



Datent

# DATA TRANSFORMATION ACCELERATOR PROGRAM

Strategy & Leadership  
Development

Accelerate change with data strategies that are  
sound, ambitious, inspirational, and lucrative.



## OVERVIEW

“Data will be the key source of competitive advantage over the next two decades.”

- Professor Alex Pentland, 2014

Quotes like this are old now and so is research which has shown that data-driven organisations are growing faster, achieving higher ROI, have higher margins, are more innovative and even have better brand health than their competitors who are less effective at using data.

Yet it is still the case that most companies are not seeing these benefits, are spreading themselves thin with too many data initiatives, whose benefits they can't quantify and are unable to show a clear roadmap that shows when and how they will have changed ways of working in their organisation.

This Data Transformation Accelerator programme has been setup to address these challenges and help you to sell and deliver substantive data transformations.

Beyond providing leadership training with inspirational case studies the program will give you all the templated materials and knowledge to write or review your data strategy, all the frameworks and processes to run an effective transformation, weekly actionable advice to just get started and years membership of our data transformation community for ongoing support.



### Programme Benefits

- ◆ This online programme is designed for leaders who take part in building the case for and then delivering change in their organisation.
- ◆ Participants will engage, via video lectures with breakout sessions, online workshops and through our online community platform.
- ◆ Weekly workshops will take place with groups of up to 6 other course participants.
- ◆ Optionally, these group can be run as closed cohorts to focus on confidential data challenges if your organisations has 4 or more participants.
- ◆ The course will provide:
  - ◆ Case studies and AI tools to spark ideas;
  - ◆ Templated data strategy packs, comms packs and transformation plans;
  - ◆ Frameworks to prioritise data work whilst still supporting the entire organisation;
  - ◆ Processes to start, grow and scale data transformations whilst capturing the value.
- ◆ Lifetime access to the tools and recordings from the course and one year's access to our portal with new tools, materials and frameworks.