



# *The Analytics Academy*

*For  
Job Satisfaction,  
Career Advancement,  
& Company Growth*



*Finance Analytics Institute™*



## Contents

- 3 Academy Overview**
- 4 Digital Roadmap**
- 5 Digital Skill Building**
- 6 The Certificate Program**
- 7 Even More...**



*Finance Analytics Institute™*



## Academy Overview

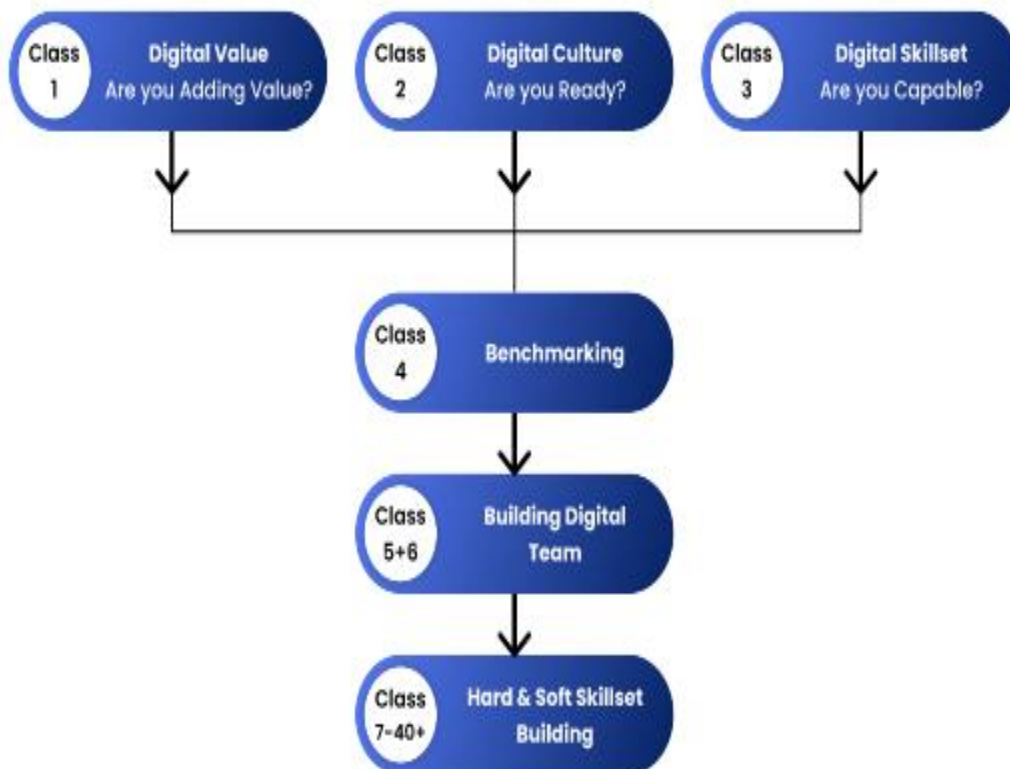
The Analytics Academy builds on things we have experienced in our professional careers on the journey from Analyst to Group CFO and from Engineer to Analytics Software Company Owner.

The Academy is one of its kind as we offer a curated path with 40+ classes for the professionals who wants to drive the digital transformation agenda and deliver advancing analytics findings to impact decision making in their organizations.

The Academy guided you through “What” to do, and more importantly “How To” do it. You will learn advanced tools and techniques for how to transform you and your organization in the New Digital World. We teach the Academy through a curated platform with a curriculum that follows books, papers, and articles with classes between 20 - 60 minutes each.

The Academy consist of two areas:

1. Digital Transformation Roadmap (Class 1 - 6)
2. Digital Skill Building (Class 7 - 30+)

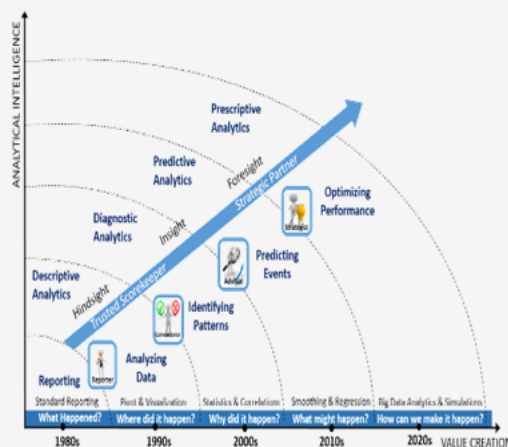


# Digital Roadmap

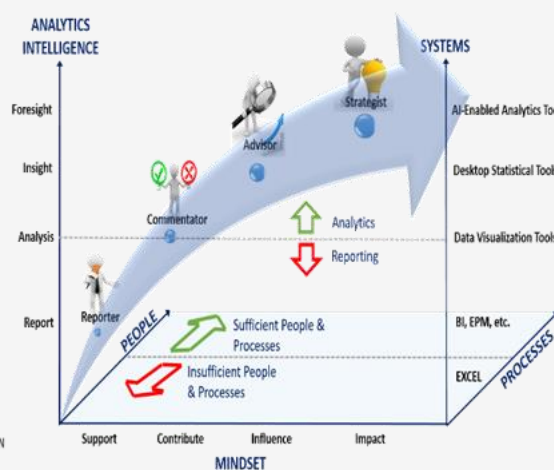
The Digital Roadmap is the first 6 classes in the Academy curriculum. It teaches you the foundation of digital transformation in the first 3 classes of

- 1) Digital values - A you Adding Value?
- 2) Digital Culture - Are you Ready ?
- 3) Digital Skillset - Are you Capable?

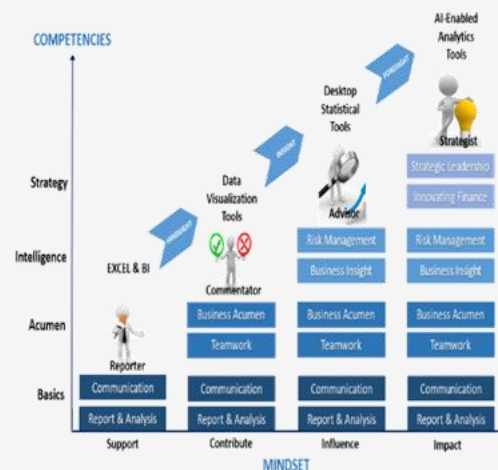
Meaning 1) HOW TO transform digitally and add value in the job you perform. 2) HOW TO align the Mindset, People, Processes, and Systems to transform and build a Digital Culture, 3) HOW TO develop the right and sufficient hard and soft skills when operating in the new digital world,



**Are you Adding Value?**



**Are you Ready?**



**Are you Capable?**

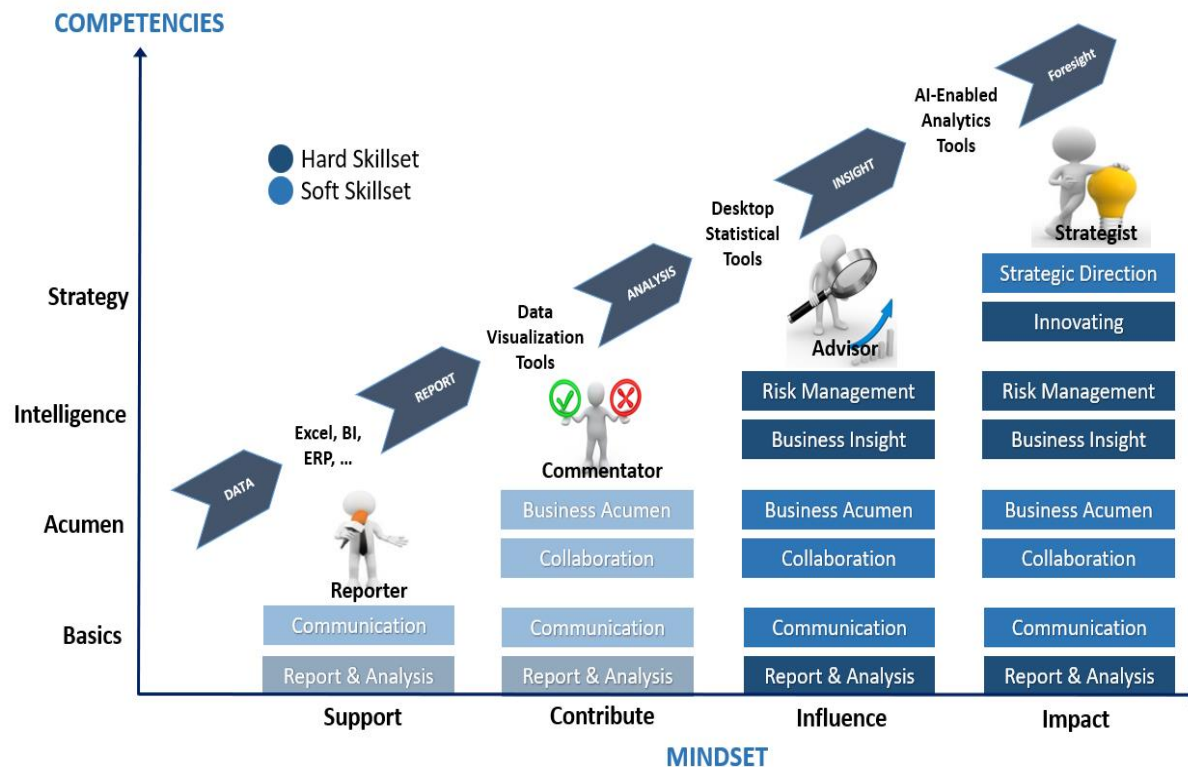
The three areas of Digital Transformation are assessed and benchmarked in class 4 so you learn where you are compared to your peers. From taking a short 3-4 minutes survey you will receive the **Digital Benchmark Report** from where you understand the maturity of your digital journey (depicted above) and where you stack up against your peers.

The Digital roadmap concludes with two classes where you will learn how to build digital teams including how to monitor and develop employee performance and how to build strong performing teams who will be the glue in the organization with the ability to guide the strategic direction of the company.

## Digital Skill building

With the understanding of the Digital Roadmap and with the Digital Benchmark Report in hand (from class 4) you know your strengths and weaknesses and are now ready to build the skills to operate in today’s digital world. Through 30+ classes you will learn how to master the soft and hard skills needed to find insight to influence decisions and foresight to impact the strategic direction of your company.

As such, Digital Skill building or stepping up The Capability Ladder™ is about advancing through the four personas of the Reporter, Commentator, Advisor, and Strategist (as depicted below). The ladder consist of 20 boxes equally split between hard and soft skills, that needs to be mastered to reach to top of the ladder as a Strategist.





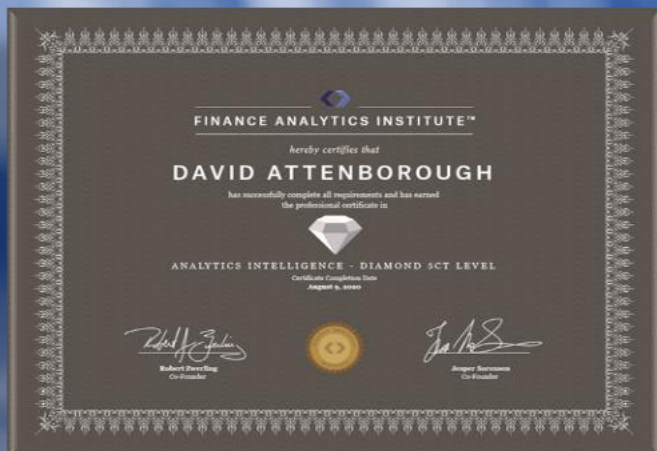
Based on our deep research assessing and benchmarking thousands of organizations across the world, the capabilities for the Reporter and Commentator exist for most individuals today as they can normally be learned on-the-job. But the 14 capabilities (6 for the Advisor and 8 for the Strategist as depicted above) are very rarer to come across among today’s professionals. As such, the Academy is designed to advance your hard and soft skillset around the two personas of the Advisor and Strategist with multiple classes on each step up the ladder.

## Certificate Program in Analytics Intelligence

The Analytics Academy is a certificate program where each passed class adds 1 credit in the achievement of the Certificates in Analytics Intelligence. The certificate in Digital Intelligence has 3 levels

The Certificate in Digital Intelligence has 3 levels

-  Emerald 10 classes
-  Sapphire 20 classes
-  Diamond 30 classes





## Even More

The *Analytics Academy* (<http://fainstitute.com/#academy>) is where executives, directors, managers, and analysts learn the Digital Transformation Roadmap and build the hard and soft skills necessary to operate in the digital world. The Academy's syllabus is based on our book, *Implementing an Analytics Culture for Data Driven Decisions (2019)* and *AI-Enabled Analytics for Business (2022)*, both available on Amazon (Kindle and paperback).

For a monthly subscription you will gain unlimited access to

- 1) 30+ classes on Digital Roadmap & Digital Skill building (Each 30 – 150 minutes)
- 2) Benchmark Report (Learn where you are and where you stack up against your peers)
- 3) Groundbreaking Advanced Analytics Software
- 4) Live periodic Webinars
- 5) Research Library with research and white papers



## Meet our Founders

Jesper H Sorensen, and Robert J Zwerling are the founders of the *Finance Analytics Institute* that fuses Finance and Operations with analytics.

### Robert Zwerling

Mr. Zwerling is also Managing Director of *Aurora Predictions* ([www.aurorapredictions.com](http://www.aurorapredictions.com)) providing *LightZ™* analytics with AI software designed for Finance and Operation, which includes an intuitive purpose-built user interface for the business analyst that removes the need for data scientists and programming. Mr. Zwerling is a regular speaker on predictive analytics and AI, participant of Stanford University's Hoover Institution, co-author of the book *Vigilance The Price of Liberty* and author of *America The Beautiful*, and has a Bachelor of Engineering (Magna Cum Lauda) from Stony Brook University, Master of Science in Mechanical Engineering (thermodynamics and fluid mechanics) from CSU Los Angeles, member Tau Beta Pi engineering honor society, and a Registered Professional Engineer in California.

### Jesper Hybholt Sorensen

Mr. Sorensen is also the CFO of a global technology company and has been a finance executive in fortune 100 companies. He has a proven track record of advancing the analytics agenda, is a regular speaker on Digital Finance Transformation topics, and holds several advisory positions including advisory board member for Aurora Predictions and Advisory Board member for Born Capital. He has a Master degree in Economics and Management from the University of Aarhus, Denmark, certified Six Sigma Green Belt, and certified in Strategic Direction and Risk Management from Stanford University.

*© Copyright 2023 Finance Analytics Institute LLC, Robert J Zwerling & Jesper H Sorensen. All rights reserved. No part of this document may be reproduced without this copyright notice.*