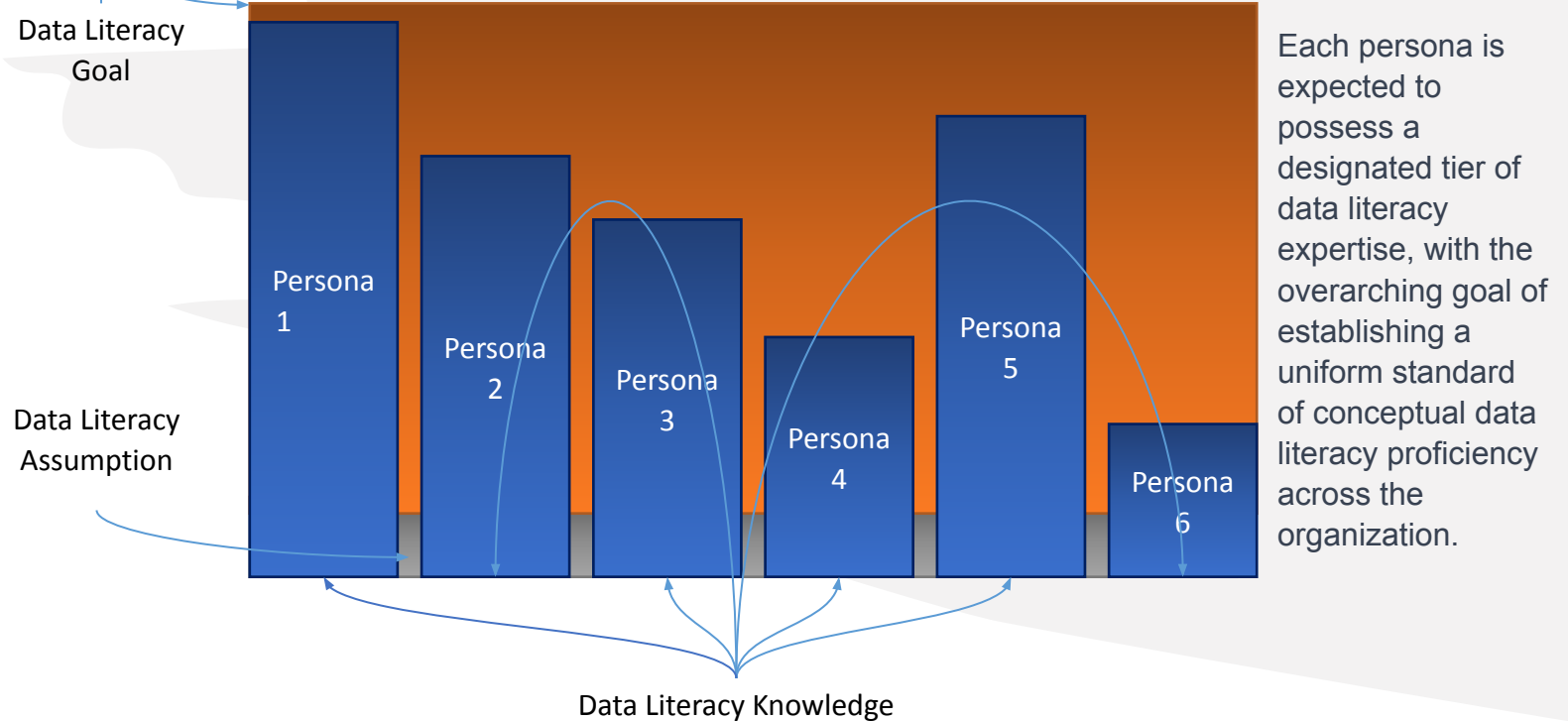


You got the job now what!!

- Understand the requirements
 - Be bold and talk to many levels of leadership
 - Try to get a measurable statement of value
 - Talk to Capability leads to understand value
 - Now define your audience / scope
- Assessment or Organizational maturity
 - Use LLM to develop assessment to send out to your population
 - Use a maturity model with a Cross functional team to understand your current state.
 - [Introducing the Data Maturity Webinar Series | DataCamp](#)

Print for data literacy			
	Infrastructure	People	Tools
Develop	Data is collected on ad-hoc basis with disparate tools, and there is no trusted, centralized data storage ✓ Develop a data infrastructure strategy	No one has the skills to work with data — the organization does not have a data culture ✓ Prove value with proof of concept ✓ Build executive support ✓ Center learning around data strategy ✓ Invest in data infrastructure talent	Variety of ad-hoc legacy tools to work with data that are rarely leveraged ✓ Prioritize infrastructure, and people
Engage	Only a few key experts understand how data is accessed in the organization. There is no organization-wide access to, or trust in data ✓ Centralize data storage ✓ Establish data governance and quality policy ✓ Define data access for high-impact teams	Minimal data culture with very few people believing in the importance of data or having the skills to work with data ✓ Reward change agents and champions ✓ Define and outline data culture ✓ Set the stage for organization-wide upskilling	Mostly legacy tools with ad-hoc use of modern tooling ✓ Provide access to inclusive modern tooling ✓ Align tooling with infrastructure strategy
Enable	Data is accessible, and data infrastructure is maturing. However, data is not easily discoverable, compliant, understood, or actionable ✓ Democratize data access with data discoverability and management tools ✓ Strengthen data quality and operationalize data	Data is strategic, but underutilized throughout the organization. Organization-wide data literacy is lacking, and data upskilling is still limited ✓ Roll out organization-wide data upskilling fit for all data personas ✓ Assess, track, & reward skill development ✓ Start innovating with data	Modern tooling accessible, however limited data democratization hinders value ✓ Develop frameworks to democratize data and lower barrier to entry to working with tools
Empower	Data is collected, discoverable, reliable, understood, compliant, and actionable throughout the organization ✓ Innovate and automate infrastructure processes ✓ Monitor data products in production	Everyone has the skills necessary to work with, and understand data. Continuous learning is part of the data culture ✓ Keep learning central to organization success ✓ Measure skill matrix development through organization	Modern tooling and frameworks enable higher adoption and easier data driven decision-making ✓ Refine frameworks and contribute to open-source community ✓ Invest in collaborative tooling

Leveling Up



Execute... Execute

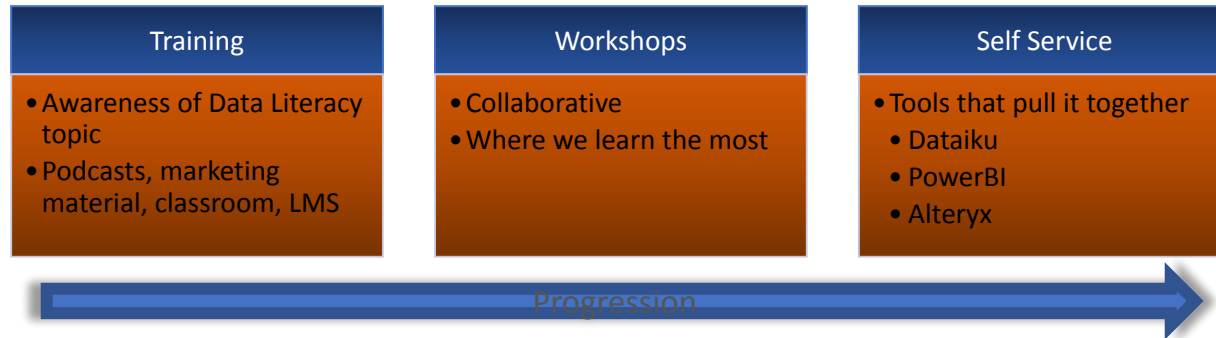
Develop your plan

Marketing plan, Communication plan

Use a tool like MS Project to track tasks and provide a gant chart for leadership to see progress

Plan for Educating

LMS (learning management systems) platforms, instructor led courses, podcasts



Measure everything

- Assess skill before and after
- Count attendance to completeness
- Lean on tools like DataCamp that include quizzes
- Methodically review your measurement or metrics to see how to improve or who needs more mentoring
- Measure your view on your communications
- Try A B testing to see what communication had a better impact
- Continuous – develop your metrics so they can show trends (store in some data structure)
- Be ready for the question of “how are we doing” with data driven values and avoid “I feel we are doing good”

Be realistic

People are busy and your plan needs to compliment what they are doing.



Incorporate it into Annual Learning Objectives: Consider making data literacy a mandatory component of each employee's annual learning objectives. This approach aligns professional development with organizational goals.



Assess Data Literacy as Part of Job Responsibilities: Include data literacy as a performance metric that employees are evaluated on throughout the year. This not only underscores its importance but also ensures accountability.



Allocate Dedicated Learning Time: Encourage the allocation of one hour per week for learning during work hours. Most Learning Management Systems (LMS) can assist in monitoring and tracking these activities.



Lead by Example: Cultivate a culture where leadership actively participates in data literacy initiatives, taking courses, and promoting them. As the Data Literacy Lead, it's imperative to set the precedent by engaging in these learning activities. After all, it's unrealistic to expect others to prioritize this if we aren't willing to do the same ourselves.



What do you mean I need Data Governance

- Data Literacy is dependent on Data Governance
- Data Governance gives us, hopefully
 - Data Quality
 - Data Catalog
 - Lineage
 - Data Stewards
 - Master Data Management (this is not Data Gov. but part of Data Gov.)
- Increase Confidence in data
- Using the correct data
- Access to the data with confidence



Resource List

Books (all books are from Amazon)

- Jones, B. (2020) [Data Literacy Fundamentals](#). Understanding the Power & Value of Data. Data Literacy Press.
- J. Morrow (2021). [Be Data Literate](#): The Data Literacy Skills Everyone Needs to Succeed. Kogan Page.
- Aiken, P., & Harbour, T. (2021). [Data Literacy](#). Technics Publications.
- Muller, J. (2018). [The Tyranny of Metrics](#). Princeton University Press
- McComb, D. (2019) [The Data-Centric Revolution](#). Technics Publications
- Knaflic, C. N. (2015). [Storytelling with Data: A Data Visualization Guide for Business Professionals](#). Wiley.
- Dykes, B. (2020). [Effective Data Storytelling](#). How to drive change with data, narrative, and visuals. Wiley
- Provost, F., & Fawcett, T. (2013). [Data Science for Business: What You Need to Know about Data Mining and Data-Analytic Thinking](#). O'Reilly Media.
- Tetlock, P. E., & Gardner, D. M. (2015). [Superforecasting: The Art and Science of Prediction](#). Broadway Books.
- Kirkpatrick, D. L., & Kirkpatrick, J. D. (2016). [Four Levels of Training Evaluation](#). Atd Press.

LMS Tools

- Degreed
- [DataCamp](#)
- [O'Reilly Media](#)
- Coursera
- [Data Science Dojo](#)

Analytics and Visualization Tools

- PowerBI, Dataiku, Alteryx

Other

- [TEDx](#) (a ton of information on how we learn and how to tell a story to invoke emotions)
- **Gartner Group** (great resource but the data literacy offering has not been updated. Still helpful but would like to know their thoughts on LLM's impact)
- **Gartner Summits** (worth the money even if it is out of pocket but you can't be shy, and you must visit and talk to the vendors and any Gartner person you can. Make them know your there.)