The University Of Queensland
AUSTRALIA
CREATE CHANGE

Data for Decision Making

Delivered by Executive Education

Enhance your executive decision-making capability by delving into the world of data-driven insights in this comprehensive course. In today's dynamic business landscape, organisations are often faced with vast and intricate data spreads across multiple diverse systems. As a leader, mastering data management practices is crucial to unlocking invaluable insights.

This program empowers you to navigate the complexities of data, enabling you to comprehend your customers, teams, and business processes. By deciphering trends and patterns, you'll gain a competitive edge within your organisation. The course not only imparts knowledge on data utilisation but also focuses on sharpening your ability to communicate these insights effectively.

Uncover the art of data visualisation and storytelling strategies, essential tools for conveying compelling narratives derived from real data. The curriculum draws from contemporary case studies and industry insights, offering a practical understanding of applying data-driven recommendations to address organisational challenges. Elevate your decision-making skills and contribute significantly to your organisation's success through the strategic utilisation of data.

Who should attend

- New managers and leaders who want to learn how to harness analytics, storytelling and visualisations to make smart, data-driven recommendations.

- Experienced managers and leaders looking to better understand and promote a data-driven executive decision-making culture.
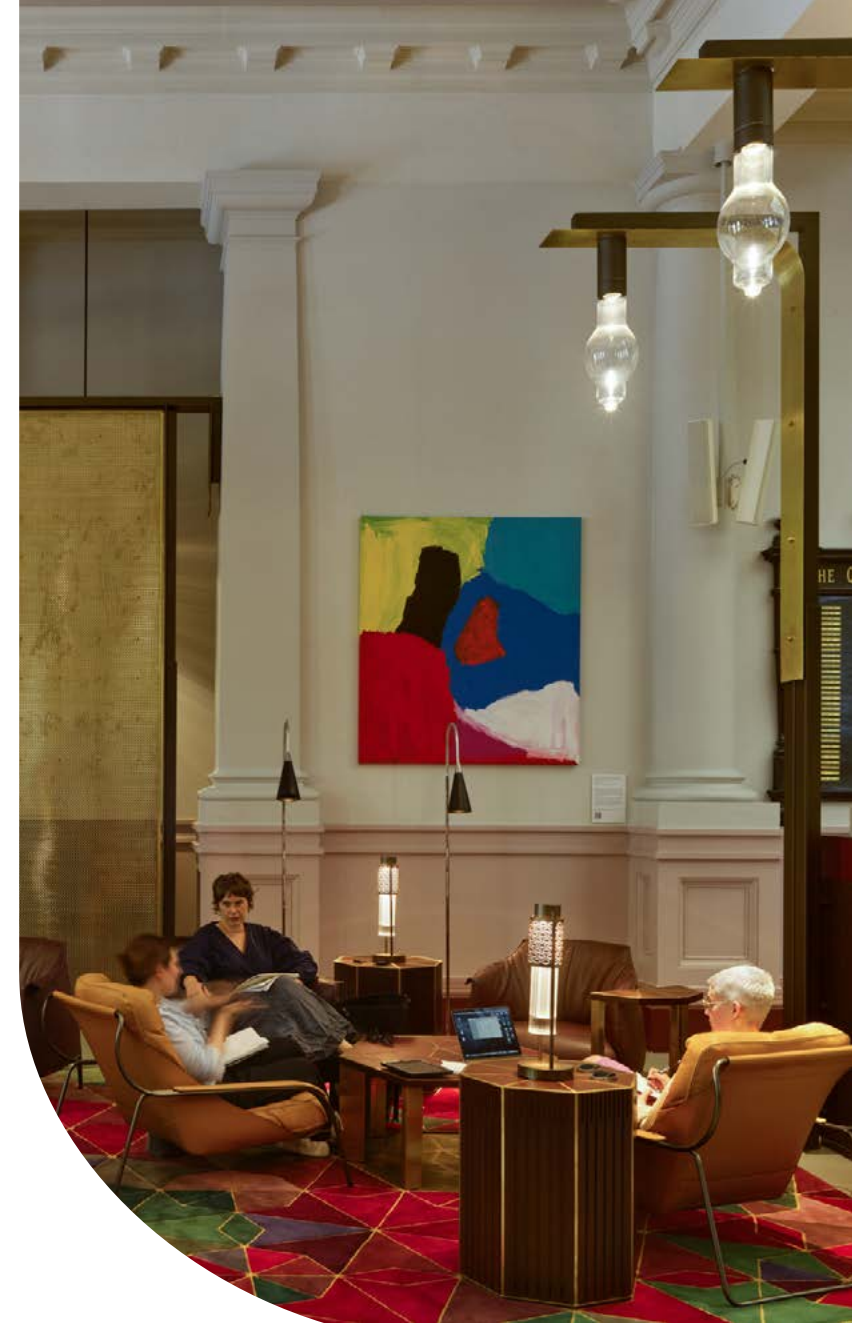
What you'll learn

- Develop core skills utilising data to unlock unprecedented value and effectively communicate its transformative potential. Gain insights into the strategic deployment of data to create value within organisational contexts, ensuring a comprehensive understanding of its intel.

- Delve into the dynamic landscape of data visualisations as potent tools for unravelling and resolving intricate organisational challenges. Explore the versatility of visual representations in conveying complex information.

- Refine your skills in applying compelling storytelling techniques that go beyond conventional approaches, influencing stakeholder decision-making. Acquire the ability to craft narratives that not only inform but captivate, fostering a deeper connection between data-driven insights and strategic decision processes.

- Delve into the nuances of communication by mastering the art of tailoring relevant insights to diverse audiences. Learn effective strategies for conveying information that resonates with different stakeholders, from team members to high-level executives, enhancing your ability to drive impact through tailored communication.

How you'll learn

Data for Decision Making is an immersive two-day program, designed by expert business leader Dr Katie Williams to help you elevate your data handling expertise. This immersive journey begins with engaging pre-course interactive modules, shaping your mindset before entering the classroom.

Over the course of two days, you'll actively participate in hands-on exercises, delve into practical case studies, and collaborate with peers, ensuring a comprehensive learning experience. Our program takes you through a transformative learning experience, commencing with an exploration of the intricate realm of data insights and concluding in the opportunity to apply your newfound knowledge through a take-home activity.

Upon successfully submitting your take-home activity, you will be equipped with the skills to seamlessly integrate your learnings into your professional endeavours. As a testament to your achievement, you will receive a digital Credly certification badge.

Learning journey

Course Stage	Agenda
2 weeks prior to course	**Prepare for your course:** In preparation for your upcoming learning journey we invite you to take part in some pre-course learnings that will help to shape your mindset prior to entering the classroom.
Day 1	• Arrival complimentary coffee & tea + networking • **Data Foundations** • Catered morning tea • **Creating your Datascape** • Catered lunch • **The Power of Data Visualisation** • Catered afternoon tea • **Which Visual would you choose?**
Day 2	• Arrival complimentary coffee & tea + networking • **What's the Problem?** • Catered morning tea • **The Importance of Storytelling** • Catered lunch • **Applying Storytelling Techniques** • Catered afternoon tea • **Bringing it all together**
Take-home activity	**Analyse and present your data** After completing this course, you will be given the opportunity to analyse some data and use your new skills to present this data via a take home activity. Completing this activity shows the course facilitator you hold the skillset needed to become digitally certified and at this stage you will be awarded a Credly badge

Why learn with us

In an ever-changing world, it pays to be an ever-evolving professional

The University of Queensland is a premium provider of education in Australia. Our professional development courses and customised programs are designed to provide learning opportunities for emerging and senior leaders in corporate, government and not-for-profit sectors across industries.

Our expert facilitators use the latest techniques to provide a practical and immersive learning experience to help you achieve organisational objectives.

The course content draws on subject matter taught within our postgraduate programs, such as our high-ranking Master of Business Administration (MBA), to ensure quality of learning experience and learning outcomes.

Academic excellence

Be inspired to lead, innovate and excel by learning from renowned business academics and industry experts.

Grow your professional network

Take advantage of opportunities to collaborate and build relationships with peers across sectors and industries.

High-impact learning

Gain a competitive advantage by acquiring cutting-edge frameworks and practical tools to achieve personal and organisational objectives.

Accessible CBD location

UQ Brisbane City is the go-to destination for premium professional development, networking, and event opportunities, conveniently located in the heart of Brisbane's CBD.

Learn from the experts

Dr Katie Williams

Senior Lecturer, UQ Business School

With over 26 years of experience in information systems, technology, governance, risk, and advisory professional services, Katie is a Senior Lecturer at the University of Queensland (Business School), a Non-Executive Director, and an Independent Member of various audit and risk committees in the public and human services sectors. She holds a Ph.D. from the Curtin University of Technology, and her doctoral dissertation, "Investigating Information Systems Risk Management Processes and Information Security Practices within e-business Organisations" resulted in the design of a holistic governance framework to better manage aspects of information security risk management.

A teaching-focused academic, Katie currently teaches across UQ's Master of Business Analytics program with a focus on strategy, data, and the practical application of business analytics in professional services. She has contributed to multiple publications on data analytics, continuous auditing, AI, and information security risk management, and led significant transformation-based projects and programs across the Australian public sector.

Within the health and human services domain Katie is driven to improve access to equitable and well-governed healthcare, education, and community services, using data and technology to drive innovation and transformation. She is an advocate for equity and inclusion and draws upon lived experience to shape organisational strategy and culture.

What will I receive upon completion?

Upon successful completion you will receive a UQ Business School Certificate of Completion. Your certificate takes the form of a shareable digital badge. This provides you the opportunity to showcase to the world your newly acquired skills and serves as a digital record of your achievement.

Applicant	Price
Early bird discount	AUD $2631
Individual	AUD $3289
UQ Staff	AUD $2990

If you'd like this course or a combination of our offerings delivered to your organisation, **contact us** to discuss options for a Corporate Package.

Duration
2 days
9am–5pm

Delivery mode
Face-to-face/
in-person

Location
UQ Brisbane City
308 Queen St, Brisbane CBD

For more information

T: +61 7 334 67999

E: execed@business.uq.edu.au

W: business.uq.edu.au/executive-education

A: UQ Brisbane City
308 Queen St, Brisbane CBD