Unlock the true potential of your organisation's data to improve leadership, service delivery, decision making and develop sustainable commercial advantage.

The ever-increasing volume of readily available data offers a significant source of competitive advantage, but many organisations are simply not realising the full potential of this asset.

Recent Australian Government reports have identified the need to build greater data analytics capability in the Australian workforce if we are to continue to compete in the global market place.

To create growth opportunities and deliver customer value, data must drive business decisions from pricing, marketing, planning, logistics, and operations to fraud and risk assessment. Forward-thinking leaders must develop the capability to translate data into knowledge that informs commercial strategy.

Made for:
Executives and leaders seeking to harness the power of big data and build analytics capability within their team, business unit or organisation. There are no pre-requisites or assumed knowledge for this workshop.

Sydney, UNSW CBD Campus, 1 Day
$1,925 (incl. GST)

This Program will earn you one unit towards the Certificate in Executive and Management Development (CEMD).

🏠 Unit Point towards your CEMD certification

Available for in-house delivery

Felix Tan
School of Information Systems

Pervasive digital technologies are generating data at an unprecedented pace today. What to do with and what can we learn from the data are important questions individuals and their employers need to address to be successful tomorrow.”

AGSM Executive Education
Open Programs

Never Stand Still
Business School
Themes:
Through a full day of program participation and coaching, participants will develop the practices and mindsets of:

- The power of storytelling
- Summarizing existing data set properties
- Discovery of (previously) unknown properties, associations and relationships in the data
- Using past records to predict future
- Provide information in a form that is optimal for processing by the human brain
- Business cases, big datasets, tools and technology

Outcomes
For the Individual:
Participants will build a practical toolkit to:

- Gain the insight and understanding required to make sense of data
- Understand and leverage data in preparing, visualising and predicting trends
- Utilise data to inform strategic direction, decision-making and improve leadership
- Identify opportunities to create customer value

For the Organisation:
By selecting this workshop, your organisation will be building the capability to:

- Overcome the barriers to developing analytical competency at a team and organisational level
- Understand and leverage the strategic link between data and business objectives
- Analyse data, extract insights and predict trends

Learning Approach:
Working with Program Director, Felix Tan and specialist industry practitioners, participants will take part in real-world case studies and practical exercises designed to maximise impact and ensure learning can be implemented in the workplace.

Program Director:
Felix Tan is a Lecturer of Information Systems at the Business School. He has designed and developed a number of enterprise systems and e-commerce programs across several universities. His research interests include the development of electronic commerce platforms, Chinese IT management and practice, and the interaction of enterprise systems and people in organizations. His research work has been accepted into top ranked academic journals and conferences including Communications of the AIS, International Journal of Information Management, International Conference of Information Systems and European Conference of Information Systems.

To find out more
+61 2 9385 0330
enquiries@agsm.edu.au
agsm.edu.au/data