



DATA-DRIVEN DECISION MAKING COURSE



Gain unique insights that create new business models and operational efficiencies.

Remote Learning | On-Premise | Blended

STOP CREATING RANDOM ACTS OF DIGITAL...

..and start to use data-driven insights to evaluate opportunities, develop an evidence-based roadmap for growth and create an effective plan of action.

OUR COURSES

We teach the world's most **practical, proven and action orientated** digital leadership courses, delivered by **industry experts** and underpinned by a data-driven framework. Ours courses can be delivered on-premise, online or blended.

If you're seeking a training solution that applies data-driven decision making to evaluate opportunities, develop an evidence-based roadmap for growth and create an effective plan of action – then look no further.

We will train your teams to make data-driven decisions that:

- Identify opportunities for growth
- Identify opportunities for innovation
- Identify new sales opportunities
- Identify capability gaps
- Employ the most effective communication and marketing tactics
- Evaluate if and how you can take on your digital competitors
- Help select, create and leverage the right AI or emerging technology that delivers a digitally transformed organisation

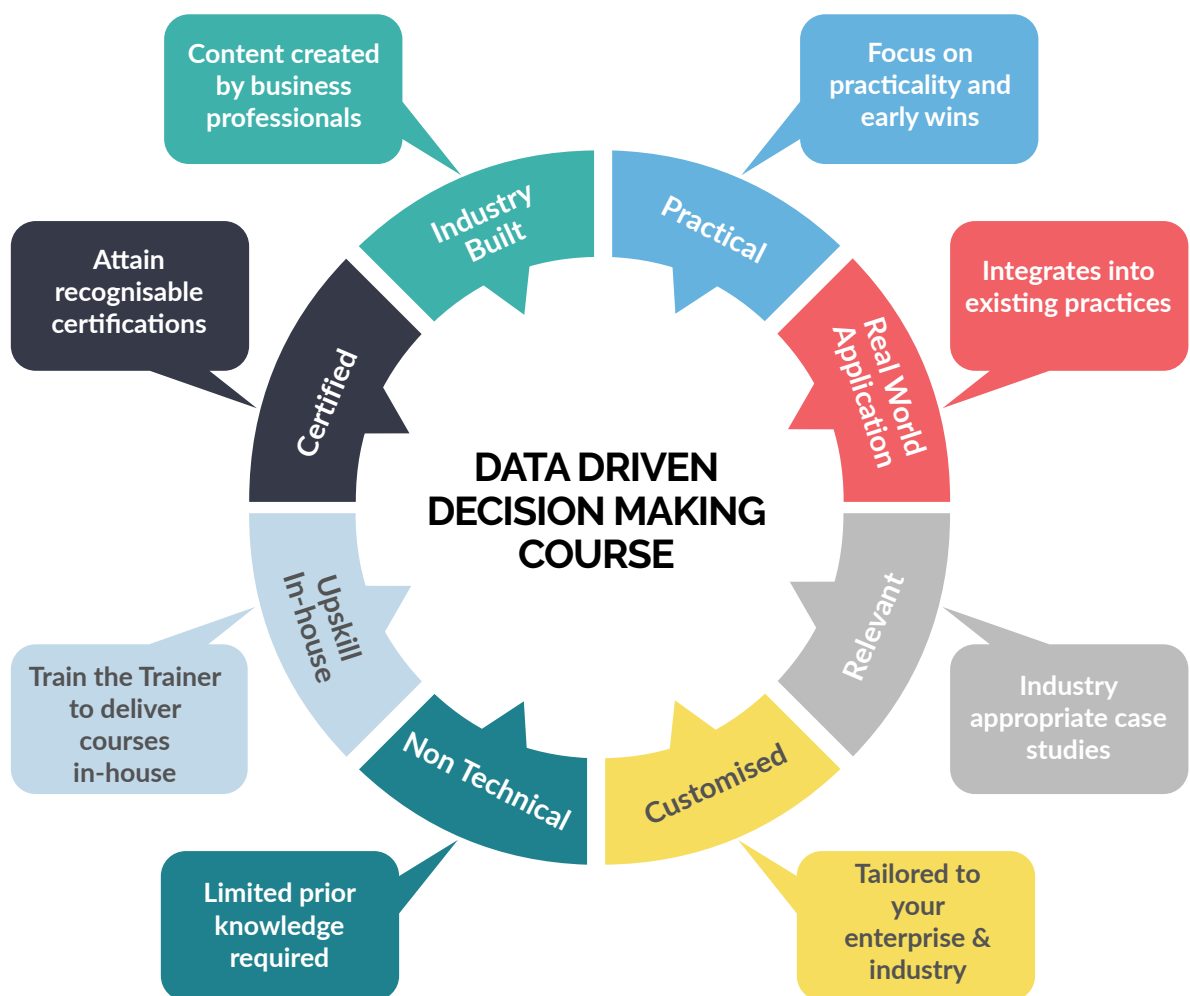
We set the global standard in preparing businesses and government institutions for digital transformation. Our 20 years of business transformation experience means we've invented some of the fastest methods of creating transformative plans and delivering quick wins.

YOUR LEARNING JOURNEY

This course is case-study driven and includes practical experimentation. It is designed to build confidence and enable your decision makers to deliver tangible results from evidence based insights to create new products, services and business models.

WHAT WE DELIVER

Practical, data-driven and action-orientated course content that leads to immediate application of knowledge and skills.



HOW WE DELIVER

- We specialise in upskilling teams with courses delivered by industry experts.
- We tailor our content to offer the best learning experience and outcomes.
- Pre and post class assessment to optimise and complement our executive education programs.
- Surveys, quizzes and discussions play a key role in our delivery and provide a great basis for rich dialogue, key insights and measurable outcomes. These insights and outcomes provide qualitative and quantitative data that your organisation can utilise beyond the classroom.



**ON-PREMISE, ONLINE
OR BLENDED**



**PRE & POST CLASS
ASSESSMENT**



INDUSTRY CERTIFIED



**SURVEYS, DISCUSSIONS &
QUIZZES**



PEER LEARNING



PRACTICAL EXPERIMENTS



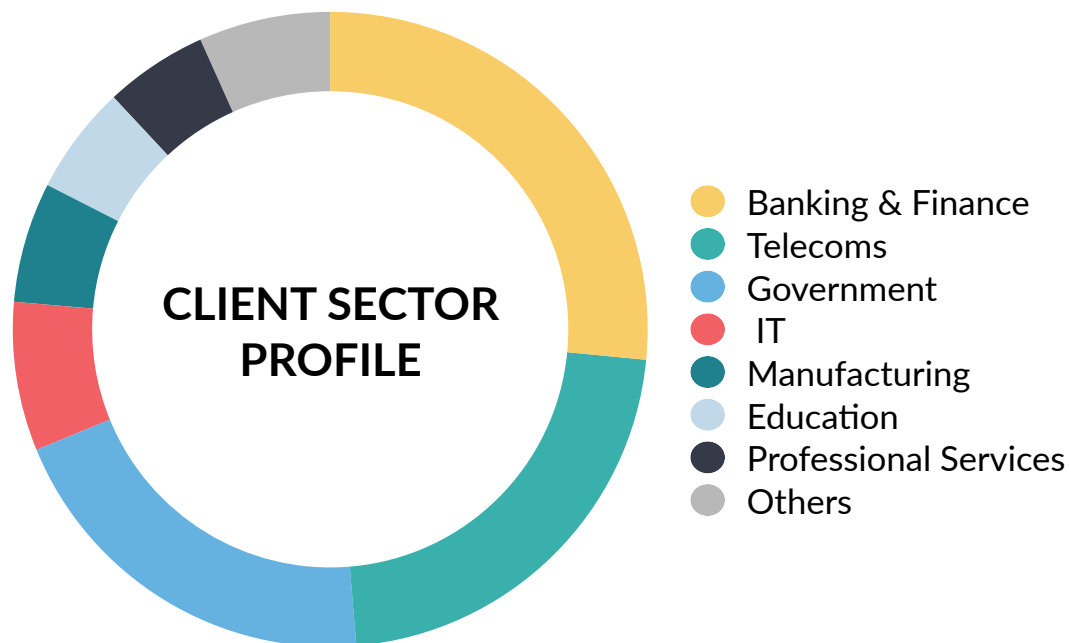
**ONLINE, AI ENABLED
SUPPORT TOOLS**



**TAILORED AGENDA & CLASS
MATERIALS**

WHO WE DELIVER TO

Our course content is suitable for all sectors.



YOU'RE IN GOOD COMPANY

Our course alumni..



DATA-DRIVEN DECISION MAKING

COURSE CONTENT

The digital economy is powered by data. The future will be AI powered and data science will be the skillset needed to drive AI.

Data science is the means by which we gain new insights to answer strategic questions. The challenge is in knowing what questions to ask of it.

As a result of taking this course, non-technical leaders and managers will know how to take advantage of data-enabled decision making.

They will analyse public data to gain an understanding of the changing behaviour of customers and from these findings, they will evaluate strategic business opportunities. They will look at how internal data sources can help build new insights for delivering operational efficiency.

- Familiarise non-technical business leaders with big data terminology
- Help business leaders identify the value within their own data silos
- Utilise internal and external data sources to identify commercial opportunities and operational efficiencies

Module 1: **Understanding the Power of Data**

- The basics of data analytics and how to use this data to solve business problems
- Key technologies used in finding business insights
- Predictive modelling and how to identify business opportunities

Module 2: **Using Emerging Technology with Strategic Planning**

- Creating new business models inspired by emerging technology
- Identifying the required skills, data and resources
- Building a 'next steps' plan of action

Module 3 : **Building Real-World Models & Visualisations**

- Creating a strategy that is data enabled
- Building technology to support new data-driven business models
- Data visualisation and communication of data-centric decisions

PROGRAM FACULTY

Designed & Delivered By Industry Professionals

This course has been created by industry experts that work every day with business and government institutions. This means the case studies have been experienced first hand, the insights are real (not researched) and the delivery is authentic.

We help public and private sector organisations transform and align their organizations for the digital era by developing the skills, capabilities and knowledge of their leadership teams and employees.

PRACTICAL, PROVEN & ACTION ORIENTATED

This course leverages lonology's extensive portfolio of bespoke leadership programs underpinned by the lonology Digital Transformation Framework and relevant insights. All our courses use this proven, data driven methodology, yield practical application and come with essential tools enabling learners to immediately start planning their own digital transformation projects.

Prof. Niall McKeown - Course Director

Founder & CEO of lonology, a Professor at Ulster University and lecturer at the University of Cambridge, Niall is a world renowned leading authority on the subject of digital transformation and AI. He regularly delivers keynote presentations and lectures throughout Asia Pacific, EMEA and USA on digital transformation and innovation. Niall is the creator of lonology's Digital Transformation Framework and co-author of the book "The 7 Principles of Digital Business Strategy".



INDUSTRY VALIDATED CERTIFICATION

We get it; we're not Stanford, MIT or Emeritus nor do we try to be. This is an Industry Certification.

We don't repackage someone else's case studies and research. We were there, with our customers every step of the way, building each and every case study that appears in our courses. Our lecturers are first and foremost digital transformation business professionals, not academics.

Unlike all other academic courses, our frameworks and practical methodologies are data-driven and AI enabled. We teach the most advanced, purpose built, data driven digital transformation framework and AI courses to global leaders across all industry sectors throughout the world.

If you are looking for an academic accreditation which anyone can buy, then our courses are not for you.

If you're looking for widely proven, practical, Data Driven Decision Making course, then you've come to the right place!

Ionology has convened a Global Industry Certification committee. The committee includes top commercial and government professionals in the world of technology, business consultancy and sales. They are the certification body that ensures the quality of our courses are world class, up-to-date, relevant, practical and unique.



PARTNER NETWORK SPANNING THE GLOBE

lonology has a global network of certified digital transformation consultants, data scientists and AI experts qualified to deliver executive training programs and consultancy projects for government and enterprise clients worldwide.

UK
Ireland
Germany
Spain
Saudi Arabia
UAE
South Africa

Thailand
Malaysia
India
Singapore
Sudan
United States
Peru





Get in touch
lonology.com/contact-us