



DATA SHEET

**DATA INTEGRATION**

# **Empower Your Organization to Unleash its Data Potential**

Data Literacy Consulting

# Unlock your enterprise data opportunity

Almost every enterprise is wrestling with the boom of available data. However, maximizing the value, insight and opportunity that data can deliver, to ultimately lead to a data-informed organizational culture, requires more than just tools or access; it requires data literacy skills to be pervasive across the entire workforce.

However, data literacy skills are still often only found within specialist functions or job roles. Research by Qlik® on behalf of the Data Literacy Project found that the majority of employees are underprepared for the growing use of data in their role, with just 17% of the global working population reporting they are fully confident in their data literacy skills.

Enterprises that are successfully upskilling the workforce with data literacy skills are seeing tangible increases in performance – Qlik's Data Literacy Index found that data-driven organizations benefitted from a 3-5% increase in enterprise value, equating to between US\$300 – \$500 million.

But how do enterprises approach the challenge? How do you start to create a groundswell of support towards developing a data-informed culture?

Qlik's Data Literacy Consulting aims to do just this; comprising of a workshop by a specialist Data Literacy Advisor and a range of ongoing, face-to-face or virtual engagements, utilizing Qlik's bespoke Six Step Framework.

The initial workshop outlines the foundations of data literacy; the world of data and how to empower your workforce.



A personalized Six Step Framework then builds on this and establishes a solid plan to empower your organization. It has a proven methodology and track record designed to maximize your enterprise's data ROI.

---

Despite nearly all employees (90%) recognizing data in the workplace as an asset, almost half (48%) frequently defer to making decisions based on gut feeling over data-driven insight.<sup>1</sup>

---

1. Human Impact of Data Literacy, 2019

# Qlik's Six Step Data Literacy Adoption Framework

Crafted and customized specifically to suit the needs of your organization, Qlik's Six Step Framework will help enterprises large or small establish and build a solid data literacy initiative.



## Step 1: Planning and Vision

The first step identifies: the key stakeholder groups to be included in the program, an appraisal of your organization's current level of workforce data literacy and a bespoke data literacy strategy. This strategy also includes detail around how to roll-out and scale your initiative across the enterprise.

## Step 2: Communication

Clear internal communication is key to the successful adoption of a new data literacy strategy. A Qlik Data Literacy Advisor will work with your project team to craft essential pieces of internal communications that help drive internal buy-in and unity. The Data Literacy Advisor will also provide the tools and best practice advice to help achieve a positive data culture.

## Step 3: Assessment

Each individual participating in the initiative undertakes an assessment of their data literacy competency which is provided with a corresponding data persona. A tailored learning program is then developed with the individual to provide continuous upskilling and support.

## Step 4: Cultural Development

Establishing a data literacy program shouldn't be seen as an overwhelming sea-change; developing a culture of data-informed decision making takes time to embed across an enterprise. In this stage we explore how people are the catalysts for change and offer guidance to align teams towards a common goal.

## Step 5: Prescriptive Learning

The prescriptive learning roadmaps provide a targeted learning plan, informed by hundreds of engagements with customers. Each persona roadmap offers targeted resources from which they will learn specific skills, and allow them to learn through different styles, not being a burden upon their work day.

## Step 6: Evaluate and Reiterate

An ongoing evaluation and feedback loop of how the program is running and working, in partnership with Qlik's Data Literacy Advisors. Changes to the program can be made at any time to ensure that you maximize value and tangible business outcomes.

## What can you expect?

### Improved enterprise data culture

Arm your workforce with valuable key skills that help increase data-informed decision making and set them up for the data-driven job roles of your future enterprise.

### Increased corporate performance

Benefit from increased corporate performance with a workforce that can unlock enhanced levels of value and insight from data.

### Product-agnostic skills

No matter how your company stores, shares or uses its data and irrespective of product or platform – Qlik's Data Literacy Advisors will help empower your enterprise for the long term, allowing for maximum value to be realized.

## Why Qlik's Data Literacy Consulting?

### Our customized approach

Qlik recognizes that no two organizations are the same in the challenges they face, so neither is the approach. Our approach is entirely personalized to your needs.

### Access to industry-leading Data Literacy Advisors

A growing team of industry-leading, data literacy specialists, globally located to respond wherever you need them. The team are renowned champions of data learning and strive to help people and organizations expedite their data and analytical skills.

### Qlik – a global leader in data literacy education

We're on a mission to provide the education, technology, and business strategies that create a data-literate world – where everyone can speak the language of data and use it with confidence to make discoveries that change the game.

## Are you ready to unleash your organization's data potential?

Let's unlock your data-informed culture. Get in touch at [dataliteracy@qlik.com](mailto:dataliteracy@qlik.com)

Visit [qlik.com/DataLiteracy](https://qlik.com/DataLiteracy)



### About Qlik

Qlik transforms complex data landscapes into actionable insights, driving strategic business outcomes. Serving over 40,000 global customers, our portfolio leverages advanced, enterprise-grade AI/ML and pervasive data quality. We excel in data integration and governance, offering comprehensive solutions that work with diverse data sources. Intuitive and real-time analytics from Qlik uncover hidden patterns, empowering teams to address complex challenges and seize new opportunities. Our AI/ML tools, both practical and scalable, lead to better decisions, faster. As strategic partners, our platform-agnostic technology and expertise make our customers more competitive.

[qlik.com](https://qlik.com)