Data Literacy Project

6-step Approach to Launch a Data Literacy Initiative

Today, organizations are constantly looking for the competitive edge to remain successful, profitable and, ultimately, long-lasting. We believe that data is central to success. Unfortunately, the vast majority of employees within organizations don't have the confidence with data to truly unlock its potential. In fact, in our research, only 1 in 4 business decision makers would categorize themselves as being fully data literate. At executive level, this number is about 1 in 3. And, crucially, organizations don't know what steps to take to rectify the skills gap — to place data literacy at the heart of their business.

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We've created a 6-step guide, working in partnership with Qlik, to enable business unit heads to launch a data literacy initiative within the organization. We aim to provide the guiding principles and practice to help individuals at any level to launch a data literacy initiative.

Six step framework

1.
A strong vision and approach to planning
The starting point for an approach is to outline and agree the vision for the organization in relation to place data literacy. A big part of this is translating your vision into a strategic plan which should include what kind of goals you want to achieve, how it is being funded and who the project lead will be — ideally at executive level.

2.
A great communications plan
Two core communications are required: the first communication should be to the whole organization to outline the "why" behind data literacy (what is data literacy and why it is important).

The second communication should be to all those participating in the data literacy program, highlighting what will be happening and when and what they need to do.

3.
An assessment program
The individuals in the program will need to be assessed for their current level of comfort with data literacy.

Visit **www.TheDataLiteracyProject.org/assessment** to take a free data literacy assessment. From the assessment, all participants will receive one of four data personas. See next page.

4.
Cultural reinforcement
We don't want to change your organizational culture, but instead evolve it so that the language of data becomes second nature. Training everyone on what a culture of data literacy looks like within your organization and highlighting the benefits of working within a data literate environment is key.

5.
Personal training — a learning roadmap should also be created
This entails developing the needs for individuals based on their data personas determined through the assessment process — a learning roadmap should also be created. Content to support individuals of any persona can be found on the data literacy project's 'learn' section of **TheDataLiteracyProject.org** website.

6.
Measurement
You need to continually assess whether the data literacy program is working. Spend time with your colleagues and, through email surveys or short meetings, summarize whether:

- More data is being used to present arguments and positions?

- There is an increase in the use of data apps?

- People are asking better questions, fueled by data and making more informed decisions?

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Ongoing approach

Once your organization has gone through all six steps, aim to make it something that you review every 6-12 months. Repeat individual stages as required and adapt your approach if needed depending on what works and what doesn't.

The 4-Data Personas:

Data Aristocrat

Top of the line. Learn communication, leadership, and mentoring.

DATA KNIGHT

Improve in data and statistical knowledge, leadership, and telling the story with data.

Data Dreamer

Start to learn the ins and outs of data: what is data, how to question data, asking good questions.

Data DOUBTER

Really hone in on helping the data doubter understand the importance of data and get them involved in data projects.

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