



## Module 1: Roadmap to Implement an Analytics Culture (\$299)

Building an analytics culture within an organization involves fostering an environment where data-driven decision-making is a priority and everyone understands the value analytics. We will start with the foundation, meaning discussing what **Transformation** is about in the new digital world.

Building an Analytics Culture starts with starts with a **Roadmap** for how to advance from a Trusted Scorekeeper in the back office to a Strategic Partner in the front line of the business. It outlines a journey for how an organization can leverage digital technologies to achieve its objectives and serves as a guide for implementing digital initiatives and transformations, helping ensure that investments align with broader business goals.



The investments should be focused around the four components of the Roadmap including Mindset, People, Processes and Systems, as when these are aligned a company can reach the highest level of Analytics Intelligence to guide decision making and the strategi direction of the company. Here's how to create an effective roadmap:

- 1) **Mindset** is the start button to build a analytics culture and is explored through the four personas of the Reporter, Commentator, Advisor and Strategist.
- 2) **People** is about having enough people but also the right people, meaning people with the skills, knowledge, and abilities to play an impactful role in the company.
- 3) **Processes** is at a high level about the leverage of data effectively to drive decision making but also include how to implement well-defined and written processes
- 4) **Systems** is about knowing the tool-stack to be able to move from a Reporter or Commentator who use Excel, ERP, Data Visualizations to an Advisor or Strategist, who impact the decision making in the company.

With the foundation of the four components in place, we will next exploit we will exploit a real use case of an organization who **fail to Implementing an Analytics Culture**.