



LASSONDE PD
PROFESSIONAL DEVELOPMENT

**Driving Value From Data
Developed by The Data Lab**

Overview

Developed by The Data Lab, Scotland's innovation center for data and AI (Artificial Intelligence), Driving Value from Data is a self-paced on-online course that explores data and AI at an introductory level for senior business decision makers.

Upon completion, participants will be able to:

- describe how organizations use data and AI to drive value
- identify and classify opportunities within their organizations
- understand the main challenges and how others have overcome them
- justify the investment required to start adding value within the organization

The course has been developed by industry experts who have applied the ideas, concepts and approaches discussed in real-world environments. The main goal of this course is to give participants the confidence and leadership skills to transform their businesses into ones that use data to achieve business outcomes quicker and with great certainty.



Participants

This is a course for engineering and non-technical professionals and technology and engineering leaders who are setting up data capabilities for the first time or are moving to their next level of data maturity. The course is not deeply technical, and key learnings are applicable across multiple industries and functions. This is for those who are leading change to make their organizations more data savvy for the sake of positive business outcomes. The target learners are:

- Leaders who are directly or indirectly accountable for driving value in their organizations.
- Small to medium sized business owners who want to drive more value from the information they already have.
- Data professionals who are struggling to get business buy-in to driving value from data.

Program Highlights



Program Length
4 Weeks



Tuition Fee
\$495.00 CAD



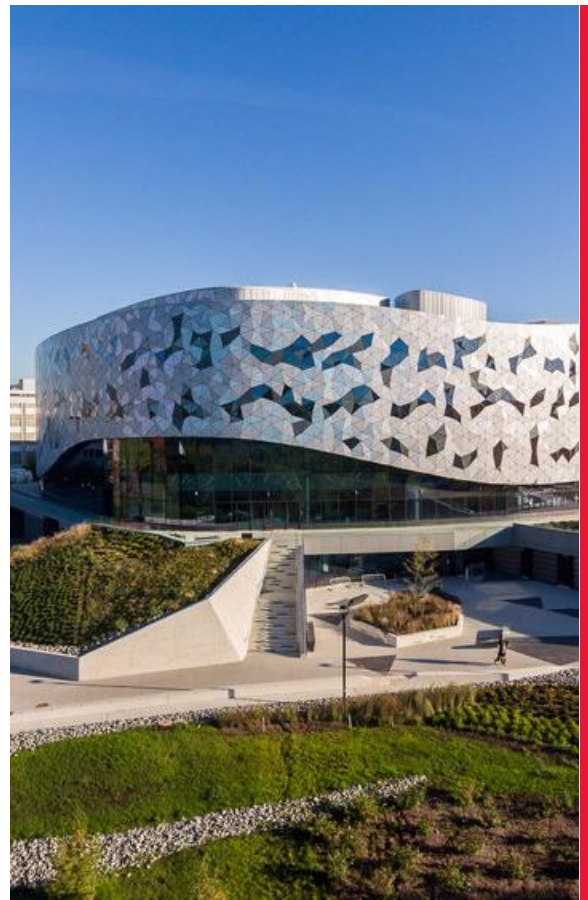
Program Format
**Self-paced, Weekly
Coaching Sessions**

Course Learning Outcomes

- Value & Execution. If your investments in data are not integral to the execution of your organization's strategy, it is unlikely that you will be successful, and you will stumble from one false start to the next. Through case study examples, participants will gain tips and warnings from practical examples.
- The main goal of this course is to give learners the confidence to add value to their organization through better use of data.

Upon completion of this course, participants will be able to:

- Describe how organizations use data to drive value
- Identify and classify data and related opportunities within their own organizations.
- Explain how “data mature” their organization is and identify what needs to be done to build data maturity to align with organizational ambitions
- Summarize the main data-related challenges organizations face
- Assist in justifying the investment required within an organization to focus on driving value from data





Course Outline

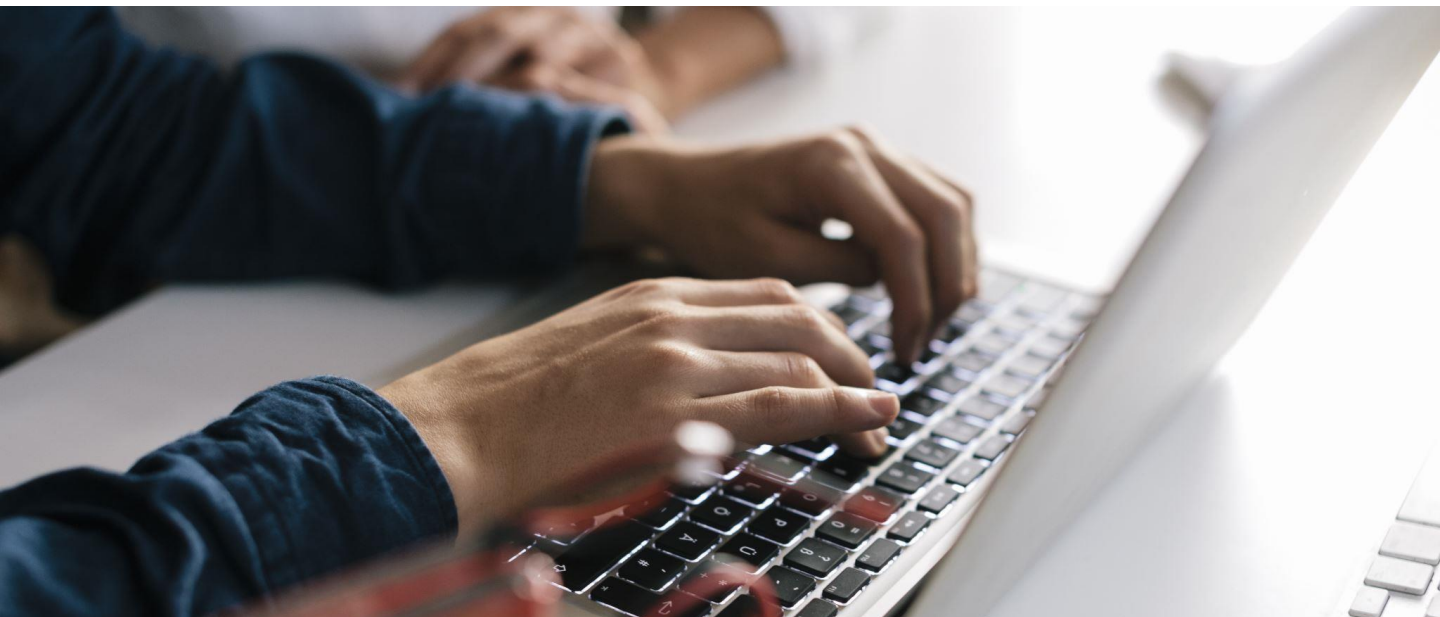
- In week 1 the concept of data value is introduced and explored. Participants will look at data outcomes and their applications to their organizations' data.
- In week 2, participants explore examples of the different uses of data in practice and how to apply these to the data maturity model.
- In week 3, the course builds on data analytics assessments and introduces the data maturity matrix to understand what, beyond the data, is needed for a business to succeed.
- In week 4, the focus is on successful execution.
- The course is self-paced and includes 4 weekly coaching sessions.
- Learning Management System: Canvas learning management system to facilitate the course material and assignment submissions



Certificate of Completion & Badging

Participants must attend all program modules and successfully complete the take-home assignment/exam to receive a certificate. Once the certificate is granted, you can share on your LinkedIn account with your network.

Participants, prospective employers and professional governing bodies can access and reference the certificate of completion whenever verification is requested.



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Contact Us

Lassonde Professional Development

Bergeron Centre For Engineering
Excellence

11 Arboretum Lane, Room 215

4700 Keele Street

Toronto, Ontario

Canada M3J 1P3



Connect with us
lpdshare@yorku.ca



Visit us online
lassonde.yorku.ca/lassondepd

