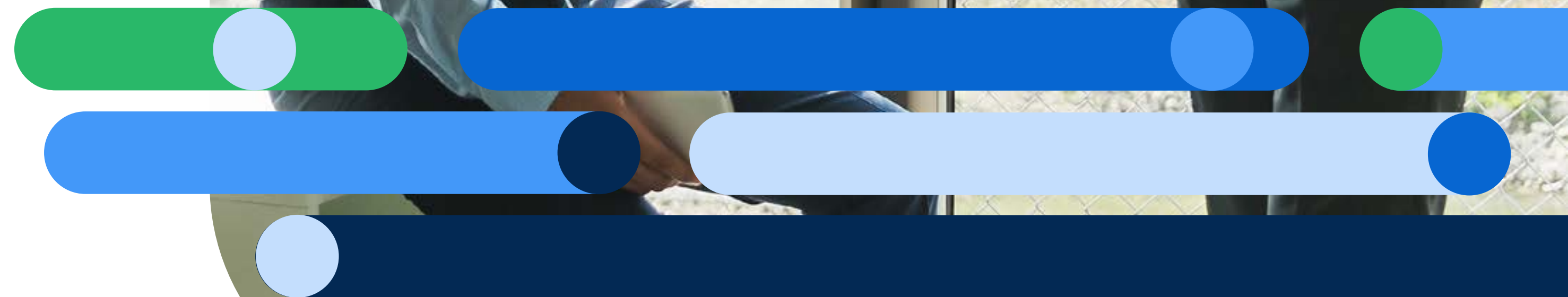




ANALYTICS LEADERSHIP PROGRAM

Unlock business value by harnessing the power of data and generate a data-driven culture by upskilling your team with transformative cutting-edge skills.





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REALIZE ROI FROM YOUR ANALYTICS INVESTMENT

The Analytics Leadership Program fosters leadership skills aimed at empowering organizations to secure a competitive edge, drive cultural transformation, optimize operations through innovation, and effectively implement data-driven strategies, among other key objectives.

In the rapidly evolving realms of artificial intelligence and advanced analytics, a dedicated team is required that can strike a balance between pragmatism and creativity while fostering continuous learning. Analytics teams must constantly update their skills to remain competitive. Investing in a robust learning framework facilitates team growth, enhances skills, and maximizes the return on analytics investment.

Nurturing Innovation

Data analytics professionals must engage in close collaboration with business users to understand and identify key issues that necessitate a shared structure and language. The program integrates online learning with remote meetings, facilitating reflection and discussion to unite the realms of business, information technology, and analytics.

Successful AI and analytics initiatives rely heavily on effective communication. Team members can leverage each other's strengths and experiences through dedicated time slots for knowledge exchange and collaboration. Additionally, they can collectively apply Agile and Waterfall methodologies, such as the Analytics Use Case Canvas, to tackle complex challenges.

KEY AI & ANALYTICS PERSPECTIVES

The learning framework to generate a data-analytics culture.

Regardless of their experience level, the program aims to provide teams with the essential skills and expertise needed to make significant contributions and attain success in analytics.

The program empowers leaders with effective methods for managing teams, capabilities, innovation, and use cases in artificial intelligence and advanced analytics. While knowledge may be individual, teamwork is indispensable in the realm of AI and analytics.



In an increasingly data-driven world, leaders of analytics teams require technical prowess, industry insight, collaboration, adaptability, problem-solving, and emotional intelligence to drive innovation and success.



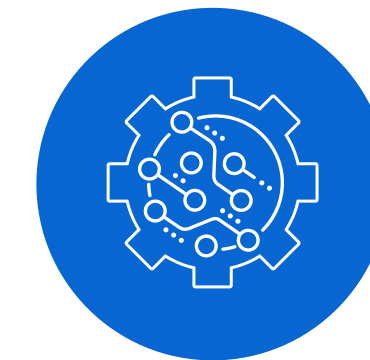
Mindset

Establish the mindset for AI and Analytics



Culture

Analytics principles to generate a data-driven culture (individual, team, enterprise)



Methods & Techniques

Strategy and methodology to combine AI, analytics, business value, and communication



Real-World Use Cases

Real internal use case learning assisted by experts in their fields



AN INTEGRATED APPROACH TO DELIVER EXCELLENCE

The program is designed help you master data analytics in a way that helps you establish a mindset for delivering actionable insights by applying analytics.

AI & ANALYTICS COMPONENTS



The technology agnostic Analytics Leadership Program introduces learners to the world of analytics and AI, helping them to understand the benefits and develop new skills that add value to their work.

Learn how to drive permanent organizational behavior change from industry experts with a wealth of hands-on experience.

✓ TRANSFORMATION

✓ ROLES & COMPETENCIES

✓ INNOVATION

✓ USE CASE

✓ OPERATIONALIZATION

✓ LITERACY



TRANSFORMATION

- ✓ Analytics maturity scoring
- ✓ Capabilities and transition

As enterprises of all shapes and sizes commit to harnessing the power of data and analytics to transform all aspects of their businesses, leadership will inevitably ask certain questions, such as:

- How good are we at using data and analytics throughout our enterprise? Are we actually as good as we think?
- Are we ahead of or behind our nearest competitors? Are other industries ahead of ours?
- Are we moving toward becoming an analytical competitor?
- How do we determine our current maturity score?

Your current maturity score must be determined in order to identify and develop the capabilities and actions needed to make real progress towards becoming a data-driven organization.



INNOVATION

- ✓ Data driven innovation, DT
- ✓ Roadmap and validation

The ability to think analytically and to be creative are listed at the top of the World Economic Forum’s list of future skills. In fact, the ability to solve problems effectively is a common theme across all the skills in the list.

Innovation can be achieved when people feel trusted and communicate, and this happens more often when people are enabled to be creative. One part of problem solving is the ability to tackle complex issues by evaluating information gathered and organized. It also includes the ability to detect patterns, brainstorm, observe, interpret data, integrate new information, theorize, and to make decisions based on the multiple factors and options available.

Your in-depth knowledge and understanding of a company or process can ultimately enable you to make better decisions.



OPERATIONALIZATION

- ✓ Analytics use case canvas
- ✓ Own use case

As the pace of business continues to accelerate, forward-looking organizations are beginning to realize that analyzing their data is not enough; they must also act on it.

A knowledge of AI and analytics is worthless unless it is deployed (operationalized). Understanding and sharing a view of the processes whereby data is generated, collected, processed, used, and analyzed to make business decisions are all crucial aspects of the deployment of AI and analytics solutions.

To this end, businesses systematically operationalize their analytics as part of a business process. Operationalizing and embedding analytics is about integrating actionable insights into systems and business processes which are used to make decisions. Examples range from simple to complex, and organizations are often at different stages of operational deployment.



ROLES AND COMPETENCES

- ✓ Competence matrix
- ✓ New roles, mindsets

We're in the early days of a real revolution in the way how AI and analytics are affecting work and employment. The technology is growing exponentially, but our skills, our organizations and our institutions are not adapting nearly as quickly.

Simply hiring new talent from outside is not enough. In most cases, organizations already have a lot of the talent they need inside the organization. The reskilling and upskilling in new roles with the support of the ALP competence matrix guides you to sort out and invest in the skills sets that are needed today for your use case/mission for the present and for the next two to three to five years.

The program helps individuals, teams, and enterprises to develop forward-vision radar for the new roles. This enables the enterprise thus and to plan reskilling and upskilling in good time, thereby gaining the advantage over those organizations that rely on mere guesswork.



LITERACY

- ✓ Data and analytics literacy
- ✓ Definitions

Data literacy is a multifaceted skillset that empowers individuals and organizations to harness the power of data in a data-driven world. It is the bedrock of successful analytics and AI endeavors and a prerequisite to have data collected, analyzed, and interpreted accurately, enabling better decision-making, more reliable AI models, and responsible data handling.

Analytics uses data and math to answer business questions, discover relationships, predict unknown outcomes and automate decisions. This diverse field of computer science is used to find meaningful patterns in data and uncover new knowledge based on applied mathematics, statistics, predictive modeling and machine learning techniques.

Having a common understanding and definition of what this means facilitates communication and fosters a culture of ongoing learning and adaptation in the ever-changing landscape of data and AI.

TARGET AUDIENCE



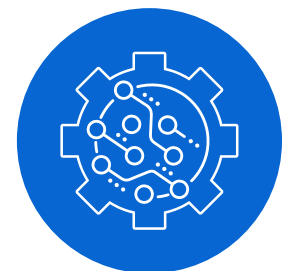
Business Managers / Executives

- ✓ Domain experts
- ✓ Decision makers



Business Analysts / Report Designer

- ✓ Data exploration, data visualization
- ✓ Analytic analysis, report creation, report consumer



Data Scientists / ML Engineer

- ✓ Exploratory analysis, descriptive segmentation
- ✓ Predictive modeling, machine learning



Data Engineer / System Owner

- ✓ Administrators, DBA, security administrators
- ✓ ETL personnel, enterprise architects



Whether you're an established analytics leader or just starting your journey, the program will empower you with the tools and knowledge to make a significant impact while achieving analytical success. The Analytics Leadership Program empowers you with the approaches to manage the art of leading AI and advanced analytics teams, capabilities, innovation and use cases successfully. Knowledge may be individual, but both AI and analytics are team sports.



ALP FRAMEWORK

Block Themes

- ✓ Journey
- ✓ Deployment
- ✓ Growth

Templates

- ✓ Core module templates
- ✓ Analytics use case canvas
- ✓ Reference literature

Learning Portal

- ✓ Documentation, materials
- ✓ Deeper learning
- ✓ Access links, recordings

Sessions

- ✓ 4 hour sessions
- ✓ Morning or
- ✓ Afternoon

Duration

- ✓ 3-36 months
- ✓ Flexible
- ✓ Repeating, applying, reflecting

Network

- ✓ Aligned program experts
- ✓ +400 attendees, +50 org's
- ✓ Local experts, local language

Modules

- ✓ AI/Analytics alignment
- ✓ 50 minutes x 49 modules
- ✓ 7 perspectives

Coaching

- ✓ Knowledge sharing
- ✓ Exercises
- ✓ Guest lectures

Format

- ✓ Remote
- ✓ On-site
- ✓ Hybrid



HIGH-IMPACT CUSTOMIZED TRAINING

Software agnostic

The course applies principles, concepts, and best practices that are applicable across different software platforms or tools and emphasizes fundamental knowledge and skills that can be applied universally.

Hands-on exercises

Practical exercises and projects are included to reinforce learning and allow participants to apply their skills in real-world scenarios.

Stakeholder management

Learn to communicate with and influence stakeholders at all levels of the organization, Develop skills to translate complex analytical insights into actionable recommendations that resonate with different stakeholders.

Guest lectures

Industry experts with a track record of driving successful analytics initiatives and transforming organizations through data-driven decision-making provide practical insights and advice that you can apply in your own leadership roles.

Analytics mindset

Develop and instill the critical thinking skills, problem-solving abilities, and data-driven decision-making capabilities necessary to excel in analytics leadership.

Tailored training

The learning framework can be tailored to the specific needs, objectives and timelines of your organization.



Continuous learning

In the rapidly evolving field of analytics, your enterprise must have a strategy for staying updated on emerging technologies, trends, and best practices and must explore ways to foster a culture of innovation.

Flexible and adaptability

Participants learn to leverage their understanding of fundamental principles to adapt to new software environments or emerging technologies.

Strategic thinking

Learn to think strategically about analytics within the context of your organization's goals and objectives. Understand how analytics can drive business value and competitive advantage.



There's more of a focus and an interest in having people with analytical thinking, people with creativity, but it's also become very important to have leadership skills and to have social influence, the ability to work with other people. The traits that make us human, make us able to relate with each other and to get innovative, creative things done in the workplace.

Saadia Zahidi, Managing Director of the World Economic Forum 2023

DELIVERED BY EXPERTS

Developed and delivered by an ecosystem of expertise.

If you follow the ALP you get the best possible training program, as you will be learning from leading experts in the field. The faculty consists of industry-wide thought leaders sharing the same passion for, vision of and commitment to the value of analytics.

Together we aim to develop analytics professionals and stimulate organizational change with the intention of producing actionable outcomes with analytics. The IIA (International Institute for Analytics) is the leading unbiased research and advisory body for companies making the transition to data-driven decision-making and advanced analytics.



Jack Phillips



Daniel Yar Hamidi



Jason Larson



Christer Bodell



Niels van Weeren



Karl Berthén



Peter Nord Andersson



Josefin Rosèn

60% of workers will require additional training by 2027, with the biggest priority being analytical thinking.

Source: World Economic Forum, Future of Jobs Report 2023.

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One of the perennial issues in analytics and data science is leadership. Our research has shown that analytics leaders need an enterprise mindset, evangelist mindset, change agent mindset, people mindset, growth mindset, and technical mindset.

**Jack Philips, CEO and co-founder of IIA,
International Institute for Analytics**



400+

Participants

50+

Organizations

TAKE THE NEXT STEP

If you are interested, please contact us at the address below. Before you enroll, we will meet with you to discuss how the program can be tailored to meet your requirements.

E-mail: training-emea@sas.com



www.sas.com/alp