



Data Literacy and Culture Change Workshop

Outcomes

- A plan to unleash the power of data and position your organization for a successful digital transformation and data consumption model
- Alignment to business objectives
- Understand your organization's readiness to enable cloud-based data consumption and the steps to enablement
- Gain insight into Data Literacy success factors

Typical Duration

- 4 hours

Data is driving the strategic imperatives for every CIO and CDO, however to be able to make the data understandable and consumable, a strategy to enable data literacy and culture change must be defined to enable those efforts.

- **There's never been so much data to work with.**
And the volume, variety, and velocity just keep increasing.
- **There have never been more users and consumers of data.**
In every organization, managers and decision-makers are hungry for trusted, actionable data.
- **There have never been more examples of data-driven disruption.**
Virtually every market has been shaken to its roots by cloud-based consumption learning how to harness data in new ways.
- **There is an increasing need to consume vast amounts of data, understand the data and to ensure that processes are in place to expand its adoption and use**
This workshop provides a focused, disciplined, structured approach to the human elements of data literacy and culture change to accelerate adoption and consumption.

Clearly, the ability to unleash that power is a strategic success factor for every enterprise today. And that begs the question . . .

If you value your data, do you have the skills and literacy to maximize its value?

During the Data Literacy and Culture Change Workshop, we will explore your business drivers, data needs, and adoption challenges to develop an actionable plan, roadmap, and pilot to get started on your journey.

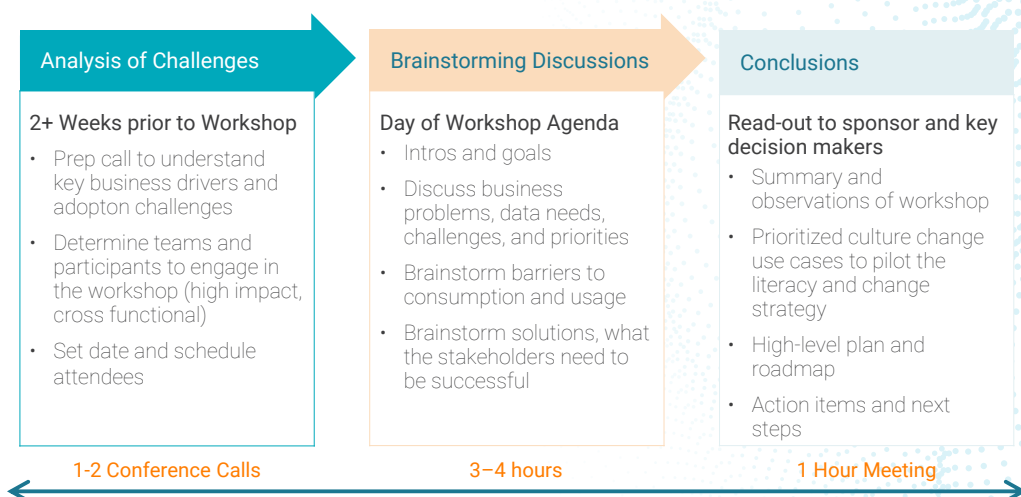
About Informatica

At Informatica (NYSE: INFA), we believe data is the soul of business transformation. That's why we help you transform it from simply binary information to extraordinary innovation with our Informatica Intelligent Data Management Cloud™. Powered by AI, it's the only cloud dedicated to managing data of any type, pattern, complexity, or workload across any location — all on a single platform. Whether you're driving next-gen analytics, delivering perfectly timed customer experiences, or ensuring governance and privacy, you can always know your data is accurate, your insights are actionable, and your possibilities are limitless. Informatica. Cloud First. Data Always.™

Learn More

Do It Right the First Time
Contact Informatica
Professional Services at
ips@informatica.com

Workshop Approach



This workshop is geared towards senior business leaders and consumers of data charged with making better use of data to drive business strategies. It will provide value to those who:

- Are beginning their digital transformation journey
- Looking to leverage the use and optimize the consumption of data
- Have previously attempted to create a data centric culture
- Are struggling with getting buy-in from key stakeholders
- Want to align their data and analytics programs with business outcomes
- Want to identify tactics that will help the organization accelerate change

You will leave this session with an understanding of all the considerations necessary, and corresponding plan to define and begin implementing a robust data literacy and cultural change program with a practical approach to move forward.

