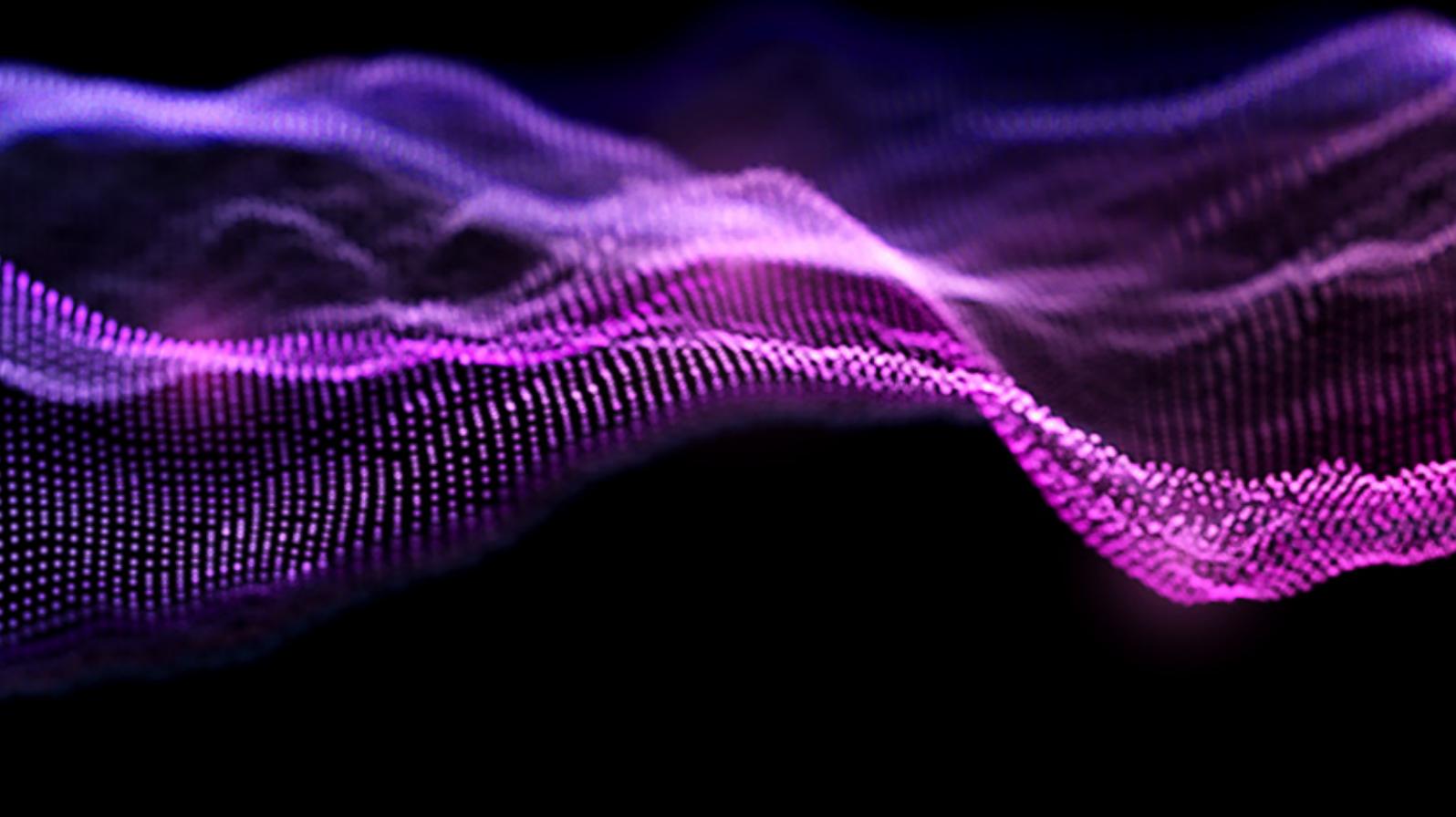


DA dataacademy

profusion

Data for Leaders





There is no denying the increase in prominence of data and Artificial Intelligence (AI) in our everyday lives.

Most leaders believe it has a role to play as an important part of the future of their business. In the last 18 months we have seen many examples of this in the public eye, and we have seen the impact on people's lives when it goes wrong. The A-Level exam algorithm will serve as a lesson in classrooms for years to come. We have seen investment in better use of data increase from businesses, in talent, technology, and partnerships.

The pandemic drove a further renewed investment in digital and data. However, many leaders were left in March 2020 lacking the key insights they needed to make critical business decisions. This called into question the value of the investments they had made, and whether the potential of their data was being realised. Gartner somewhat depressingly tells us:

Through 2022, only 20% of analytics insights will deliver business value.

Our belief, and our experience at Profusion tells us that this is because the focus of this investment is often in the wrong place. Doing more and spending more on data is not always the right answer. That's because it's not built on the right foundations.

As with every business transformation, people are the defining factor in success. Do your people understand the possibilities, and the risks, of using data to its full potential? Can your leaders act as well-informed customers of the data team, ensuring the data strategy supports the business strategy and goals? Does every person in your organisation understand how to interpret the results of your data work and put it into action in their everyday role?



These are prerequisites to realising the value of your investment in data. According to Gartner,

50% of businesses lack the data literacy skills to achieve these goals.

Results of our proprietary data literacy survey which reached 300 senior business professionals found that Chief Executives underperform relative to Managing Directors and their leadership and management peers (with 30% correct answers compared to a mean score of 34%).

We face many challenges as leaders right now in driving our businesses forward. Covid and Brexit have led to supply chain challenges, climate change means we all must identify how to make progress on our ESG goals, and the BLM movement showed how far we still need to go to have truly diverse and inclusive organisations. All of these challenges can be supported by making better decisions with data. Getting that right could be the defining factor in the success of your business.

New technology and education offer us the opportunity for real progress with data, right now. Successful leaders around the world are committing themselves to continuous professional development in this space. Most of us grew up in a world before an app-based, data-native society, and we need to properly understand the art of the possible, and how to avoid the worst risks. I wish I'd had access ten years ago to the same techniques I can use to run my business now.

We have developed Data for Leaders to give you the knowledge and confidence I would have loved to have had, and to equip you with the understanding and tools you need to truly recognise the potential of your data and get the return on investment you deserve.

We recognise some leaders will know more than others, but I promise everyone will learn something in this course, and getting all your leadership team on the same page will let data add to your business strategy, and let you move at speed in order to beat your competitors.

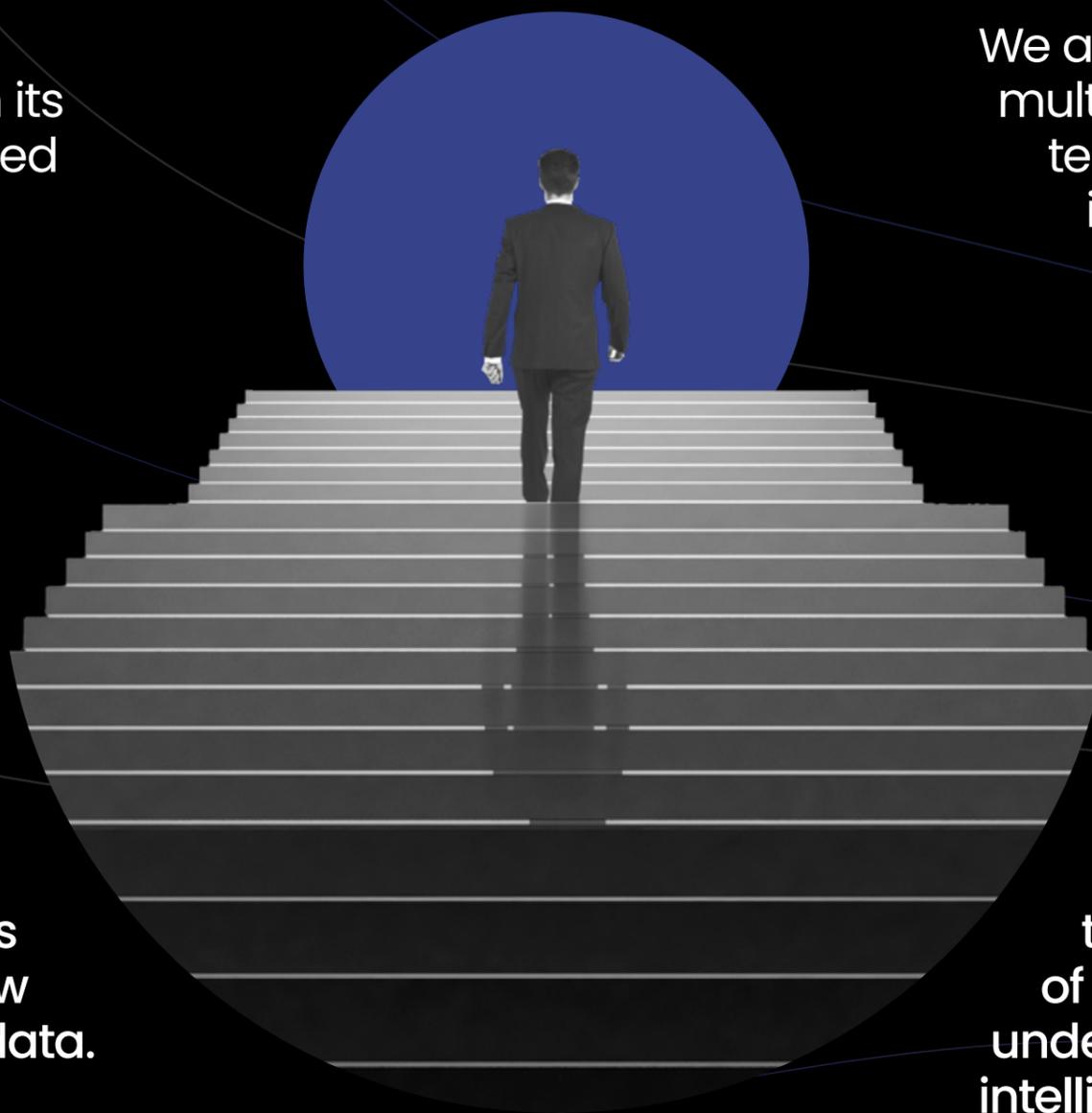
Natalie Cramp
CEO, Profusion

Natalie Cramp

Data for Leaders

Profusion has developed an upskilling programme through its innovative Data Academy. Based on evidence from some of the world's top business schools, our data strategy and data science experts have produced a short, powerful programme to enable leaders to drive business improvements through data.

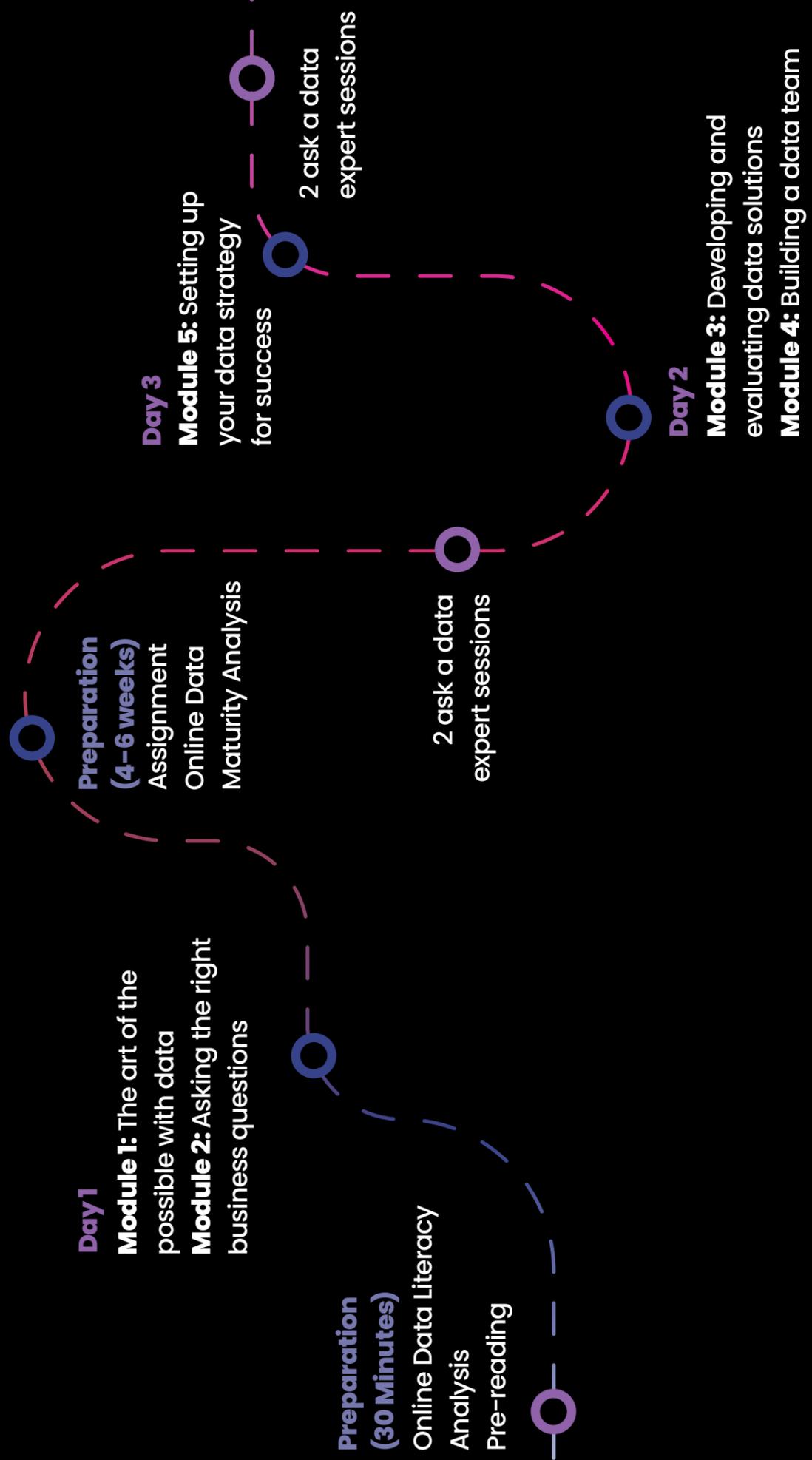
Profusion will create a bespoke training programme for your team, or you can join a group of leaders also looking to understand how they can drive value through data.



We are a data consultancy with a multi-award-winning data science team and a set of clients which includes HSBC, Majestic and the government. Helping businesses to grow through data and AI is what we do every day. At our Data Academy you and your team can learn these skills from people working in commercial data right now.

The programme is aimed at leadership teams. It will equip them to ask the right questions of their data specialists and understand how data and artificial intelligence can drive performance.

Data for Leaders Programme



Optional

Module 6 Deep dive into artificial intelligence

- Translate business questions into specific machine learning projects
- Challenges of AI including ethics
- Key concepts of machine learning (unsupervised, supervised and reinforcement learning)
- Deep Learning

Day 3

Module 5 Setting up your data strategy for success

- How can you align your data strategy to your business strategy?
- How can you set up that data leader for success in their first hundred days?
- How should you incentivise the data leader and their peers to deliver business outcomes together?
- How can you influence data-sceptics in the organisation?

Day 2

Module 3 Successfully developing and evaluating data solutions

- What is a data solution?
- What is the lifecycle of a data solution?
- What is the make-up of a data solution delivery team?
- What are the main challenges to delivering successful data solutions and how can you overcome them?
- How to evaluate data solutions presented to you?

Module 4 Building an impactful data team

- What kind of data leader should you hire and who should they report to?
- What data specialist roles exist and what do they do?
- What soft skills are important in a data team?
- What are the pros and cons of different operational models for a data team?
- What is the best way to ensure the data team aligns with business stakeholders and engineering?

Day 1

Module 1 The art of the possible with data

- How is data and AI being used across sectors and industries
- How did we get here? A short history of AI
- How is AI revolutionising your industry?
- Starting your journey with data and AI

Module 2 Asking the right business questions

- What is a good question?
- How good is your organisation at asking good questions of your data / data team?
- How good is your data team at prioritising data and AI initiatives?
- How can you determine the value of a question?

About the Data Academy

Profusion's mission is to ensure organisations can truly realise the value of their data.

The Data Academy offers two services to support this.

Data Literacy

We will empower every individual in an organisation to be informed, confident users of data, collaborate successfully with their data team and be able to take the next best action in their day-to-day work to drive business value.

We will deliver this through two key training packages.

1. Data for Leaders
2. Organisation wide data literacy training

Data Talent

We will act as a partner to support leaders to build and develop diverse data teams to enable their organisations. We will do this through training and recruitment including interview support, secondments and developing diverse entry-level talent on student placements, apprenticeships and data engineering pathways.

Our Trainers

Meet our talented team of data experts who will deliver your training



Caroline Zimmerman Data Strategy Director

Caroline, works with our clients to connect their business strategies to data strategies. Joining up functions like marketing, HR, ops and more to the data projects in their companies, A graduate of the prestigious INSEAD Business School, Caroline has conducted extensive research into how data projects succeed or fail in a wide range of businesses and brings that expertise directly to our Data Academy.

Natalie Cramp CEO



With a background working across private, public and third sector, Natalie leads Profusion to support our clients to transform their businesses using data. Prior to Profusion, Natalie specialised in large scale transformation programmes, mobilising a combination of people and supporting technology to bring about change. She was named in the DataIQ 100 top 100 data professionals in the UK in 2020 and 2021.



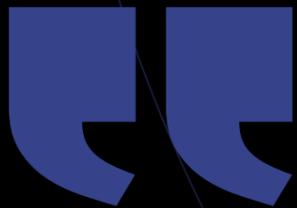
Henrik Nordmark Director of Science, Data and Innovation

Henrik Nordmark leads our Research & Development efforts at Profusion, working with our university partners to bring the cutting edge of latest thinking to the business sector. A Visiting Fellow at the University of Essex, he guest lectures in data science and was named in the DataIQ 100 2018, as one the top 100 most influential data professionals in the UK.

Vasileios Vasileiou Head of Data



Vas leads the data team at Profusion. His expertise is in the application of innovative, cutting edge and robust data techniques to answer business questions. Some of the machine learning algorithms he has developed include the ensemble churn model for Emirates, estimations using agent-based simulations for HSBC and the Bayesian AI send time optimiser for M&S. He has been awarded a DataIQ data science talent/big data leader award.



Who knew the Data for Leaders programme would fast-track my understanding of data overnight? I certainly didn't!

This course literally demystified the plethora of buzz words around data science for me – AI, Machine Learning, and so on – and gave me renewed confidence to understand it all starts with asking the right business questions. The course leaders were inspiring, paced the session to enable group discussion and with their realms of experience brought data to life with many real life examples.

Jodie Mullard

Director of Digital Customer Experience
LKQ Europe



About Profusion

Grow your business with AI

We translate data into value for your business by splitting your business strategy into data strategies and the tangible projects to deliver them. We ensure you have the right people, culture and technology to make it happen.

We'll hold your hand as much or as little as you need, as part of your extended team. We work with large and small clients, as well as startups, from multinationals like HSBC, to retailers like Kingfisher Group, through to manufacturers and FMCGs like Coty.

Profusion Cares

When you engage with the Data Academy services you are also supporting our philanthropic foundation Profusion Cares.

As a client of Profusion you can be part of this 'data for good' movement by offering work experience, student placements or by supporting a Data Academy training place to a third sector leader.

Profusion Cares channels the skills and spirit of our talented people into making social impact.



**Get in touch with the Data Academy
team today to find out how we can help
your business.**

We look forward to working with you.
dataacademy@profusion.com

