

## Data essentials for managers, from successes in Artificial Intelligence to The Intelligent Data-Driven Organization

### GOALS

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The objective of the training is:

- to learn how Business Intelligence (BI) and Artificial Intelligence (AI) turn data into value;
- to understand the pains that are reduced by building a data-driven organization;
- to learn how you can create a modern company organization around data;
- to learn how to get started in your company context;
- to develop your action plan for increasing the impact of data-related investments.

### SUMMARY

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Category:

- Risk, finance & treasury

Difficulty level:

Advanced

Certification type:

In class training

Price:

The joint pricing guidelines are applied as part of a joint initiative.

CPD hours:

- Bank: **6h** sector specific

### INTENDED AUDIENCE

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The training can be followed by managers.

### FOREKNOWLEDGE

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**Advanced level training:** this training requires a general basic knowledge of the subject.

This workshop is not technical in nature. On the contrary, it provides you as a manager a clear outlook on how you can put data into practice through a data driven and analytical approach. In order to develop your action plan, it is useful to be involved in the data-related ambitions of your organization.

### CONTENT

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## How organizations create value through Business Intelligence and Artificial Intelligence

Companies create value by using their data efficiently. One way to realize value is the creation of company-wide dashboards. Another commonly popular way is by solving a well-defined use case in Artificial Intelligence. But what is AI today? How can we summarize the capabilities in a number of distinct and concrete activities? What can we expect from this technology? And what can you do to make sure AI delivers value in your context?

### A modern data organization and the role of data strategy

Companies in different industries realize how important data is for realizing but also steering strategy. Handling the organizations data in a structural way implies much more than setting up a first use case in IT. By describing the organization of mature players in the industry, we illustrate which activities are crucial in creating a modern, versatile data organization. We focus on the crucial role of data strategy, aiming at maximizing value creation. And we also discuss key competences needed to realize a modern data-driven organization.

### How to manage data to reap systematic benefits

In order to reap maximal benefits from being data-driven, it is crucial to create the foundations for a highly performing and scalable data environment. In order to do so, companies create data products as building blocks that enable a smooth flow of data from the sources to the users. Such products reside on modern data platforms and solve some of the most common pains in organizations today: how can we ensure that all data is available in a timely and qualitative manner?

### Managing information and sensitive data

Last but not least, organizations need to organize their data related processes. They need to carefully determine who has access to which data. They need to understand how crucial data flows throughout the organization. They need to continuously aim to improve data quality. And they need to monitor how all data procedures comply with the European legislation.

## PRACTICAL INFORMATION

- **Duration:** 1 day of training (6 class hours)
- **Hours:** 09:00 to 17:00
- **Location:** Febelfin Academy: Phoenix building, Koning Albert II-laan/Boulevard du Roi Albert II 19, 1210 Brussels
- **Language:** This training will be given in English

## METHODOLOGY

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You follow a **'Classroom training'** in a group. You, the other participants and the teacher are all present in the same classroom at an agreed time. There is an opportunity for interaction and feedback, both from the participants to the teacher and vice versa. The teaching material consists as a basis of a presentation via the MyFA learning platform, supplemented with various other items (such as digital syllabus, presentation, audiovisual fragments, etc.).

**Training material:** Powerpoint presentation