



THE DATA LODGE

• EST 2019 •

YOUR HOME FOR DATA LITERACY

Never has it been so apparent: the criticality of data literacy in our digital world.

Data is clearly a strategic asset, and effective leverage of data for informed decision-making, from the break room to the board room, is critical. It is the new differentiator.

Simply put- we lack a shared language and skillset when using data and AI.

Look around. Many of our colleagues, employees and even executives and business leaders struggle to read, interpret, discuss and make decisions confidently based on data.

Are you a pioneer ready to crack this culture code?

Value from data has been prohibited by culture, and we can unlock that value together. It's time. This is a business value proposition, and an employee one.

CERTIFYING THE WORLD'S FIRST DATA LITERACY PROGRAM LEADS

UPSKILLING



COLLABORATION



TALENT



CULTURE



WHY DATA LITERACY?

1. To **upskill** your workforce as part of broader digital dexterity.
2. To unlock radical **collaboration** and innovation using data.
3. To maximize capacity and **talent** of your Data & Analytics professionals.
4. To foster a data-informed and insight-driven **culture**.

WHAT IS A DATA LITERACY PROGRAM?

An **intentional commitment** to upskilling the workforce & culture:

- to enable the full potential of all associates
- with a shared language around data and modern data literacy abilities
- at the moments that matter

through a blend of **engagement, development & enablement** activities.

An insurance policy to realize value from your data & analytics investments.

HOW WE HELP

Our Offerings

- **Advisory Services** (*Executive Workshops; CDO Guidance*)
- **Base Camp & Bootcamps** (*Train-the-Trainer; for Program Leads*)
- **Community** (*Peer Connection for Support as you Scale*)
- **Resource Library** (*With Data Literacy market navigation*)

Why The Data Lodge?

- **OUR CLIENTS.** Successfully serving clients globally, across commercial and public sectors.
- **UNIQUE.** Fostering literacy starts with each individual. We make data personal with our Information as a Second Language® (ISL) Methodology.
- **LEVERAGE.** Comprehensive Program Model (*w/350+ page Playbook*).
- **VIRTUAL.** Secure platform with easy access to all materials, recordings.
- **INDEPENDENT.** Vendor-friendly, but independent.
- **EXPERT-LED.** Founded & Facilitated by Valerie Logan (*former Gartner VP, Thought Leader in Data Literacy & Strategic Advisor to CDOs globally*).

THE PROBLEM.

DOES THIS SOUND FAMILIAR?

- Not sure what data literacy really is.
- How does it fit with our broader data & analytics strategy, programs and culture?
- Confused by all of the data-literacy “stuff” in the market.
- Can’t keep up with what’s new, what’s available, and what’s most valuable.
- No idea where to start. Wish we knew who’s already doing this and how.
- We’ve made some strides but lack cohesion and a compelling case forward.
- We can’t see how to scale this- we need to work smart, leverage what’s available and not break the bank.

NEXT BOOTCAMP TARGET DATES:

(Cohort-based, meeting twice per week.)

- Q4 2023 October 5 – December 18
- Q1 2024 January 18 - March 25
- Q2 2024 April 11 – June 24
- Q3 2024 July 11 – September 23
- Q4 2024 October 10 – December 16

Participants should allocate 5-6 hours per week for sessions and assignments.

(Custom Bootcamp options are available, as well as a self-paced online option called Base Camp.)



THE DATA LODGE



FOR MORE INFO
If you’d like to discuss how to kickstart, accelerate or course-correct your Data Literacy Program, and learn more about how we’ve partnered with other pioneers at The Data Lodge:

Schedule a complimentary 30-minute call with our CEO & Founder Valerie Logan.

Email Val at:
vlogan@thedatalodge.com

OUR APPROACH.

CLEAR. SMART. LEVERAGED.

Our model is simple. You identify a lead for your Data Literacy Program who joins our train-the-trainer Bootcamp to create these deliverables:

- **THE WHY:** A clear and compelling Case for Change- what data literacy is, why it matters for your organization, program metrics and ROI.
- **THE WHAT & HOW:** A comprehensive Blueprint and Data Literacy Program Plan with quick wins, scalable foundations and a network of ambassadors.
- **THE PROOF:** Completion of your first Data Literacy Workshop facilitated by your Lead to demonstrate knowledge transfer, confidence and impact with a pilot group.
- **RESULTS & NEXT STEPS:** Certification of your Data Literacy Program Lead. Sustained support and peer connection as your lead joins our Community of graduates. Continued access to our ever-growing Resource Library as you launch, build and scale!

VISIT THE LODGE AT:

<https://www.thedatalodge.com/>

CONNECT WITH US:

<https://www.linkedin.com/in/valerielogan/>