

Empower Your Organization to Speak Data

Data Literacy Program



Are your employees fluent in data?

We live in a data-driven world. Every day, we're sharing, creating and consuming data — from devices and sensors to workflows and systems. In fact, there's more data available today than ever before. Yet having more data doesn't always mean better insights. Because, despite all this, very few of us can properly translate data into real business value.



Why you should speak data

Data literacy is the ability to read, work with, analyze, and communicate with data. And in today's age, it's as important as reading or writing. However, it's clear we're dealing with a data literacy divide:



Just 24% of business decision makers are confident in their ability to use data effectively*



Only 32% of C-level executives are classed as data literate*



Young people are especially in need — a mere 21% of 16-24-year-olds are data literate*

The Data Literacy Program

We need to plug this skills gap before it's too late. As such, it's crucial everyone embraces data literacy today. Our goal is to give your organization the tools, learning, and strategies you need to drive confidence in data across your workforce.

The Data Literacy Program is designed to empower your entire workforce to use data effectively – regardless of role or skill. This industry-leading program offers comprehensive learning resources and consulting services to build data literacy skills across your organization. With an entire workforce able to access and read data, organizations have the freedom to explore new ideas and keep their curiosity alive.

You don't need to be a Qlik® customer to benefit. The program is product agnostic: our learning and methodology are built on data and analytics concepts not specific to Qlik, it can be leveraged using any BI tool in the market today.

Read on to learn about the specific components of the program and see how we can help empower your organization with smarter data use.

* The research was conducted by Censuswide on behalf of Qlik. A total of 7,377 business decision makers (junior managers and above) were surveyed between August 2017 and February 2018. Respondents came from Europe, Asia and the US. Censuswide abides by and employs members of the Market Research Society, which is based on the ESOMAR principles.

Ready to learn more?

Visit qlik.com/DataLiteracy

How you'll benefit

Empower your workforce with the opportunity to develop skills that'll fine-tune your thinking and strategies. Now, gut instinct can be complemented with hard numbers. What's more, by having the power to freely explore all your data, you'll gain a leg up on your competition.

We've made it easy for businesses

Data literacy can go a long way to helping organizations find success. Yet, many companies face challenges when it comes to having the right tools and experience to make their teams data literate.

That's why we offer consulting services to support your journey based on a six-step approach designed to help organizations develop and implement a successful data literacy program. It can work across all departments as it provides strategies and best practices everyone can use.



Data literacy for everyone

Regardless of role, level, or department, this program has something to offer — from data skill building to fostering a culture of data literacy.



Transform your business

Improve decision-making skills by learning to ask the right questions from your data, interpret your findings, and take informed action.

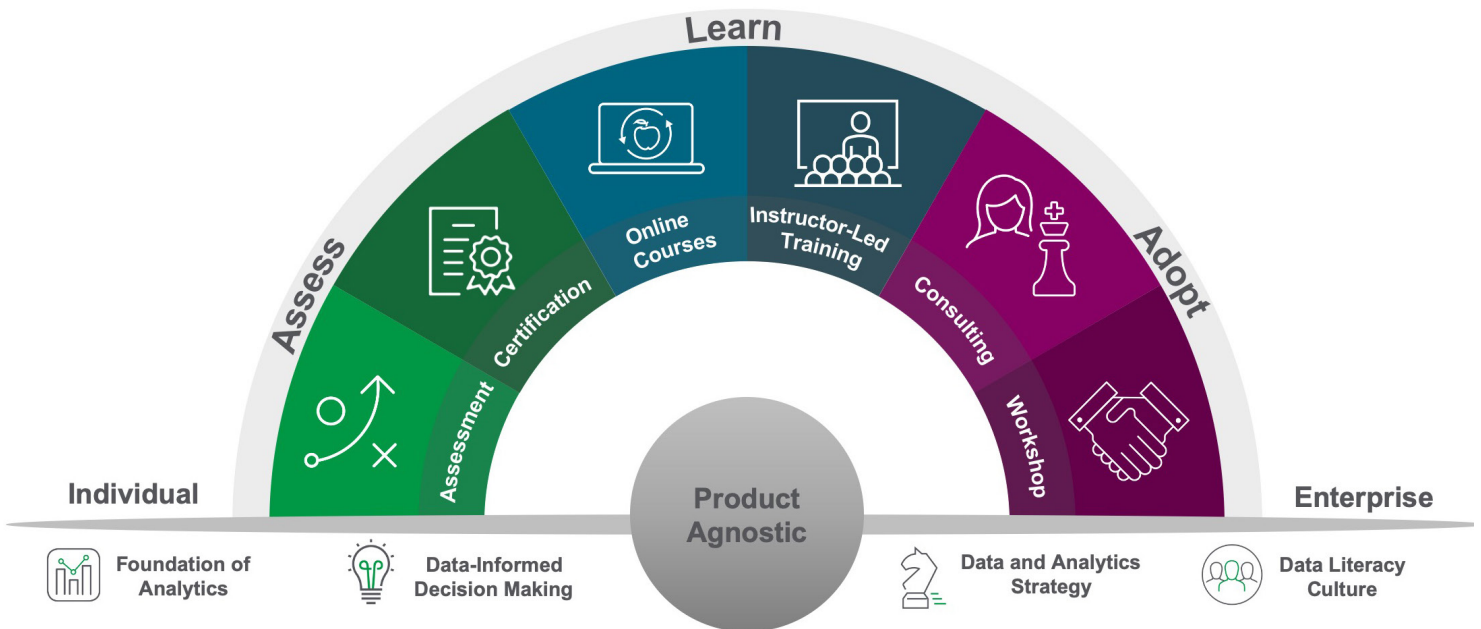


Gain a competitive edge

Data literacy is a critical skill for any modern workforce wanting to find success. Benefit from increased corporate performance with a workforce that can unlock enhanced levels of value and insight from data.

What's offered

Our program isn't focused on specific analytics products — it's built around widely adopted data, analytics and statistical concepts you can use in any environment.



FREE

Assessment

Our assessment is an online tool designed to test data literacy competency for individuals or groups. It assigns everyone a data persona, and delivers tailored learning plans.

FREE

Online courses

Our online courses are video-based, and are supported with reference guides and quizzes. They cover topics from overview of data literacy, to data fundamentals, foundational analytics, data-informed decision making and advanced analytics.

FREE

Certification

Our certification is a industry-first data literacy exam available remotely, and designed to validate individual expertise. Successful participants receive a certificate and digital badge that can be shared across your social media network.

FREE

Workshop

Our introductory one-hour workshop is the first step towards succeeding with data for your organization. A Qlik Data Literacy Advisor will inform and inspire you to build a product agnostic data literacy strategy across your entire workforce.

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Instructor-led training

Our one-day course, titled “Creating a Data Literate Organization,” is designed to provide you with a strong understanding of the principles, culture, and skills needed to create a data literate organization. This structured class taught by world-class data literacy experts is offered onsite at your office, or virtually. It’s perfect for those wanting to learn and build key skills in data literacy, data and analytical culture, and decision making with data.

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Consulting

Our consulting engagement builds on the foundations set in the workshop, by working with Qlik’s Data Literacy Advisors to implement a bespoke Six Step Framework – adapted specifically to suit the needs of your enterprise. It has a proven methodology and track record designed to maximize your enterprise’s data ROI.

“For me, the biggest takeaway was exposure and training my mind to read, work with, analyze and argue with data.”

Fiona Golden, Business Process Manager, CSL Behring

Ready for data literacy?

Learn more about the program at qlik.com/DataLiteracy



About Qlik

Qlik’s vision is a data-literate world, one where everyone can use data to improve decision-making and solve their most challenging problems. Only Qlik offers end-to-end, real-time data integration and analytics solutions that help organizations access and transform all their data into value. Qlik helps companies lead with data to see more deeply into customer behavior, reinvent business processes, discover new revenue streams, and balance risk and reward. Qlik does business in more than 100 countries and serves over 50,000 customers around the world.

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