



Drive Decision Making

Develop a Data Mindset

Outcomes:

- Realign on what data is and how it drives decisions
- The ability to structure a proposal that is difficult to say no to

Course Outline

Develop a Data Mindset

- Definition of Data
- Three Types of Business Deciders
- Drive Decisions with a Clearly Defined Problem
- Methods of Gathering Data

Convincing with Data

- Telling Stories with Data
- Drive Decisions — a Data-Driven Story
- Confirmation Bias: When Data Doesn't Work
- Overcoming Confirmation Bias

