

Using Data to Drive your Strategy

Introduction

In the current climate it's vital that business leaders understand the role that data can play in improving business performance – by shaping strategy, delivering efficiency gains, developing financial plans, and budgeting and forecasting.

This workshop helps you look at the reasons why every business should underpin their strategy with a plan for using data that outlines the information required from data, where it should be used, how it should influence decisions, and the roles and skills required in your organisation to make it happen.

Who is it for?

This workshop is designed for senior leaders, business owners and decision makers working in an organisation who want to understand how data can help business drive their business strategy to meet their goals

What will I get out of it?

Following this programme, you will be able to:

- Describe the role that data can play in developing strategy, performance metrics and business goals;
- Explain how data can drive gains in operational efficiency and service effectiveness;
- Use data to strengthen financial controls;
- Outline ways in which data can be used to predict outcomes, prescribe actions, and improve forecasts in your organisation
- Identify the potential support you require to grow their use of data going forward.

Workshop structure

The workshop will walk you through three key themes, where you 'll break down what these mean for your business, why they are important and the next steps you need to take to to make them a reality.

- Data for strategy and planning
- Data for efficiency gains
- Data for prediction and forecasting

Following the workshop, you will have a one-hour individual session with the tutor to look at your own organisational scenario and discuss potential next steps.

Duration

1-day workshop followed by

1 x 1-hour 1-2-1 support session with consultant

Dates

Contact our Digital Skills team for upcoming workshop dates

Timing

- Registration: 9:15am
- Session: 9:30am – 4.30pm
- Support 1-2-1 session: TBC

Location

Frenchay Campus, BS16 1QY

Cost

Fully subsidised for Workforce for the Future registered SMEs

Book your place

Contact our Digital Skills team to book your place on the next workshop

Contact

Tel: +44 (0)117 32 81528

Email: digitalworkforce@uwe.ac.uk