



Data Doubters are often skeptical of the value of data-driven decisions and processes. They need to see the benefits of using data to validate intuition and tribal knowledge on which they typically rely. Awareness training is pre-requisite to overcoming barriers to change.

Doubters need to understand they can leverage their existing strengths as they begin foundational work in data literacy. It is part of their role, not a burdensome add-on. Attention to this persona is critical to preventing roadblocks that can derail the successful roll-out of a data literacy program.



## Learning resources for Data Doubters

Target Skillset	Desired Outcomes	Learning Resources
Data Literacy	Ensure foundational skills in data and analytics are in place.	<ul style="list-style-type: none"> <li>• FREE online courses at <a href="https://qlik.com/GetDataLiterate">qlik.com/GetDataLiterate</a></li> </ul>
Mindset	<p>Overcome the mindset of “gut feel” or “we’ve always done it this way” and utilize critical and analytical skills</p> <p>Develop skills within critical and analytical thinking</p> <p>Develop skills within decision literacy</p>	<ul style="list-style-type: none"> <li>• Podcast: “Freakonomics”</li> <li>• Podcast: “More or Less”</li> <li>• Book: Freakonomics Series (especially “Think like a Freak”)</li> <li>• Book: “The Demon-Haunted World—Science as a Candle in the Dark”</li> </ul>
Leadership	Learn and start to develop strong leadership skills, or continue to build off the skills already developed here	<ul style="list-style-type: none"> <li>• Book: “First, Break All the Rules”</li> <li>• Book: “How to Win Friends and Influence People”</li> <li>• Book: “Drive”</li> </ul>
Communication	<p>Develop the ability to properly communicate fears and holdups with data, but being willing to listen actively</p> <p>Learn and develop beginning skills within data vocabulary and fluency</p>	<ul style="list-style-type: none"> <li>• Book: “How to Win Friends and Influence People”</li> <li>• Book: “Talk Like TED”</li> </ul>
Statistic and analytical skills	<p>Start to learn and develop very basic understandings of statistic and analytical skills and their use/need in business</p> <p>Begin study of statistics and analytical concepts and trends</p> <p>Study basic knowledge and understanding of analytics</p>	<ul style="list-style-type: none"> <li>• Instructor-Led Learning: Foundation of Data Analytics (more information at <a href="https://qlik.com/GetDataLiterate">qlik.com/GetDataLiterate</a>)</li> <li>• Podcast: “Data Skeptic”</li> <li>• Book: “Naked Statistics”</li> </ul>
Coding	Develop beginner skills and understanding with regard to coding	<ul style="list-style-type: none"> <li>• Book: “The Signal and the Noise: Why So Many Predictions Fail – But Some Don’t”</li> <li>• Book: “Factfulness” by Hans Rosling</li> </ul>
Continuous learning on visualization and storytelling	<p>Develop beginning skills in visualization building</p> <p>Learn basic charts and their purposes</p>	<ul style="list-style-type: none"> <li>• Book: “The Story Factor: Inspiration, Influence, and Persuasion through the Art of Storytelling”</li> <li>• Book: “Resonate: Present Visual Stories that Transform Audiences”</li> </ul>
Other		<ul style="list-style-type: none"> <li>• Blogs, webinars and resources: <a href="https://qlik.com/DataLiteracy">qlik.com/DataLiteracy</a></li> </ul>

