



Schulich
School of Business
York University
Executive Education Centre

Data Fluency Growth Sprints

Bursts of knowledge for leaders

seec.schulich.yorku.ca/sprints



Data Fluency Growth Sprints

Growth Sprints are quick-paced, 2-hour workshops focused solely on “what leaders need to know”. They are best used to strengthen leaders’ competence and confidence in a wide range of topics. Their bite-size format allows leaders to get to the gist of the learning in a social setting with the support of a highly experienced facilitator.

Growth Sprints

- Quickly fill in knowledge gaps
- Effective in teaching foundational knowledge
- Build confidence
- Spark curiosity and critical thinking
- Practical learning experience
- Heavily contextualized (relevant to banking)
- Scenario based where applicable

Format

- Only two-hours per core topic
- Quick pace
- Generally scheduled 2x week
- Blended with lecturettes, group discussions and breakouts
Augmented with some prework when necessary
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About the Course

Data fluency has become a core competency among leaders. More and more organizations are asking for knowledge of digital solutions to modern challenges. Emerging technologies such as Artificial Intelligence (AI) are threatening industries and creating new opportunities. This course takes leaders from the bigger picture down to the tactical and back up again to give them the insights they need to ask the right questions, make better decisions and rethink their talent-management strategy.

This 6-day program is designed for leaders who need to accelerate their learning about emerging technologies, how they can be used in business and how to communicate data insights to others. Derived from the Schulich School of Business's MBA Business Analytics concentration, this program incorporates the content and skills most requested by industry leaders.



6-day program over 4 weeks



Maximum 25 participants



Live, Instructor-led sessions in the virtual classroom



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Course Modules

2-Days | October 13-14

Introduction to Analytics

An exploration of the underlying principles, this module will familiarize you with the reasons why it's possible to trust using data to make better decisions instead of just intuition.

- Data vs Intuition + Data-Driven Decision Making
- Decision-making strategies based on data vs intuition
- Use data skills to build effective intuitions and vice versa
- Use data-driven strategies for better decision making
- Drive up ROI with data-driven approaches
- Understanding Variation + Correlation vs. Causation
- Consistency of process through measuring variability
- Measures of variability that determine outcome fluctuations
- Distinguish correlation from causation for better insight
- Variables and relationships relevant to business problems

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2-Days | October 27-28

Business Insights with Data

"Moneyball" insights are real! Locate the instances within your organization by asking the right data questions, and then successfully present insights using data visualization.

- Finding "Moneyball" solutions with Analytics
- Explore Applied Moneyball Theory as a unique value multiplier
- Unlock thinking and skills for identifying high value opportunities
- Create predictive measures and questions to ask of the data
- Convince decision makers to invest in Moneyball opportunities
- Data Visualization with Tableau
- Ask the right questions to reveal patterns and trends
- Illustrate actionable insights with data visualizations
- Empower decision makers with management dashboards
- Apply design principles, visual theory and data storytelling

Course Modules

2-Days | November 15-16

Data Science in Action

Envision the practical predictive analytics applications most suited to your organization now and explore the additional possibilities afforded by data-science technologies.

- Introduction to Predictive Analytics
- Explore the past to predict advantageous future outcomes
- Apply tools and methods to your business decisions
- Differing science and data needs across industries
- Understand and communicate knowledge gained
- Build a map of the terrain and technologies
- The difference between supervised and unsupervised learning
- Common and useful data-science algorithms in practice today
- Technologies most useful in enabling workplace data science
- How AI algorithms enable powerful data-driven insights

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Participant Profile

This program has been designed for managers who:

- Need to develop their data acumen to make better business decisions.
- Are tasked with leading their own team or a cross-functional team on a project that can leverage data.
- Need to communicate with senior leadership regarding digital and data emerging technologies.





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