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# DATA LITERACY

## Closing the Data Literacy Gap



## INTRODUCING VIQTOR DAVIS...

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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

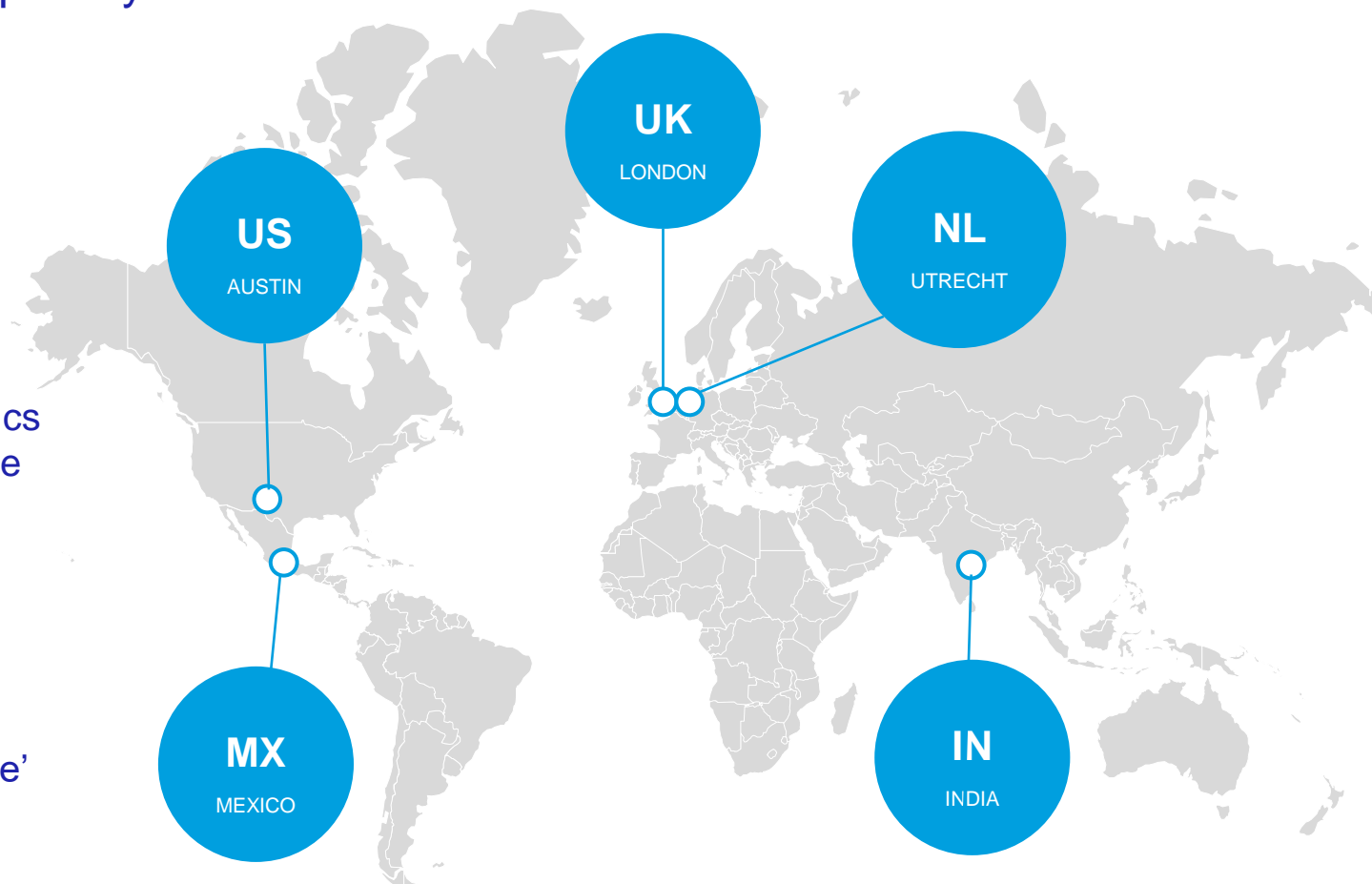
Data strategy | Data governance  
Digital adoption | Data Literacy

### + 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



## WHO ARE WE?

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**Mel Hodge**

Digital Strategy & Governance Lead

## WHO ARE WE?

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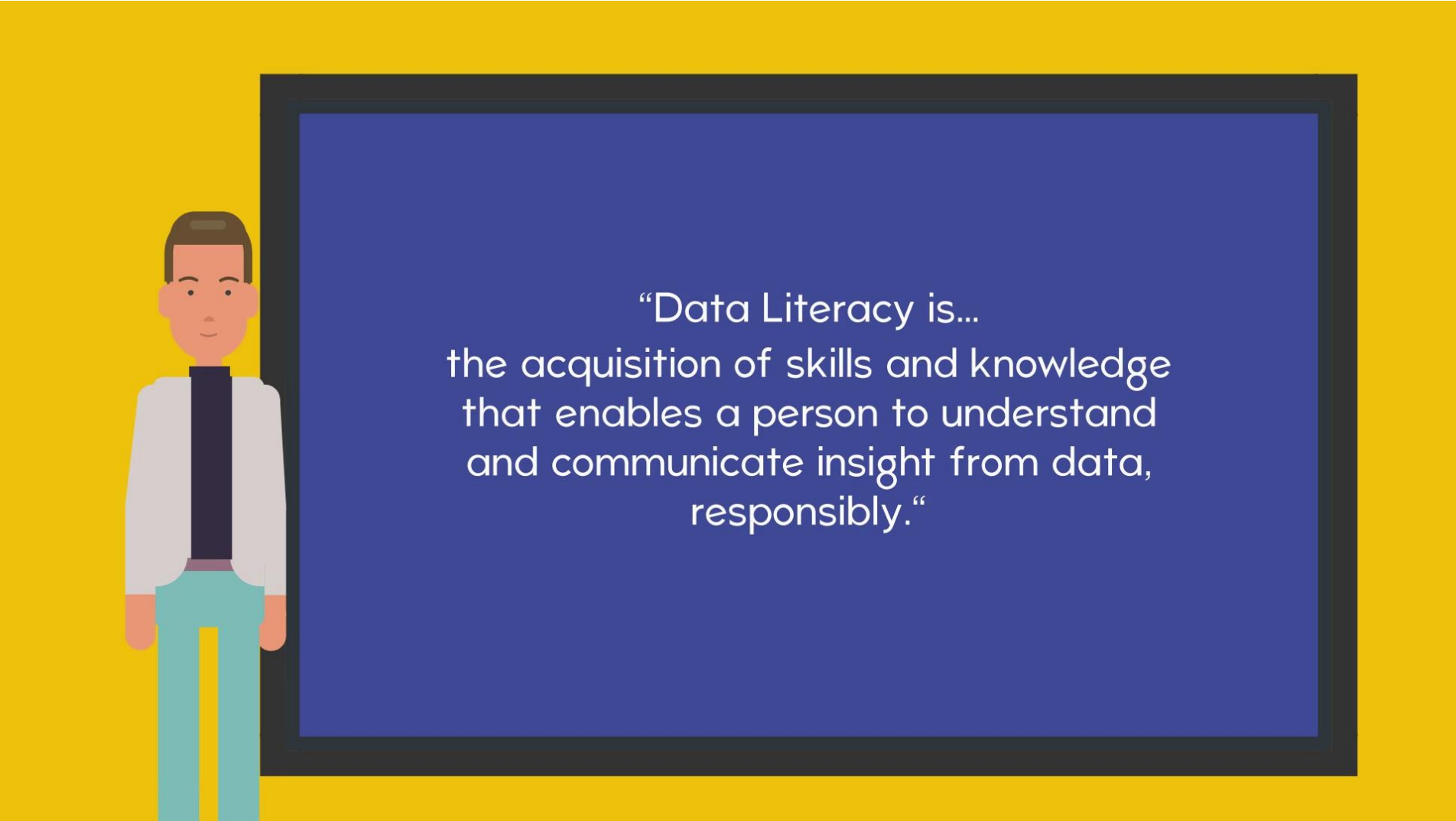
# VQD Approach to Data Literacy

Background to the subject

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# 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

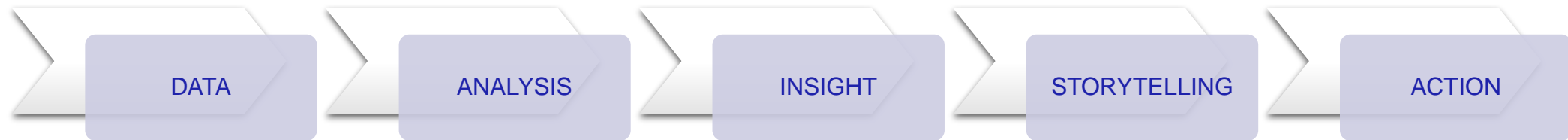


Lack of strategy and **no understanding** of inherent risk

# DATA LITERACY ACROSS THE ORGANISATION

People, process, data & technology

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# 'DATA-DRIVEN' ORGANISATIONS ARE BUILT ON STRONG FOUNDATIONS



**Data Literacy underpins the goals of all Data Initiatives**



# The Science of eLearning

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# 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

An aerial, black and white photograph of the New York City skyline. The Empire State Building is the central focus, standing tall above the surrounding skyscrapers. The city extends to the horizon, with the Hudson River and the Statue of Liberty visible in the distance. The sky is overcast.

# The Data Literacy Accelerators

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# GUIDING PRINCIPLES BEHIND THE ACCELERATORS

...Go beyond...



**Scalable**

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



**Short**

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



**Self-guided**

- + 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).



**Memorable**

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



**Engaging  
Content**

- + 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'

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## 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

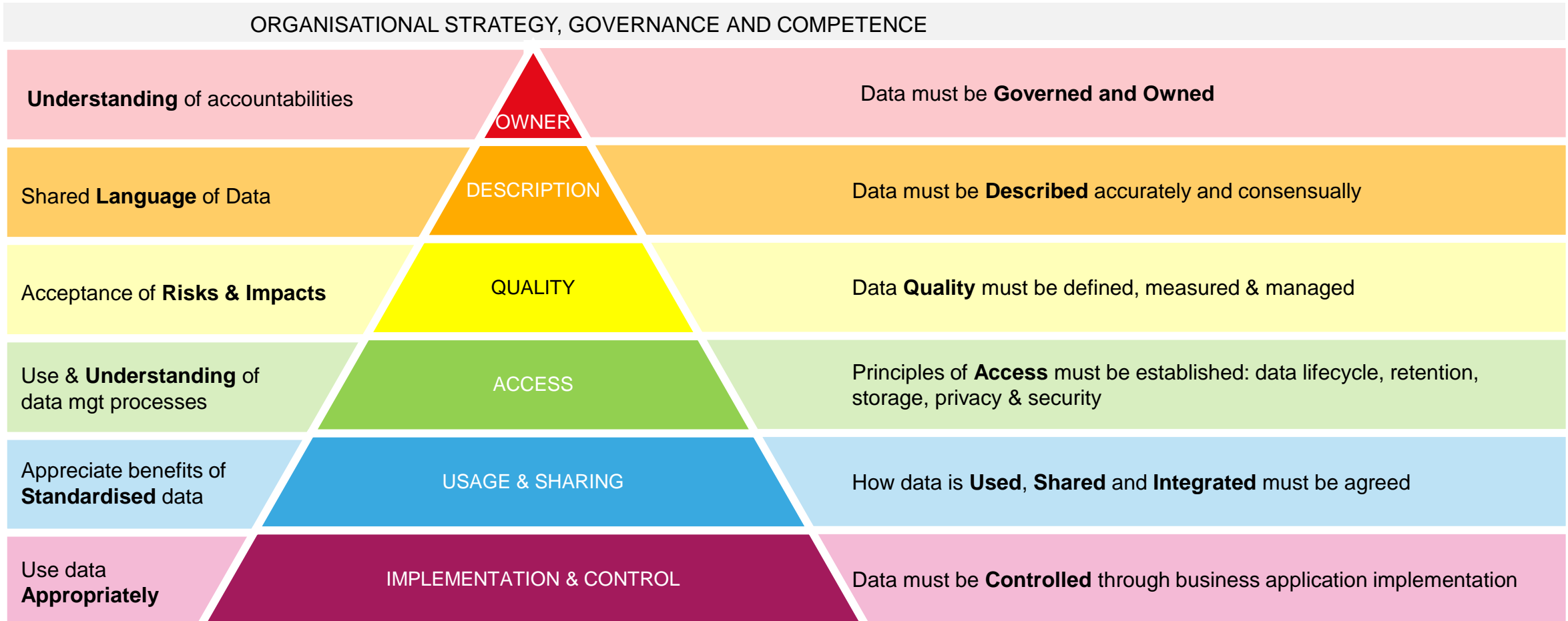
Embed a mindset that Data is core to doing business  
Awareness of data privacy, security, ethics, bias or risks

# COMPETENCY DEVELOPMENT

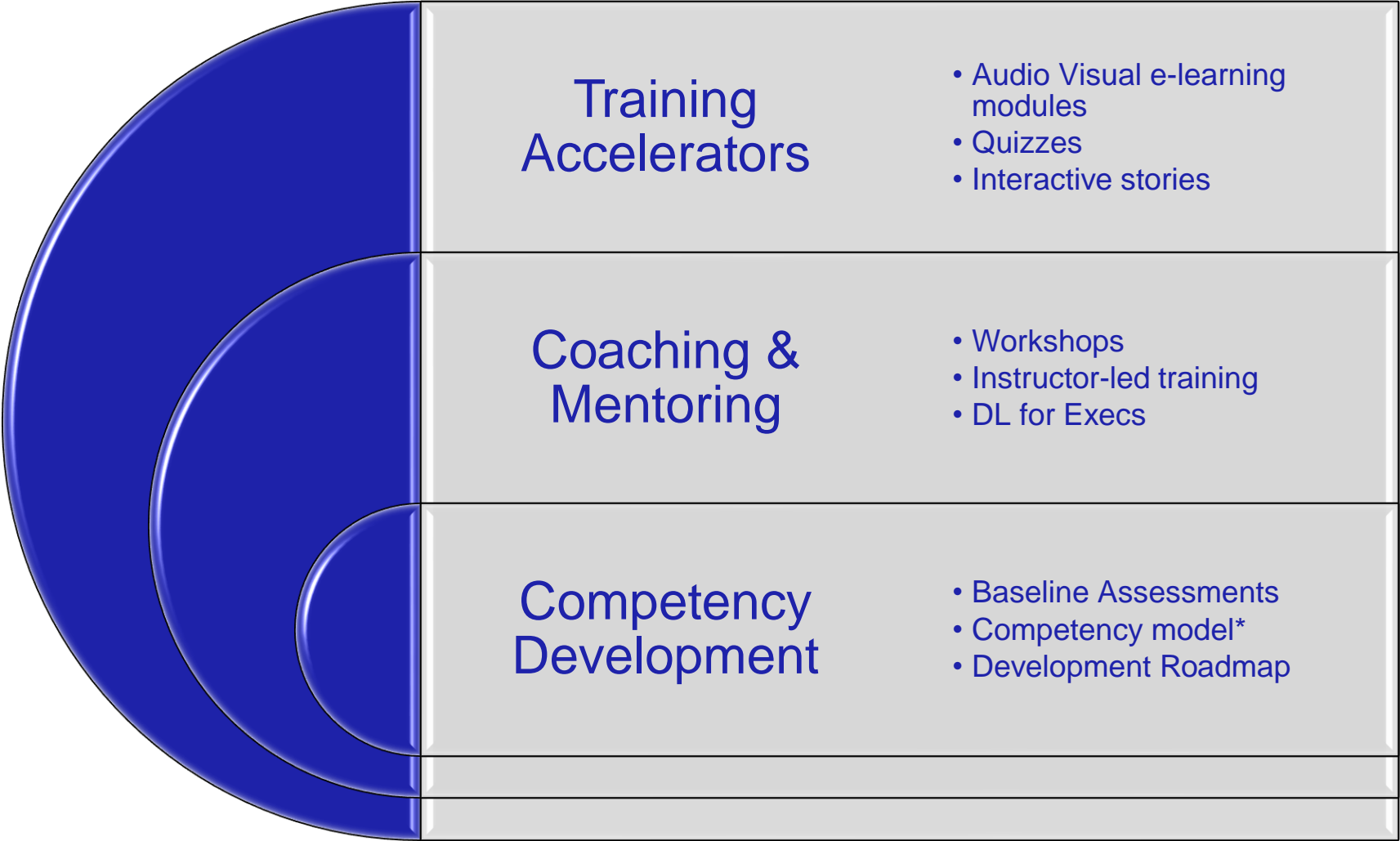


Add a Award GIF here

# CROSSING THE DATA LITERACY DELTA



# THE DATA LITERACY FRAMEWORK





## Case Study

A large global CPG company with  
150,000 employees

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## TYPICAL FORMAT

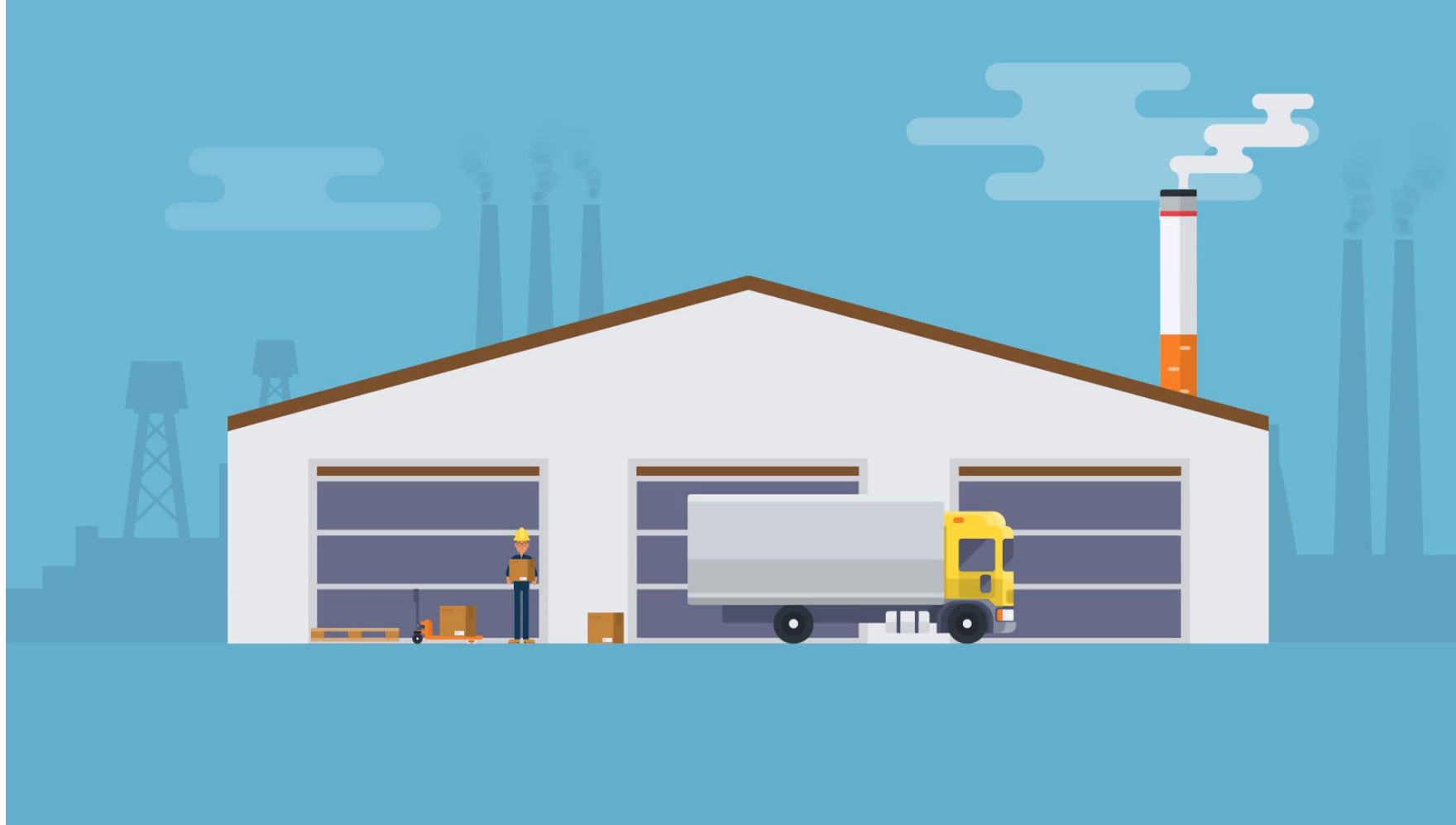
A large global CPG company recognised there was a gap in the data skills of its workers. They thoroughly researched the market for data literacy training that would appeal to their workforce all to no avail.

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.



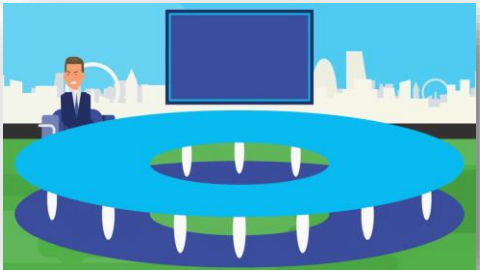
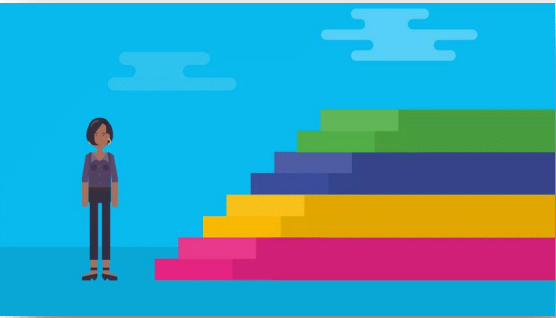
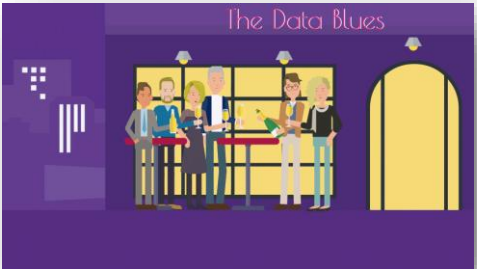
## AN EXAMPLE WE ALL KNOW ONLY TOO WELL



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



## 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

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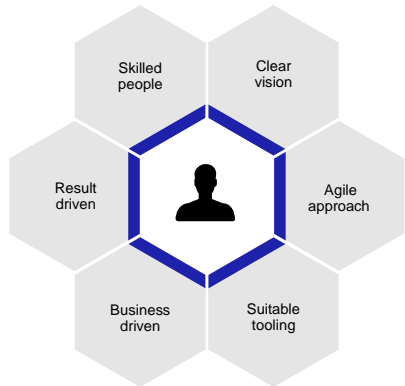
# DATA LITERACY PROPOSITION

Providing the foundation to become Data Driven

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## EXPERTISE



Foundation to become fully **data driven**



Cross-functional team with highly skilled and experienced coaches



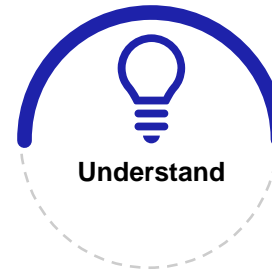
**End to end delivery** – from vision to implement and support



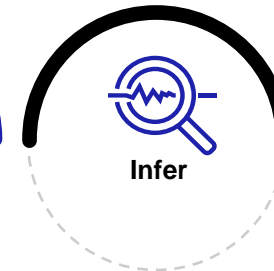
**Configurable** – framework and accelerators can be configured or customised to meet needs of audience



## 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).



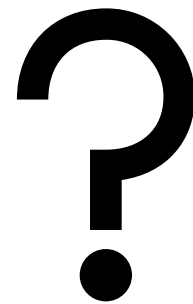
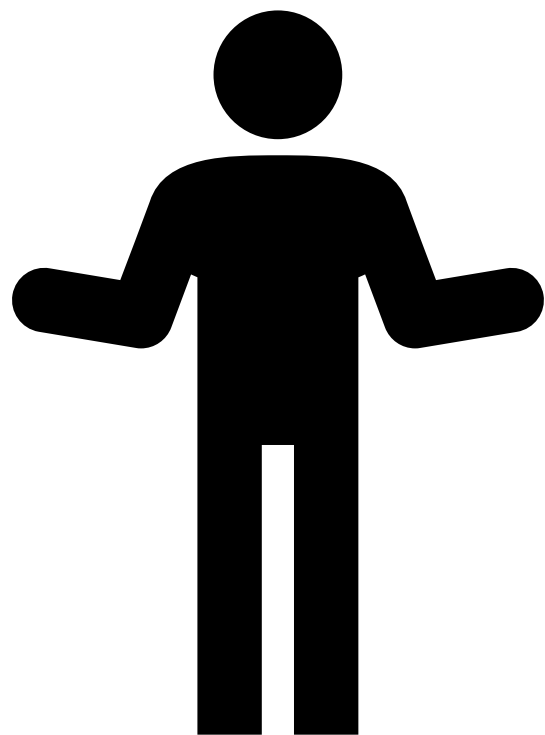
### TRAINING ACCELERATORS

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?**

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**THANK YOU  
FOR YOUR ATTENTION**

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