

DATA-DRIVEN STRATEGIC DECISION MAKING

COURSE OVERVIEW

The "Data-Driven Strategic Decision Making" course is designed to equip participants with the skills and knowledge necessary to leverage data and analytics for making effective strategic decisions. Over five days, participants will learn how to collect, analyze, interpret, and apply data to inform strategic decision-making processes. Through interactive sessions, case studies, and hands-on exercises, participants will develop a practical understanding of data-driven decision-making frameworks and tools.

TARGET COMPETENCIES

- Introduction to Data-Driven Decision Making
- Data Collection and Analysis for Strategic Decision Making
- Data Visualization and Analytics Tools
- Applying Data-Driven Decision-Making Frameworks
- Ethical Considerations in Data-Driven Decision Making
- Implementing Data-Driven Decision-Making Processes.

COURSE OBJECTIVES

By completely attending this course, participants will be able to:

- Understand the importance of data-driven decision making in strategic planning.
- Learn how to collect, analyze, and interpret data relevant to strategic decision making.
- Develop skills in using data visualization and analytics tools to derive insights.
- Apply data-driven decision-making frameworks to evaluate strategic options.
- Understand the ethical considerations and challenges associated with data-driven decision making.
- Develop action plans for implementing data-driven decision-making processes in organizations.

TARGET AUDIENCE

- Executives and Senior Leaders
- Managers and Decision-Makers
- Business Analysts and Data Scientists
- Project Managers
- Marketing and Sales Professionals
- Operations and Supply Chain Professionals
- Entrepreneurs and Business Owners
- Professionals in Consulting and Advisory Roles
- Professionals Seeking Career Growth

COURSE METHODOLOGY

The course will utilize a combination of interactive lectures, group discussions, hands-on exercises, and case studies. Participants will engage in data analysis activities, work with data visualization tools, and explore real-world scenarios to apply data-driven decision-making concepts. The course will foster a collaborative learning environment, encouraging participants to share insights and experiences related to data-driven decision making.

COURSE OUTLINE

INTRODUCTION TO DATA-DRIVEN DECISION MAKING

- Importance and benefits of data-driven decision making in strategic planning.
- Understanding the role of data in strategic decision-making processes
- Introduction to data sources and types

APPLYING DATA-DRIVEN DECISION-MAKING FRAMEWORKS

- Introduction to data-driven decision-making frameworks (e.g., SWOT analysis, decision trees, scenario planning)
- Evaluating strategic options using data and analytics
- Incorporating risk analysis and uncertainty in decision making

DATA COLLECTION AND ANALYSIS FOR STRATEGIC DECISION MAKING

- Techniques for collecting relevant data for strategic decision making.
- Data quality assessment and validation
- Exploratory data analysis methods.

ETHICAL CONSIDERATIONS IN DATA-DRIVEN DECISION MAKING AND IMPLEMENTATION

- Ethical considerations and challenges in data-driven decision making.
- Privacy, security, and legal compliance in data usage
- Implementing data-driven decision-making processes in organizations

DATA VISUALIZATION AND ANALYTICS TOOLS

- Introduction to data visualization techniques and tools
- Using analytics tools to derive insights from data.
- Communicating data insights effectively through visualizations.

To register or for complete course information

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