

DIGITAL INNOVATION AND TRANSFORMATION | COURSE BROCHURE

Building a Data-Driven Organisation

5 days | Classroom training | English

SMART HORIZON

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Explore current programmes

https://smart-horizon.eu



Course content

Why attend

Many organisations collect large amounts of data but still make important decisions on instinct. This course helps leaders build a data-driven culture by setting a data strategy, establishing governance, developing data literacy, creating trusted reporting, and embedding analytics into everyday decision processes.

Technology alone does not make an organisation data-driven; people, processes and leadership do. You will learn a practical path to better, evidence-based decisions.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

Maturity assessments, strategy workshops, case studies of data transformations and decision-process redesign exercises.

Course objectives

By the end of this course, participants will be able to:
• Assess the organisation's data maturity
• Develop a data strategy linked to business goals
• Establish data governance and ownership
• Build data literacy across teams
• Create trusted reporting and single sources of truth
• Embed analytics in decision making

Target audience

This course is suitable for:
• Senior leaders and executives
• Heads of data and analytics
• Strategy and performance managers
• Department heads
• Digital transformation leaders



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Target competencies

Participants will develop competencies in:

- Data strategy
- Governance design
- Culture change
- Decision process design
- Leadership

Course outline

Day 1: Becoming Data-Driven

09:00–10:08	What data-driven really means
10:08–11:00	Maturity models
11:00–11:30	**Coffee break**
11:30–11:45	Maturity models (continued)
11:45–12:53	Barriers to adoption
12:53–14:00	Exercise: maturity assessment

Day 2: Data Strategy

09:00–10:08	Linking data to business goals
10:08–11:00	Use-case portfolio
11:00–11:30	**Coffee break**
11:30–11:45	Use-case portfolio (continued)
11:45–12:53	Capabilities and investment
12:53–14:00	Workshop: strategy canvas

Day 3: Governance and Trust

09:00–10:08	Ownership and stewardship
10:08–11:00	Data quality
11:00–11:30	**Coffee break**



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11:30–11:45	Data quality (continued)
11:45–12:53	Single source of truth
12:53–14:00	Case study: conflicting reports

Day 4: People and Literacy

09:00–10:08	Data literacy programmes
10:08–11:00	Analytics roles
11:00–11:30	**Coffee break**
11:30–11:45	Analytics roles (continued)
11:45–12:53	Self-service analytics
12:53–14:00	Exercise: literacy plan

Day 5: Embedding in Decisions

09:00–10:08	Decision processes and forums
10:08–11:00	Performance management
11:00–11:30	**Coffee break**
11:30–11:45	Performance management (continued)
11:45–12:53	Measuring progress
12:53–14:00	Leadership action plan

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.



Course content

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (EUR)
Cape Town Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,890.–**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,250.–**
Amsterdam Confirmed dates	7 Dec 2026	11 Dec 2026	**€2,540.–**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.–**
Rome Confirmed dates	11 Jan 2027	15 Jan 2027	**€2,450.–**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,250.–**
Dubai Confirmed dates	1 Feb 2027	5 Feb 2027	**€3,150.–**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.–**
Rome Confirmed dates	22 Feb 2027	26 Feb 2027	**€2,450.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,250.–**
Frankfurt Confirmed dates	15 Mar 2027	19 Mar 2027	**€2,650.–**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,250.–**
London Confirmed dates	29 Mar 2027	2 Apr 2027	**€2,450.–**
Online Confirmed dates	29 Mar 2027	2 Apr 2027	**€1,250.–**
Dubai Confirmed dates	19 Apr 2027	23 Apr 2027	**€3,150.–**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,250.–**
Cape Town Confirmed dates	10 May 2027	14 May 2027	**€1,890.–**
Online Confirmed dates	10 May 2027	14 May 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Barcelona Confirmed dates	31 May 2027	4 Jun 2027	**€2,840.-**
Online Confirmed dates	31 May 2027	4 Jun 2027	**€1,250.-**
Rome Confirmed dates	21 Jun 2027	25 Jun 2027	**€2,450.-**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.-**
Vienna Confirmed dates	5 Jul 2027	9 Jul 2027	**€2,940.-**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,250.-**
Paris Confirmed dates	26 Jul 2027	30 Jul 2027	**€2,860.-**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,250.-**
Istanbul Confirmed dates	16 Aug 2027	20 Aug 2027	**€2,650.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,250.-**
Barcelona Confirmed dates	6 Sept 2027	10 Sept 2027	**€2,840.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,250.-**
Dubai Confirmed dates	27 Sept 2027	1 Oct 2027	**€3,150.-**
Online Confirmed dates	27 Sept 2027	1 Oct 2027	**€1,250.-**
Vienna Confirmed dates	11 Oct 2027	15 Oct 2027	**€2,940.-**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,250.-**
London Confirmed dates	1 Nov 2027	5 Nov 2027	**€2,450.-**
Online Confirmed dates	1 Nov 2027	5 Nov 2027	**€1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Kuala Lumpur Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,450.-**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.-**
Cape Town Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,890.-**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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View the latest course details online