

Leading Data-Driven Performance

Implement an agile performance strategy that can propel your organization forward

Examine how data can influence your organization's value proposition. Demystify big data and create a data acquisition plan that aligns with business goals and facilitates decision making. Develop an agile performance approach and track appropriate metrics to achieve actionable results. Prepare to implement a performance strategy that can propel your organization forward in today's ever-changing environment.

In this program, you'll assess the impact of digital analytics on all areas of business and learn how to communicate insights to transform that analysis into action.

Takeaways

- Analyze data through the lens of your organizational strategy
- Collect and apply the right type of data analytics
- Improve organizational decision making by basing your thinking on fact-based evidence
- Build high-functioning data teams and track appropriate performance metrics
- Get a jump on the future by anticipating emerging trends and technologies
- Display digital leadership and foster a collaborative data culture

Program Content

- Digital leadership and creating a data culture
- Business intelligence and big data
- Understanding data through your value proposition
- Data acquisition, analysis and actionable insights
- Types of data analytics (including descriptive, diagnostic, predictive and prescriptive)
- HR, data team roles and requirements
- Governance, consumer privacy and digital ethics
- Emerging Technologies and the future impact on consumer brands

Special Features

This four-week program is offered self-paced online, and includes two live online sessions each week. Average study time per week is about 6-8 hours.

Our online programs are structured to provide a positive learning environment that will enable you to interact with the content and other participants, as well as with the online instructor. All of our instructors are experienced industry professionals who will provide feedback and guidance as you navigate through the content.

Program Leader

Jonathan Carrigan

Jonathan is a passionate thought leader with 20 years of experience working at the intersection of strategy, technology and design. He was a founding member of the corporate transformation office at Maple Leaf Sports and Entertainment that guided the organization's digital transformation. Previously he led digital product development and design in support of strategic planning at the Canadian Broadcasting Corporation. An active educator and online facilitator, he speaks regularly at industry events internationally.

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