

Big Data Leadership

A Strategic Guide for Redefining the Way Business is Done

Everywhere you turn, people are talking about the revolutionary potential of big data in combination with the latest digital technologies. Yet most organizations struggle to unlock this potential, as a growing number of digital-native competitors redefine the way business is done.

This program demystifies the world of big data by providing a practical strategic guide for planning and implementing a digital transformation plan. Examine how data can influence your organization's value proposition. Develop an agile performance approach to achieve actionable results. Prepare to implement a performance strategy that can propel your organization forward in today's digitally-charged environment.

Online Program Format

Online sessions are highly interactive, enabling you to network with peers, brainstorm ideas and work through an applied practice problem. You will receive feedback and guidance as you navigate through the content.

Takeaways

- Know what it means to be a “data-driven organization” and the change it demands
- Align common types of data analytics with your business priorities
- Apply a structured process for planning and leading a digital transformation plan
- Diagnose the cultural and operational change requirements for digital transformation
- Avoid common barriers to realizing the full potential of data analytics
- Identify relevant governance, legal and ethical issues
- Take your organization to its desired future state

Audience

This program is for business managers and senior leaders who seek to improve their understanding of data analytics and the cultural, operational and technical issues involved in launching and leading a digital transformation plan.

Program Content

The Big Data Landscape

- The promise and challenges of big data analytics
- The language of big data analytics
- The cultural transformation of becoming a data-driven organization

The Data Strategy

- The purpose of a data strategy
- Concepts, tools and techniques for creating a data strategy
- Applying design thinking to establish strategic focus and alignment

Harnessing the Power of Data Analytics

- Understanding and prioritizing different types of data analytics
- Using data analytics to identify and influence your organization's value proposition
- Turning data insights into business actions

Preparing the Organization for Digital Transformation

- What needs to change?
- Aligning people and technology development priorities
- Building an effective digital implementation plan

The Regulatory Environment

- Legal responsibilities
- Ethical considerations
- Key tenants of data governance, how governance is applied

Program Leader

Jonathan Carrigan is a passionate thought leader with 20 years of experience working at the intersection of strategy, technology and design. He was a founding member of the corporate transformation office at Maple Leaf Sports and Entertainment that guided the organization's digital transformation. Previously he led digital product development and design at the Canadian Broadcasting Corporation, where he operated at a national level in support of strategic planning across business lines. An active educator and online facilitator, he speaks regularly at industry events internationally.

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