THE DATA LAB
value from data

Driving Value from Data and AI

LEADERSHIP TRAINING
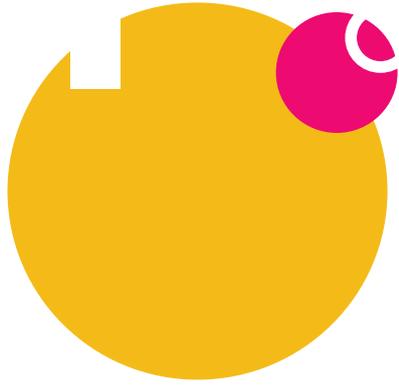
Table of Contents

What is Driving Value from Data and AI?

The business world is awash with buzzwords, many of which are related to A.I, "digital" and the use of data. It can seem overwhelming at times as we navigate through the noise to find out what is important and what is just a rebranding of last year's ideas. In the process of either being enthralled or intimated by these trends, we can often lose sight of the fundamental question: "How do I drive business value from this?" and "Where do I start...without spending too much money?".
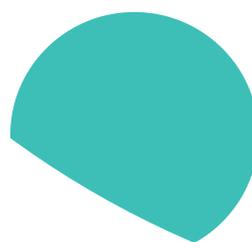
Who should attend?

1. Individuals who are directly or in-directly accountable for driving value in their organisations.

2. Small to medium size business owners who want to drive more value from the information they already have.

3. Data professionals who are struggling to get business buy-in to driving value from Data Science.

Benefits

- Improve your understanding of the business opportunity presented by the use of data and A.I.

- Arm yourself with actionable insights to apply when you return to your company.

- The opportunity to ask questions, share experiences and build your network.

"We ran an all-day Driving Value from Data and AI workshop with senior stakeholders and influencers so that they could see for themselves the opportunity that data provides to drive greater business value. They left feeling enthused, informed, engaged and actively supporting our work to drive business value from data and develop a data science capability in Heineken."

GED WELLS, HEAD OF DATA SCIENCE, HEINEKEN
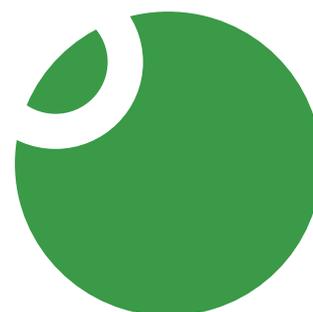
Workshops

Full Day – 6 hours

This interactive one-day workshop takes you beyond the hype surrounding data and A.I. by demonstrating how you can drive value for your business through the better use of data.

The workshop brings together the following modules into a personalised facilitated session:

- Data & A.I. primers
- 101
- Data & A.I. case studies
- Strategy
- Maturity assessment
- Hosted panel discussion

Modules

All of our modules can be run as standalone sessions or combined, to create a workshop of your choosing.

101 - 60 mins

At The Data Lab we are fortunate enough to have had many conversations with people and organisations at various points on their data journey. One of the themes that emerges across these conversations is that it is often difficult to know where to start. This module is primarily designed to help you with this.

Through facilitated discussion and exploring case studies, you will emerge able to identify the places where you could start to add value to your organisation.

We will explore:

- Industry mega-trends and their reliance to data.
- The value of personal data.
- An overview of where organisations drive value from data.
- An overview of where organisations drive value from A.I.

Data case studies – 60 mins

This module is primarily designed to help you understand, through data-led cases studies, how organisations have used data to:

- Improve decision making.
- Improve operations.
- Monetised data.

Through facilitated discussion we also explore the practicalities of how to get started.

A.I. case studies – 60 mins

This module is primarily designed to help you understand, through data led cases studies, how organisations have used A.I. to:

- Learned decision making.
- Ever evolving operations.
- Human collaboration.

Through facilitated discussion we also explore the evolution of A.I. and the practicalities of how to get started.
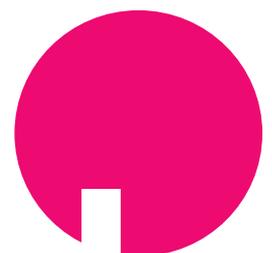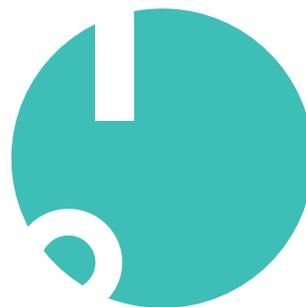
Does data itself have value? - 45 mins

If data is now widely understood to be valuable, then why is it still so difficult to attach a value to it? This module is primarily designed to help you understand the challenges of putting a monetary value on data.

Through facilitated discussion we explore:

- Can we put a monetary value on data?
- As a provider of data, what makes your data valuable?
- As a consumer of data, what are you willing to pay?
- Can data sit on the balance sheet?

Strategy – 45 mins

At The Data Lab we are often asked "what is in a data strategy?" and sometimes even "can you give me a data strategy?". This module is primarily designed to help you understand what a data strategy includes and how to make it relevant to your organisation.

Through facilitated discussions we explore:

- What makes up a data strategy?
- What a data strategy is reliant upon for success.
- The role of data science and machine learning in your strategy.
- How to expand your data strategy to include A.I.

Maturity assessment – 60 mins

Understanding value and exploring case studies are two great ways to help define where you want to go with data. Knowing where you currently are is equally important. This module is primarily designed to help you understand how to assess your current capabilities and identify first steps that are most likely to succeed.

Through facilitated discussions we explore:

- Different data maturity models.
- What resonates with various stakeholder groups.
- Ideas for your next pilot and/or experiment.

Hosted panel discussion on strategy execution – 120 mins

Understanding where you want to go and where you are starting from are really helpful, but often the hardest part is getting from where you are to where you want to be. This module is primarily designed to help you understand how to execute your strategy through discussion with experts, practitioners and peers.

Through facilitated discussions we explore:

- Frequently experienced hurdles.
- Best-practice from practitioners.
- Feedback from experts.

"We ran The Data Lab's Driving Value from Data and AI workshop with our senior management team to look at new ways of driving value from data in our organisation. The workshop gave us a very useful platform for sharing thinking and ideas, and we left with strengthened momentum for moving forward."

KATHERINE FALCONER, HEAD OF INFORMATION &ANALYSIS, REGISTERS OF SCOTLAND

Online Learning

Driving Business Value from Data and A.I.

This self-paced on-online course explores data and A.I. at an introductory level for senior business decision makers.

Upon completion of this course the participants will be able to:

- Describe how organisations use data and A.I. to drive value.

- So that you can identify and classify opportunities within your own organisation.

- Understand the main challenges organisations face and how others have overcome them.

- So that you can justify the investment required to start adding value within your organisation.

- You will also become a welcome member of The Data Lab network and will be able to tap into our team for information on suppliers, academics and experts as well as peers facing similar challenges.

"We have run both The Data Lab's data and AI primer sessions with our employees, and they have proved to be informative, interesting and very useful on a number of levels. They have stimulated great debate within our company and have encouraged our teams to be involved in further thinking and conversation about the subject matters. The sessions are accessible to all, jargon-free and engaging – after each presentation our teams asked for further follow on sessions. For people with busy diaries this a great testament to the quality of the session content and presenter."

ANNA KNIGHT, HEAD OF PERMANENT & SENIOR APPOINTMENTS, HEAD RESOURCING

Other

Facilitated roundtable discussion – 90 to 180 mins based upon complexity

In these bespoke workshops, The Data Lab will host a round table discussion tailored to your specific questions.

We will invite a group of leaders and experienced practitioners from across industries to discuss and share their experiences. The round table will be an opportunity to share both approaches for success and learnings across a number of sectors and sizes of organisations.

Previous examples include, "From norming to performing: The journey to creating a successful data team" (180 mins).

Chatham rules will apply; however, The Data Lab may use some of the key themes (without direct reference to a participant or company) to develop white papers to share with the wider Scottish community.

THE
DATA LAB
value from data

Innovation
Centres

Supported by The Scottish Funding Council,
Highlands and Islands Enterprise and
Scottish Enterprise.

ABERDEEN HUB

ONE CodeBase
ONE Tech Hub
Schoolhill
Aberdeen
AB10 1FQ

EDINBURGH HUB

The Bayes Centre
47 Potterrow
Edinburgh
EH8 9BT

GLASGOW HUB

Inovo Building
121 George St
Glasgow
G1 1RD

INVERNESS HUB

An Lòchran
Inverness Campus
Inverness
IV2 5NB