

EXECUTIVE SUMMARY

Data Fluency Accelerator

Turbocharge your data skills

In our modern world, data is here to stay. To keep pace with the times, we can no longer leave working with data to the experts. It's up to all of us to harness its power and become more data fluent.

Data is only useful to us if we know how to interpret it, draw insights, and take informed action based on what we learn. When we build confidence in our data skills, we can better understand our business metrics, solve problems, and drive innovation forward.

To help your employees level up their data skills, look no further than the Data Fluency Accelerator program.

Activate a data-driven culture

This learning program is designed to strengthen practical data fluency skills and foster a company culture dedicated to data-driven decision-making.

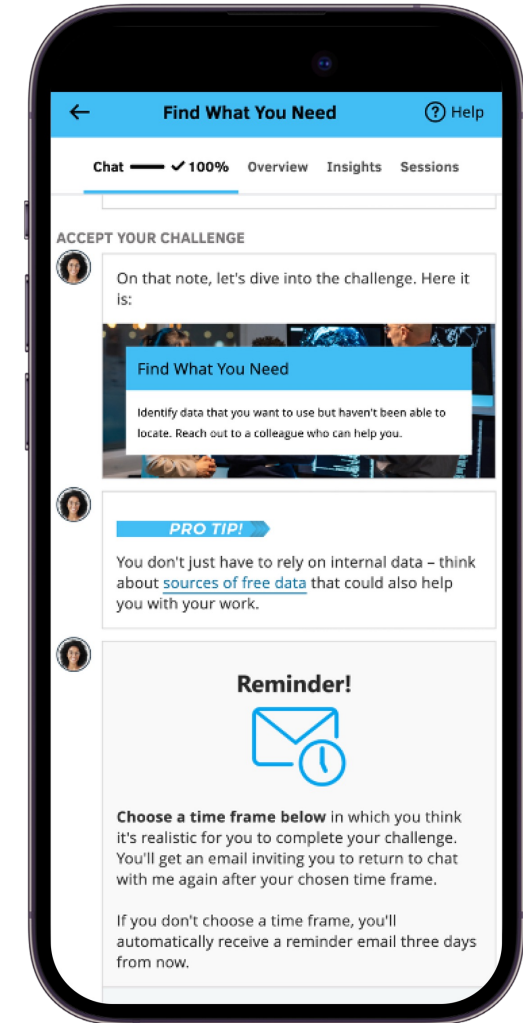
Participants will gradually build their confidence and comfort with all aspects of working with data, from finding the right data for the job, to visualizing data and telling a compelling data story. The program accounts for all experience levels and is entirely self-paced.

How does it work?

- Participants receive an email (or a one-on-one message in their Microsoft Teams chat) to join the program. They start by completing a self-assessment to rate their current level of data fluency.
- Thereafter, participants will complete a series of challenges that are grouped according to five key categories. There are 25 challenges in total and the learning journey is self-paced.
- Based on their responses in the self-assessment, participants will receive a recommendation for which set of challenges to complete first.
- Once they have completed a challenge, participants are invited to reflect on what they learned and share their insights with their team.

During this program, participants will ...

- Find, understand, and draw insights from data
- Practice data stewardship
- Ensure data quality
- Tell a story with data
- Support a data-driven culture



Program modules

1. Rate Your Data Fluency

Kickstart your Data Fluency Accelerator journey by taking a short quiz.

2. Find What You Need

Become accustomed to the sources and teams that can help you find the data you need.

3. Explore Data Visualizations

Go beyond the bar and pie. Explore some of the many different ways data can be visualized.

4. Practice Data Manipulation

Basic manipulation can instantly make data easier to digest. See how and try it for yourself.

5. Determine Data Type

Understanding the type of data you're working with is the foundation of successful analysis.

6. Use Statistical Strategies

Dig into the details of your data to uncover insights.

7. Discover Data Analytics Tools

Your company has invested in analytics tools to help everyone successfully use data. Complete this challenge to discover them.

8. Read A Data Story

Complete this challenge to see varying perspectives on data firsthand.

9. Summarize Data Ethics

Ethics are at the heart of any data work. Spread awareness of best practices.

10. Follow Data Policies

Everyone in your organization is responsible for following data policies. Make sure you know what they are.

11. Filter Relevant Data

Speed up your work by removing irrelevant data.

12. Put Data to the Test

Data-backed decisions are only as good as the data you use. Complete this challenge to make sure your data is accurate and reliable.

13. Avoid Data Fallacies

Sharpen your data interpretation skills by learning how to avoid common data fallacies.

14. Eliminate Ambiguity

Accept this challenge and avoid the opportunity for misinterpretation.

15. Find a Story to Tell

Begin your data story by identifying the story worth telling.

Program modules

16. Find the Right Audience

Take this challenge to identify stakeholders so that your data has the greatest impact.

17. Build the Right Narrative

Continue preparing your data story by finding the data you need to tell it.

18. Avoid Bias

Data stories aren't helpful if they contain bias. Accept this challenge to discover and eliminate bias.

19. Create Context

Help others understand your data story by adding the right context.

20. Choose the Right Chart

A picture is worth a thousand words. So is the right data chart.

21. Deliver A Data Story

Now that you've got a story worth telling, share it with someone else.

22. Drive a Data Movement

Successful journeys all begin with the first step. Accept this challenge to begin building a data-driven culture.

23. Put Data on the Agenda

Truly embed data into your team's work by introducing it in a meeting.

24. Share Best Practices

Bring others along on your data fluency journey by sharing your unique insight.

25. Commit to Improvement

Getting the basics down is just the beginning. Make a plan to continue your data fluency learning.

Embrace change with Cognician

Cognician's employee activation platform delivers expertly designed challenges underpinned by sound behavioral science. Our methodology leverages four key elements – action, follow-through nudges, reflection, and social learning – to deliver measurable mindset and behavioral outcomes.

Comprehensive analytics and reporting tools enable you to capture and track behavior change in real time. Change leaders can track participants' progress, engagement, and insights, and can customize programs to deliver maximum impact.

This digital program includes:

- 25 coaching guides (modules)
- Follow through support
- Reflection opportunities
- Leaderboard for top performers
- Social learning supported by the sharing of Insights

Optional extra: Replace email nudges with one-on-one adaptive card messages that can be sent directly to participants in their Microsoft Teams chat.

Behavior change by design

Four noteworthy tactics used to activate behavior in the design of this program

1 Invite Participation

Participants are active participants throughout their learning journey. The challenges are designed to ensure that participants are always involved by giving their input, making decisions, and solving problems.

3 Give Goldilocks Guidance

The coaching conversations provide scaffolding support, meeting participants where they're at in their journey. Each challenge gives participants just enough guidance to act. Not too much, not too little – just enough to start working with data and kick-start their own learning.

2 Explore Action Possibilities

Each challenge is focused on practical application. Right away, participants get to put data to use and 'learn by doing.' Each activity allows them to experiment with data in a different way, gradually building their competence and fluency.

4 Make it Social

Through guided reflections, participants reflect on their experiences and what they learned through the activity. These guided reflections culminate in meaningful and relevant insights that participants can share with their peers. This form of social learning exposes them to new perspectives and solidifies their key takeaways.

Collaborate to Innovate Challenge

Working with Cognician is easy

Before the program

How long does it take to set up?

We prefer a lead time of two weeks to get to know our clients and make any customizations required.

What does Cognician need to get set up?

A kick-off call with our client/consultant gives us the information we require. Based on that, we may ask for collateral as needed.

During the program

Do you provide onboarding and support?

We manage all user onboarding and support from our side once your program is ready.

How much time does the program take to complete?

The Data Fluency Accelerator amounts to approximately six hours of active learning time. If a participant completes one set of challenges per week, this would translate to about 1–2 hours per week. The journey is self-paced, so participants have flexibility in deciding their schedule.

What do you do to facilitate completion?

We have a sophisticated “nudge” system that urges users to continue their progress. Users can also set reminders within the program, to prompt them to return within a selected amount of time.

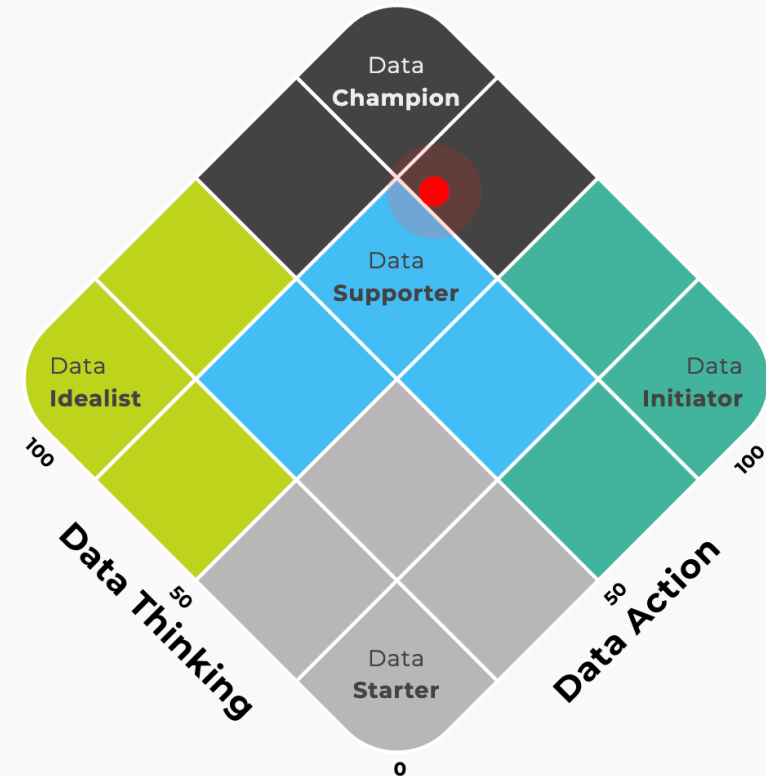
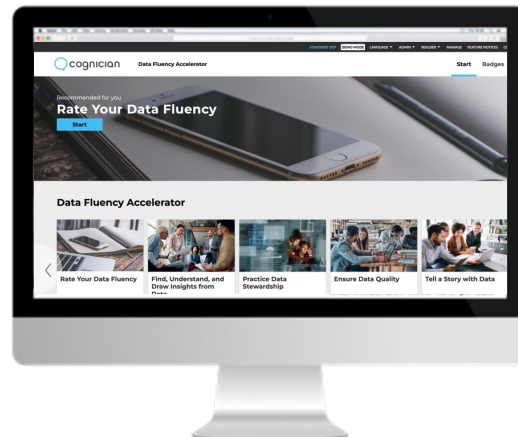
After the program

Is it possible to complete this program with a new client

Our methodology and framework are repeatable, meaning that all our ready-to-go programs can be customized and activated with minimal lead time..

What reporting options are offered after program deployment?

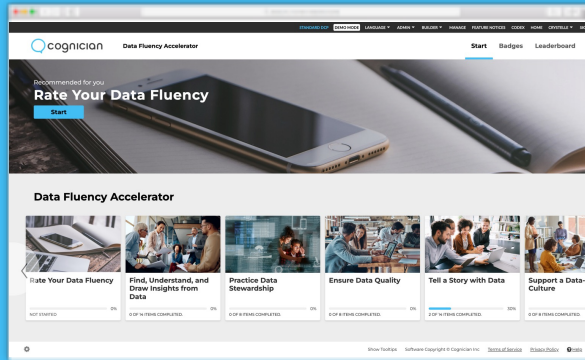
We offer a self-service tool for tracking real-time engagement metrics. Regular progress reporting monitors audience engagement, while end-of-deployment reporting provides insight into goal achievement and tangible impact assessment.



Related programs co-created with Cognician

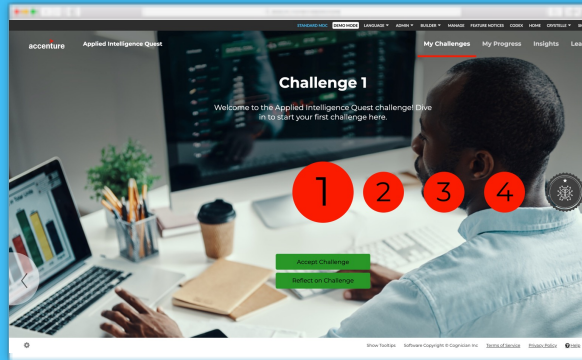
Data Fluency Foundations Quest

Activates data fluency



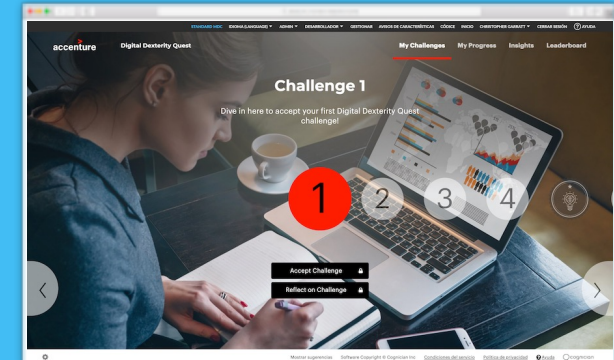
Applied Intelligence Quest

Activates data-driven decisions and analysis



Digital Dexterity Quest

Activates digital engagement



Do you have an activation problem that Cognician can help solve?

Contact Cognician today

info@cognician.com



See what our satisfied customers have to say

- [G2 Reviews](#)
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Languages supported

Afrikaans, Arabic, German, English, French, Hindi, Hungarian, Indonesian, Italian, Japanese, Korean, Dutch, Polish, Portuguese, Romanian, Russian, Slovak, Spanish, Chinese (Simplified)

