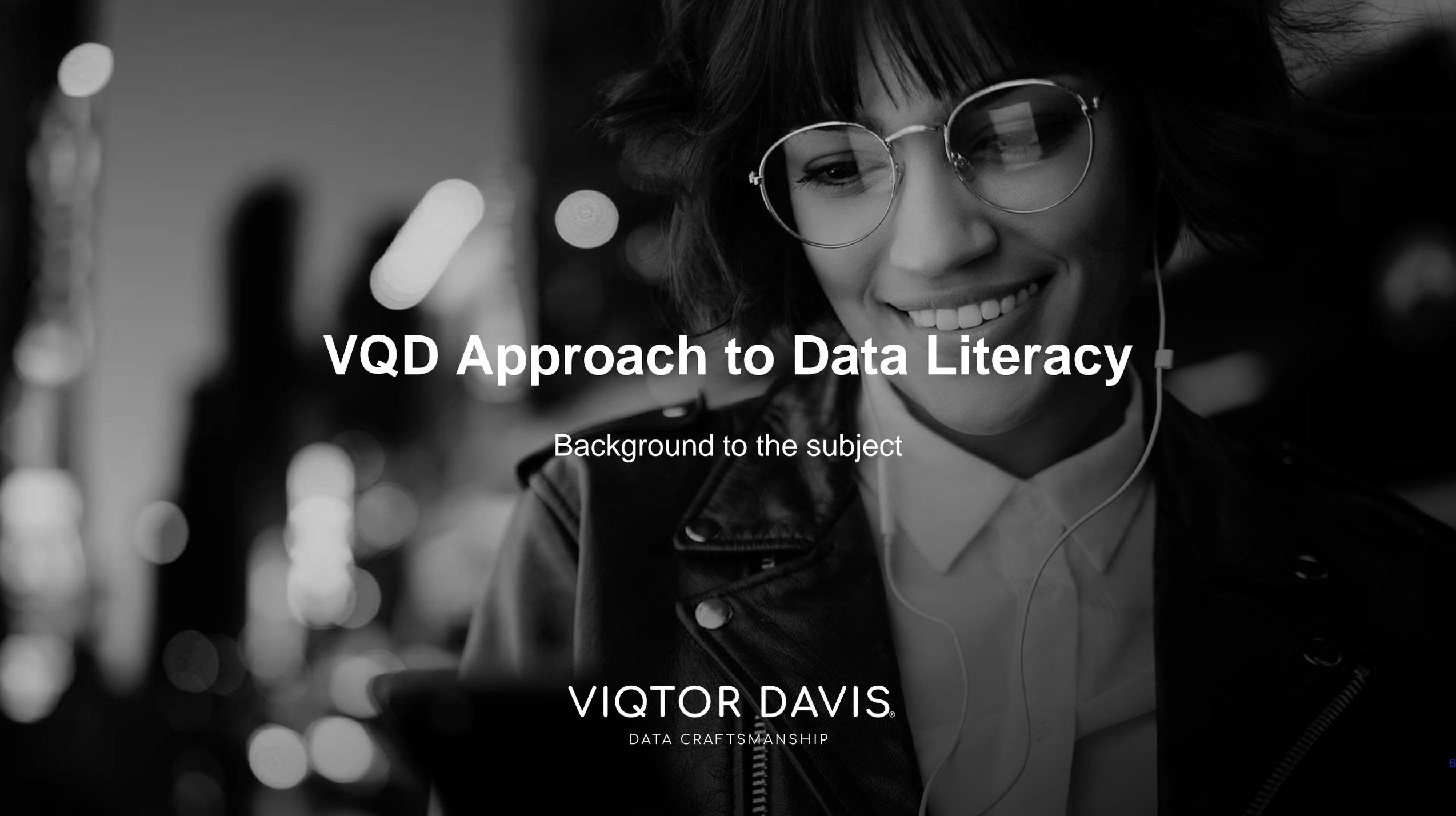
Digital Strategy & Governance Lead

WHO ARE WE?



Richard Hughes

Senior Consultant



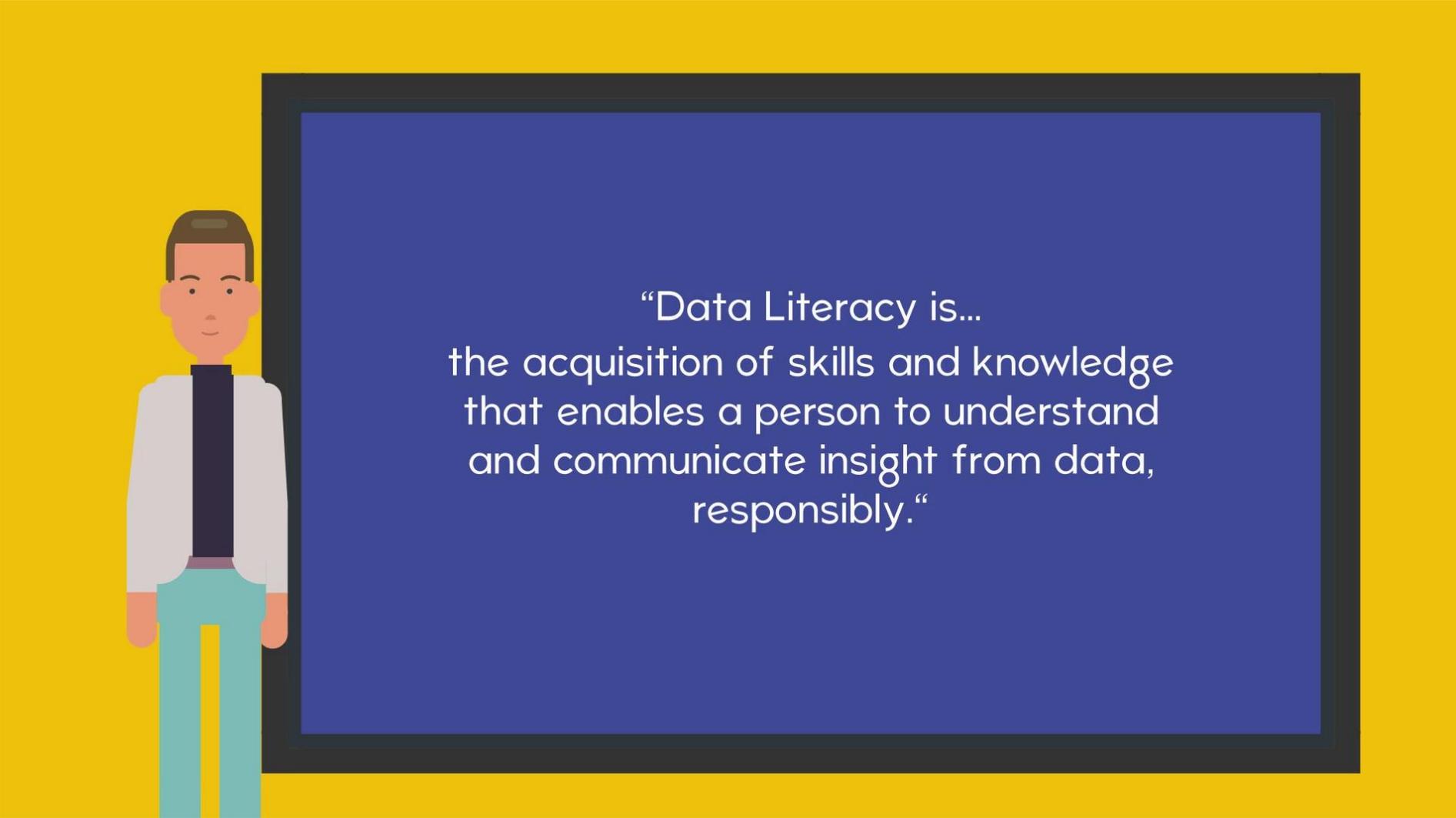
VQD Approach to Data Literacy

Background to the subject

VIQTOR DAVIS

DATA CRAFTSMANSHIP

WHAT IS DATA LITERACY?



“Data Literacy is...
the acquisition of skills and knowledge
that enables a person to understand
and communicate insight from data,
responsibly.”

BACKGROUND TO DATA LITERACY

Data Literate staff are at the forefront of delivering the data-driven agenda, protecting investment in transformation programs and new technology

In a recent MIT study, it was found that companies with Data Literate staff are 6% more productive than their peers

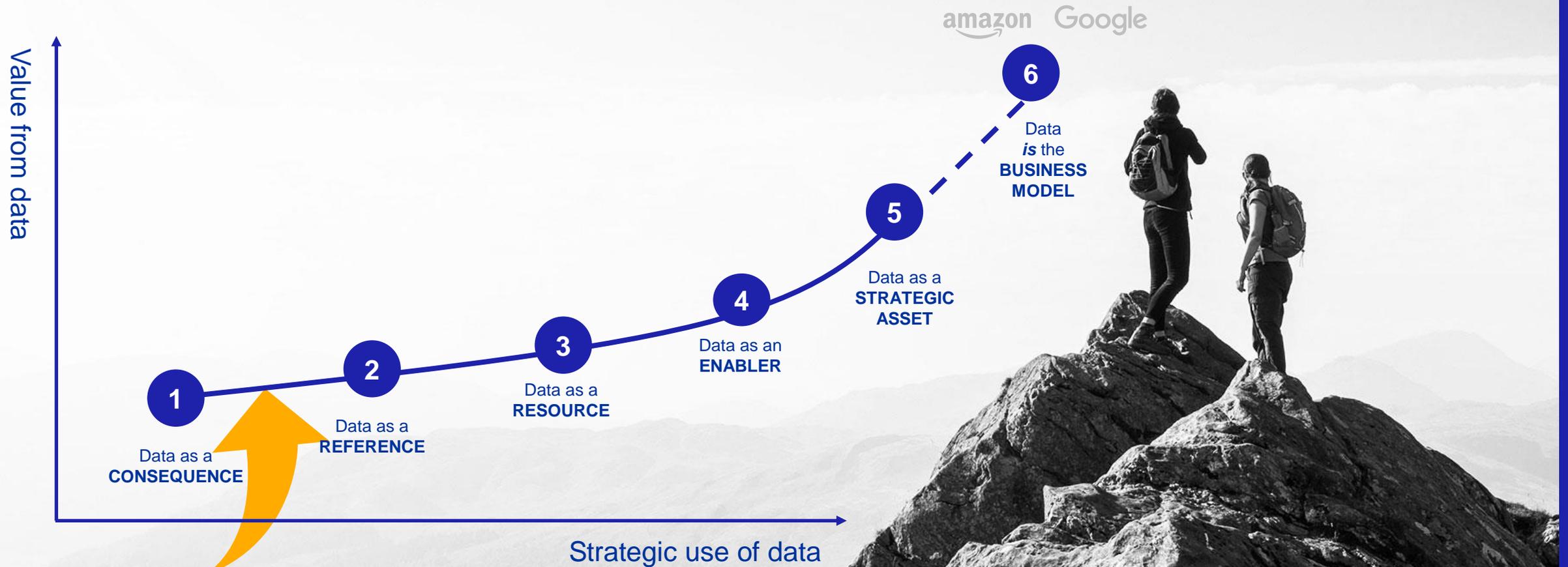
Data Literacy has been identified by Gartner & Forbes as one of the key trends of 2020/21



Only 8% of respondents to a recent study confirmed that they had changed the way they use data over the last 5 years but 93% of companies recognise that Data literacy is vital to their business plans

Only 17% actively encourage employees to upskill although 34% do provide DL training opportunities for staff

CROSSING THE DATA DELTA: WHERE DO YOU NEED TO BE?



The gap between stages is the delta between the data you have and the information you need...

THE PROBLEM WITH DATA



Vast **volumes** of data & little clarity regarding **data ownership, duplicate & redundant data**



Lack of a shared language between IT and business areas



Proliferation of systems which are **not connected**



No central oversight over who has which data – each department has its own data channels and sources



Stakeholders **are not engaged** and do not appreciate the potential benefits

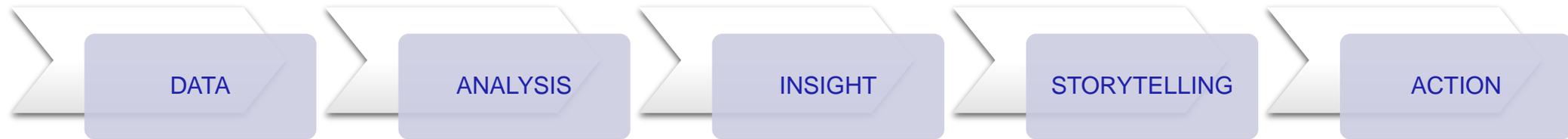


Lack of strategy and **no understanding** of inherent risk

DATA LITERACY ACROSS THE ORGANISATION

People, process, data & technology

**VIQTOR
DAVIS.**
DATA CRAFTSMANSHIP



'DATA-DRIVEN' ORGANISATIONS ARE BUILT ON STRONG FOUNDATIONS

Data Landscape

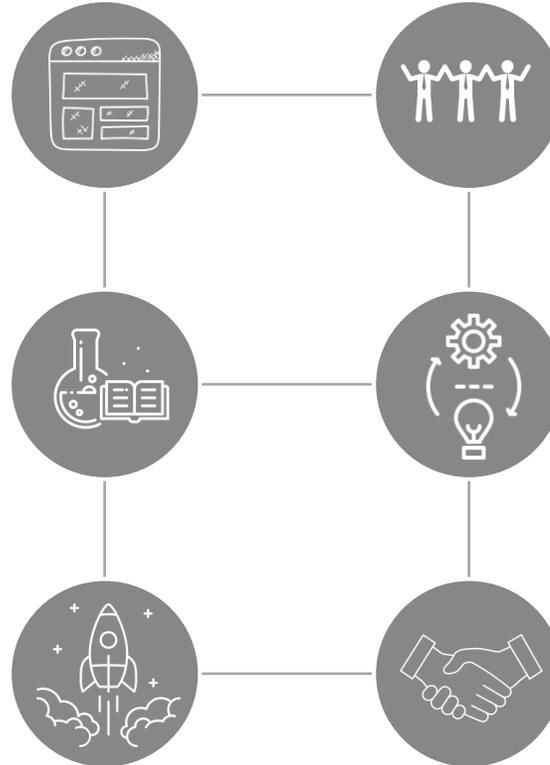
Is understood, articulated and evidenced.

Description of Data

Must be universal, commonly agreed and highly democratised.

Data Lineage

Is clearly evidenced, well maintained and is end-to-end.



Regulation and Policy

Impacts can be visualised and assessed, end-to-end.

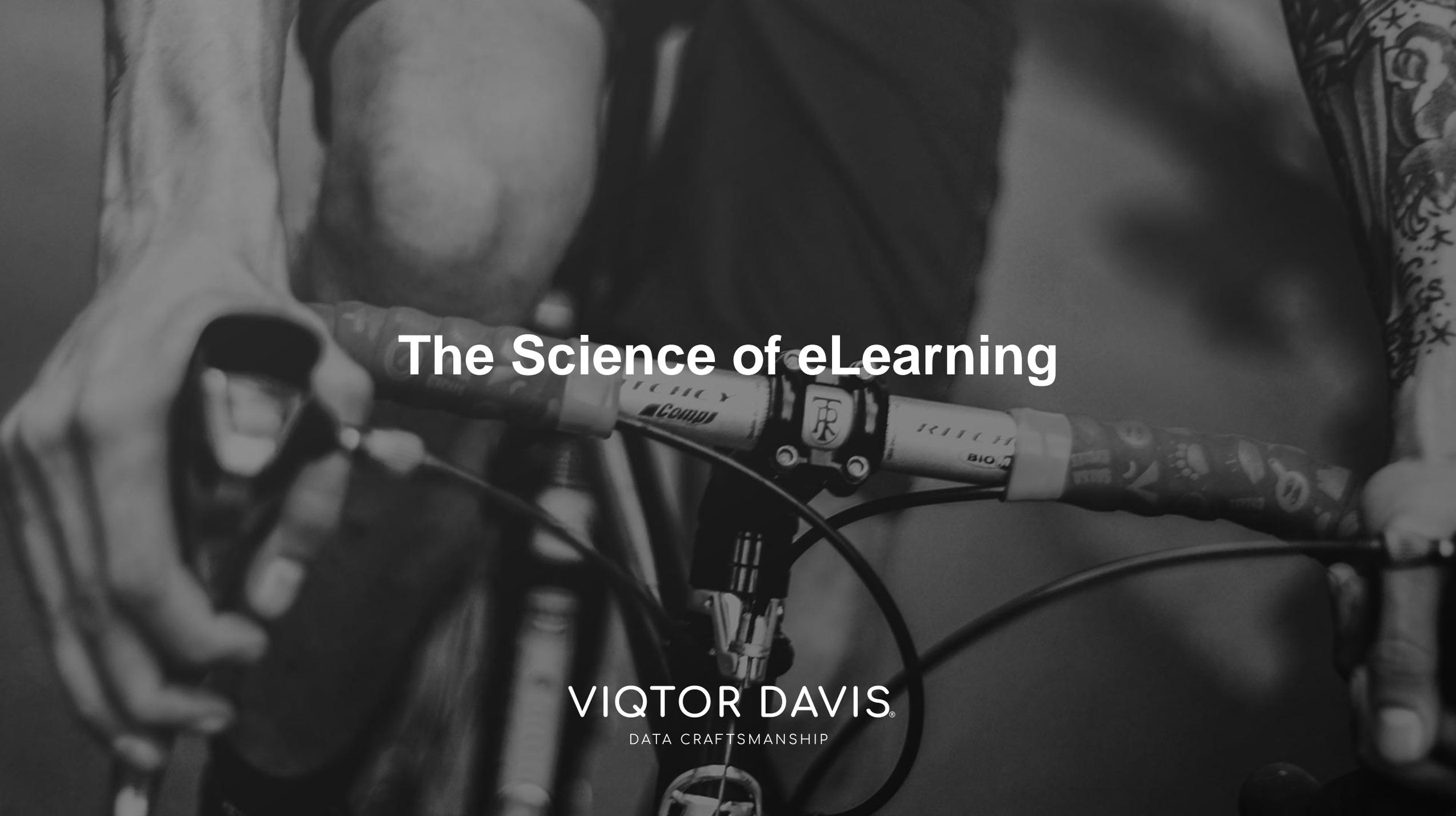
Action-oriented Insight

Identify, understand, infer and communicate with the 'right' data.

Governance & Quality

Data & process are measured, managed, integrated and remediated.

Data Literacy underpins the goals of all Data Initiatives



The Science of eLearning

VIQTOR DAVIS®

DATA CRAFTSMANSHIP

RESEARCH FINDINGS

“Substantial evidence has established that emotional events are remembered more clearly, accurately and for longer periods of time than are neutral events.”

Tyng, Chai M et al. “The Influences of Emotion on Learning and Memory.” *Frontiers in psychology* vol. 8 1454. 24 Aug. 2017, doi:10.3389/fpsyg.2017.01454

“...learning strategies that emphasize emotional factors are more likely to result in long-term knowledge retention.”

Tyng, Chai M et al. “The Influences of Emotion on Learning and Memory.” *Frontiers in psychology* vol. 8 1454. 24 Aug. 2017, doi:10.3389/fpsyg.2017.01454

“Emotional influences should be carefully considered in educational course design to maximise learner engagement as well as improve learning and long-term retention of the material” (Shen et al 2009)

Shen L et al “Affective e-learning: using” Emotional” data to improve learning in pervasive learning environment.” *Educ. Technol. Soc.* 12 176–189. Arp. 2009

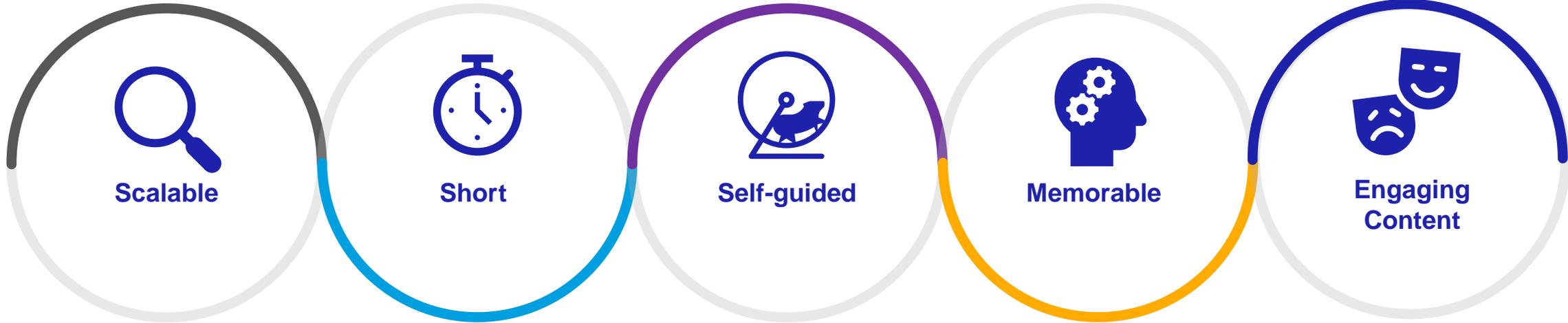


The Data Literacy Accelerators

VIQTOR DAVIS®
DATA CRAFTSMANSHIP

GUIDING PRINCIPLES BEHIND THE ACCELERATORS

...Go beyond...



Scalable

Short

Self-guided

Memorable

**Engaging
Content**

- + Training modules are provided in SCORM format, providing scalable content for organisations to host on their own Learning Management System.

- + Training components are intended to be no longer than 5 minutes
- + Each module should be no longer than 20 mins

- + Consumers will be able to complete the course as they wish, whether undertaken in one go or a component at a time (dip-in vs binge watch).

- + Quizzes or tasks to help engagement & retention
- + Gamification supports engagement and imparts a sense of achievement

- + Use audio-visual content
- + Plain English, no jargon
- + Simple & clear but not simplistic
- + Accessible to a wide range of audiences

DATA LITERACY

More than just a 'course'



FOUNDATION

Fundamental building blocks or 'DNA' of Data
How Data is controlled, governed and protected

DATA-DRIVEN

ACTION

Applying data to solve business problems and grow value
Close the gaps between insight and action

DATA-DRIVEN

BUSINESS OPERATIONS

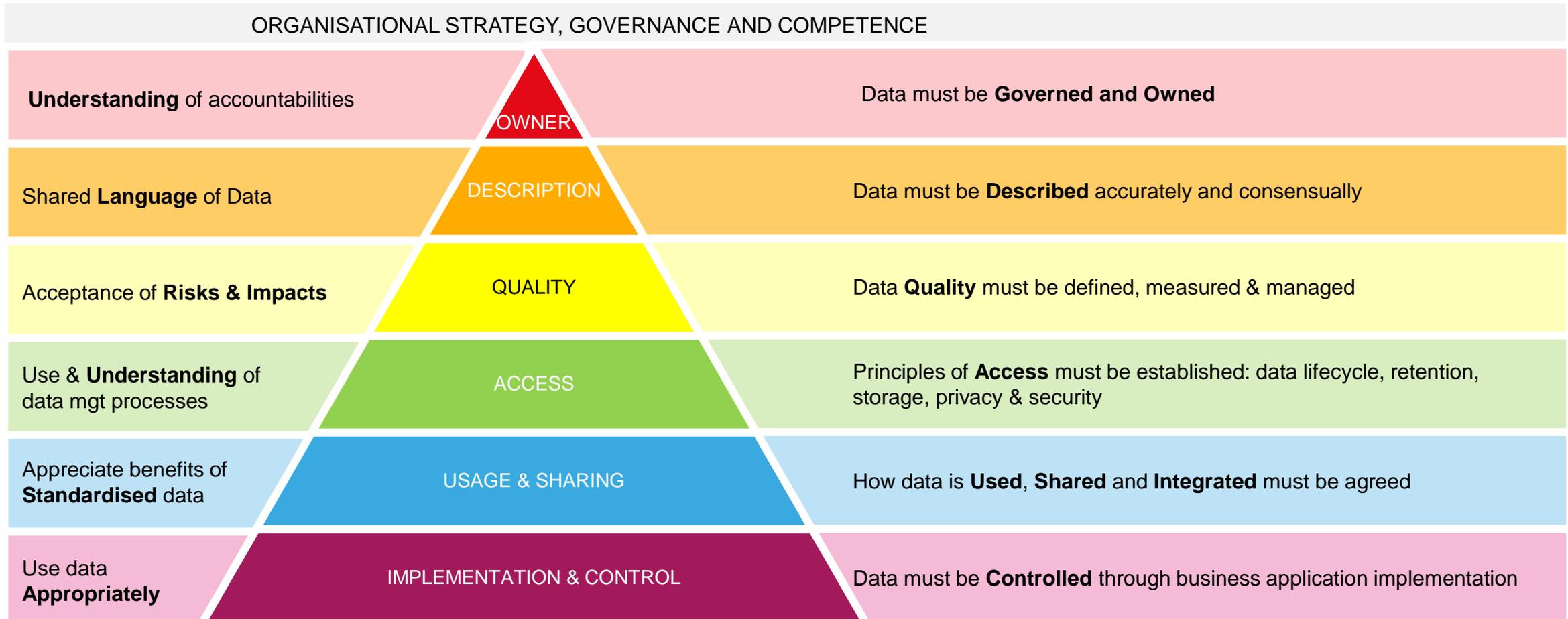
Embed a mindset that Data is core to doing business
Awareness of data privacy, security, ethics, bias or risks

COMPETENCY DEVELOPMENT

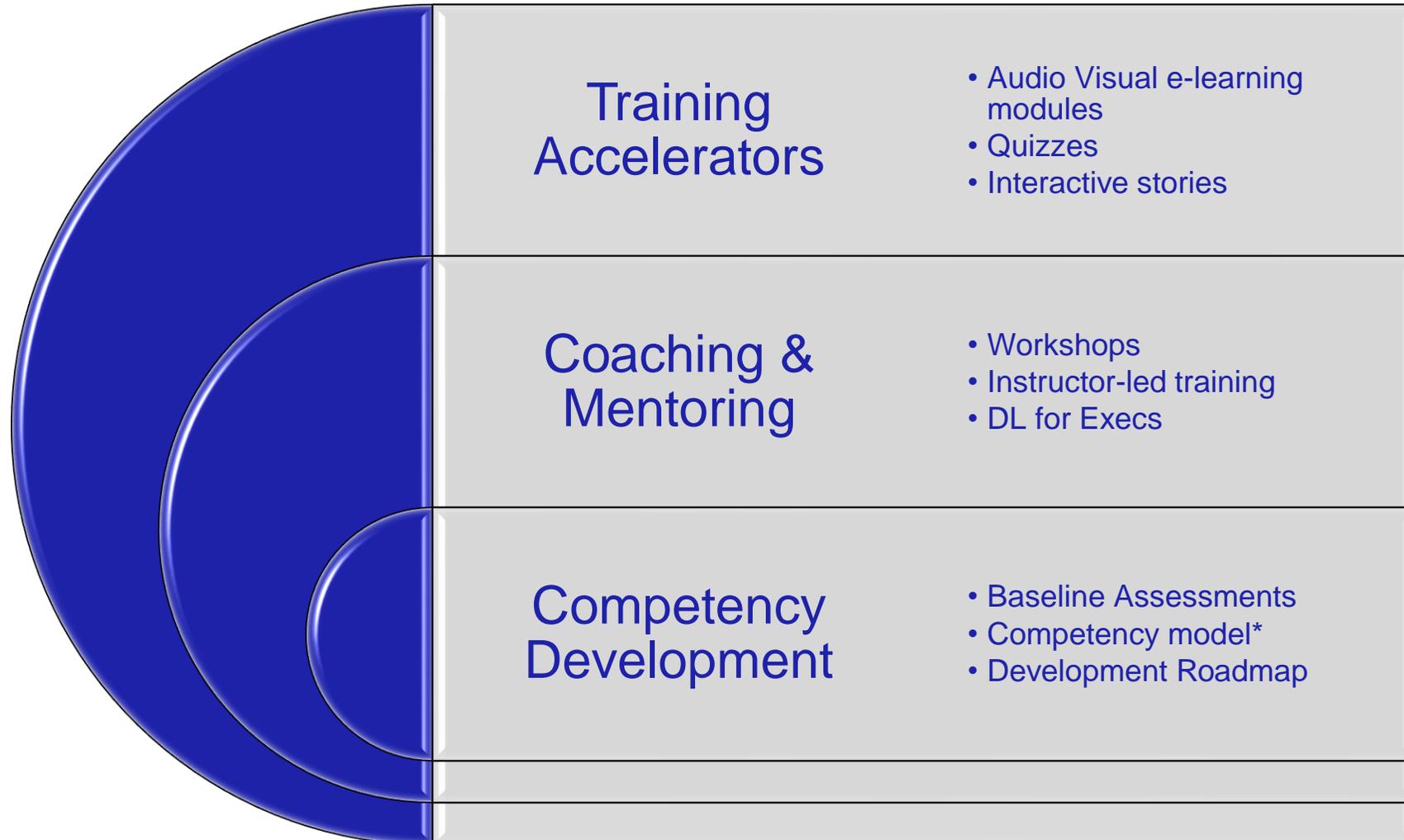


Add a Award GIF here

CROSSING THE DATA LITERACY DELTA



THE DATA LITERACY FRAMEWORK





Case Study

A large global CPG company with
150,000 employees

VIQTOR DAVIS

DATA CRAFTSMANSHIP

TYPICAL FORMAT

A large global CPG company recognised there was a gap in the data skills of its workers. They thoroughly researched the market for data literacy training that would appeal to their workforce all to no avail.

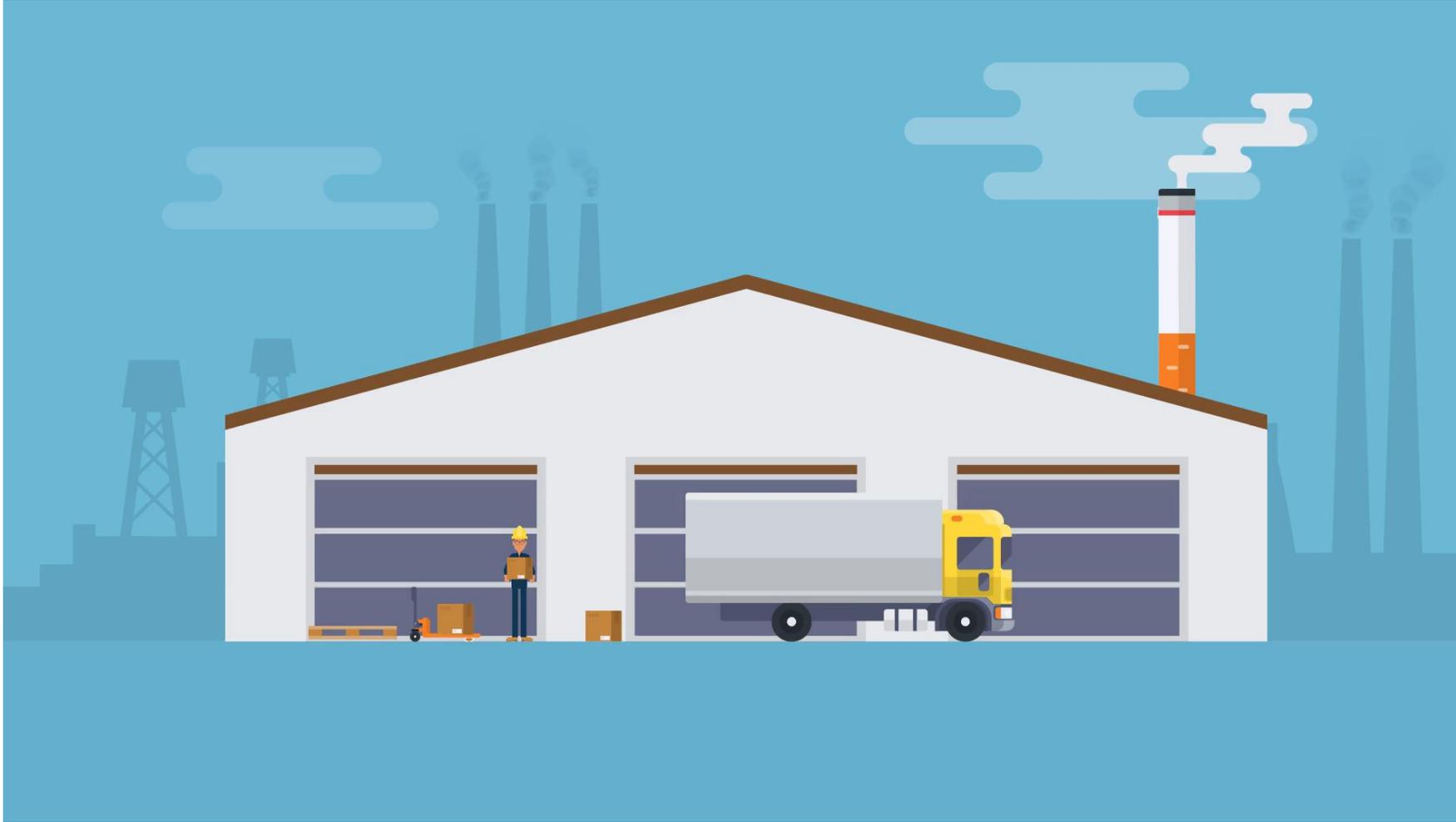
Owing to the pandemic lockdown there had already been a push to undertake several underwhelming eLearning courses and the client was experiencing what could only be termed as eLearning fatigue.

We make people engage with a subject that is notoriously dry and uninteresting to many. That's right, we opted for a contemporary animated style with a dash of humour to bring the course to life. We created a prototype for the client to demonstrate the concept. The proposition was met with excitement.



AN EXAMPLE WE ALL KNOW ONLY TOO WELL

**VIQTOR
DAVIS.**
DATA CRAFTSMANSHIP



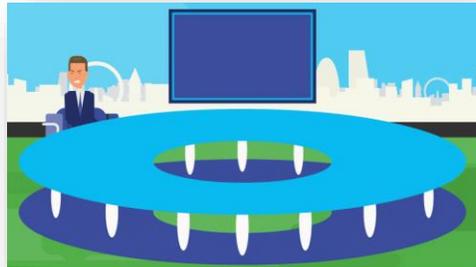
We wanted the learner to be invested in the process
And so, we introduced the concept of branching stories, where the learner's decision drives the result

OTHER DESIGN ELEMENTS

Sound, Storytelling and Personas

VIQTOR
DAVIS.

DATA CRAFTSMANSHIP



OTHER DESIGN ELEMENTS

Sound, Storytelling and Personas

To keep learner interested we also included various other elements throughout the course

Key Design Elements

Sound – we used a variety of catch tunes and sound effects to give that novelty feel

Storytelling – we threaded themes throughout, referencing earlier points in the course

Personas – we created pretend personas with big personalities from different functions to highlight their part in the process

Avatars/Cameos – I recognise everyone viewing is far too humble to fall foul of their ego... but for those data divas out there we are able to immortalise them in animated form – a must have on your path to world domination! I'm not sure what this says about Mel and I though... **(both look at each other and camera surprised then move on)**

Definition Library – moving on... we also provided an animated definitions library containing 40+ key data terms each explained in plain English to demystify what those data folks *really* mean

The resulting product was a bespoke, 2hr+, fun, Data Literacy e-Learning package that was an instant hit with the client.



Our Proposition

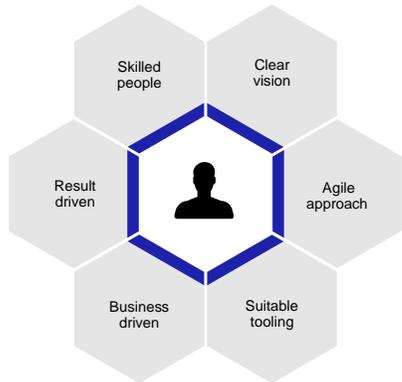
VIQTOR DAVIS®

DATA CRAFTSMANSHIP

DATA LITERACY PROPOSITION

Providing the foundation to become Data Driven

+ EXPERTISE



Foundation to become fully **data driven**



Cross-functional team with highly skilled and experienced coaches

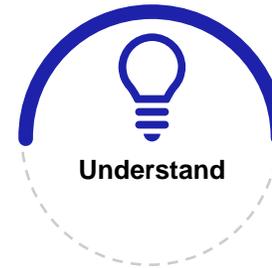


End to end delivery – from vision to implement and support



Configurable – framework and accelerators can be configured or customised to meet needs of audience

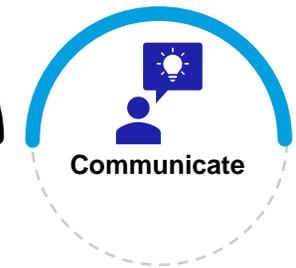
+ FOCUS



Understand



Infer



Communicate

Become data driven and adaptive to future changes in your business model. **Data craftsmanship for a data driven foundation!**

+ KEY VALUE PROPOSITIONS



COACHING & MENTORING

'On the job' training and mentoring, workshops and individualised coaching for execs, establishes the skills within your organisation required to achieve your data goals.



ASSESSMENTS

Individual assessments to benchmark understanding with interactive quizzes to track progress, gamified to create engagement, with printable/shareable certificates and awards. Individual/organisation re-assessment to highlight progress and establish further needs, from Foundation (for all employees) to Practitioner (Specialist subjects).



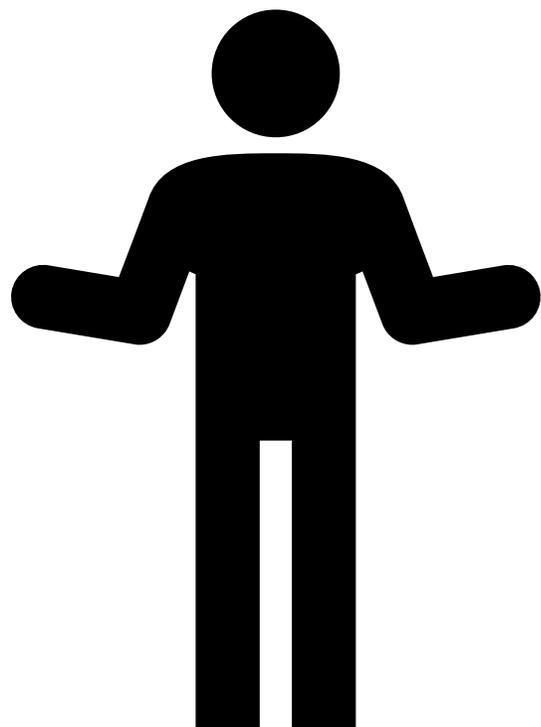
TRAINING ACCELERATORS

Access to the training packages, delivered to you to host on your own Learning Management System. We offer a number of accelerators available at different price points to suit particular needs, ranging from standard to fully customised content.



DEVELOPMENT

We are continually developing our stock of training accelerators – talk to us about your needs. We are also able to develop videos to represent common use cases to help with stakeholder engagement.



**ANY
QUESTIONS?**

**VIQTOR
DAVIS®**

DATA CRAFTSMANSHIP

**THANK YOU
FOR YOUR ATTENTION**

Melanie.Hodge@VIQTORDAVIS.com

Richard.Hughes@VIQTORDAVIS.com

VIQTOR DAVIS UK

+ 44 (0)1795 415 800

VIQTOR DAVIS NL

+31 (0)30 221 90 50

VIQTOR DAVIS US

+1-512-790-3282

VIQTORDAVIS.COM