EDM Webinar

Demystifying data literacy
to drive data empowerment

A conversation with

Simon Walker
Managing Partner
Kubrick

Mark Thacker
Principal Consultant – Data Management
Kubrick

Simon Hankinson
Partner and Alliances Director
Collibra

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EDM Council

Moderated by **Mike Meriton**
Co-Founder & COO, EDM Council

- Joined EDM Council full-time 2015 to lead Industry Engagement

- EDM Council Co-Founder & First Chairman (2005-2007)

- EDM Council Finance Board Chair (2007-2015)

- Former CEO GoldenSource (2002-2015)

- Former Executive for D&B Software and Oracle

- FinTech Innovation Lab – Executive Mentor (2011 – Present)

Simon Walker,
Co-Founder and Managing Partner of Kubrick

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- Simon founded Kubrick in 2016 as an alternative model to solve the digital skills emergency whilst kickstarting the careers of our future data leaders.

- Kubrick is an award-winning data, AI, and cloud consultancy. Through industry-leading training programmes, they have added over 700 professionals to the data and technology ecosystem and supported over 100 organisations.

- Kubrick is the UK's 2nd fastest growing company (2020 Sunday Times Fast Track 100) and the fastest growing consultancy in Europe (2021 Financial Times 1000).

- Simon is advocate for closing the gender divide in the technology industry, championed by Kubrick's commitment to hiring 40% female consultants.

There is an accelerating shortage of people trained in the technologies which all industries require in order to stay relevant.

UK 'heading towards digital skills shortage disaster'

bbc.co.uk • 4 min read

BBC NEWS, MARCH 2021

All organisations must compete for a workforce capable of implementing data, AI, cloud, cyber security, and other forms of next-generation technology.
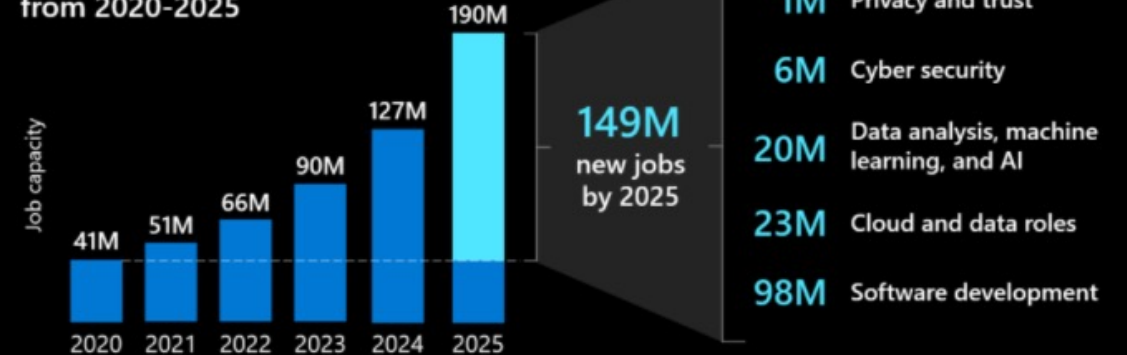
The demand for digital skills

The skills emergency is driven by:

- an accelerating pace of change in the tools and technologies required to compete

- a lack of training from traditional education routes

- a demand from all industries for the limited supply of those already skilled.

In June 2020, Microsoft published their predictions for the acceleration of the 4th Industrial Revolution in the wake of COVID-19 - the effects of which we are seeing unfold today.

The Great Lockdown will accelerate digitization

Digital job capacity from 2020-2025

Job capacity

41M (2020)
51M (2021)
66M (2022)
90M (2023)
127M (2024)
190M (2025)

149M new jobs by 2025

1M Privacy and trust
6M Cyber security
20M Data analysis, machine learning, and AI
23M Cloud and data roles
98M Software development

Data Source: Microsoft Data Science utilizing LinkedIn Data. Methodology and assumptions can be found in the white paper "Methodology: Digitization-Capacity of the World Economy"

MICROSOFT, JUNE 2020

Poll

Temperature check:
Do you believe the digital skills emergency has or will harm your organisation's data enablement?

Widening the net

We analysed **10,000** job postings for data professionals.

The **soft skills** required are more universal and still an essential part of facilitating digital transformation.

We can utilise graduates from non-technical disciplines who can **harness their soft skills and learn the required technical skills** your organisation needs.
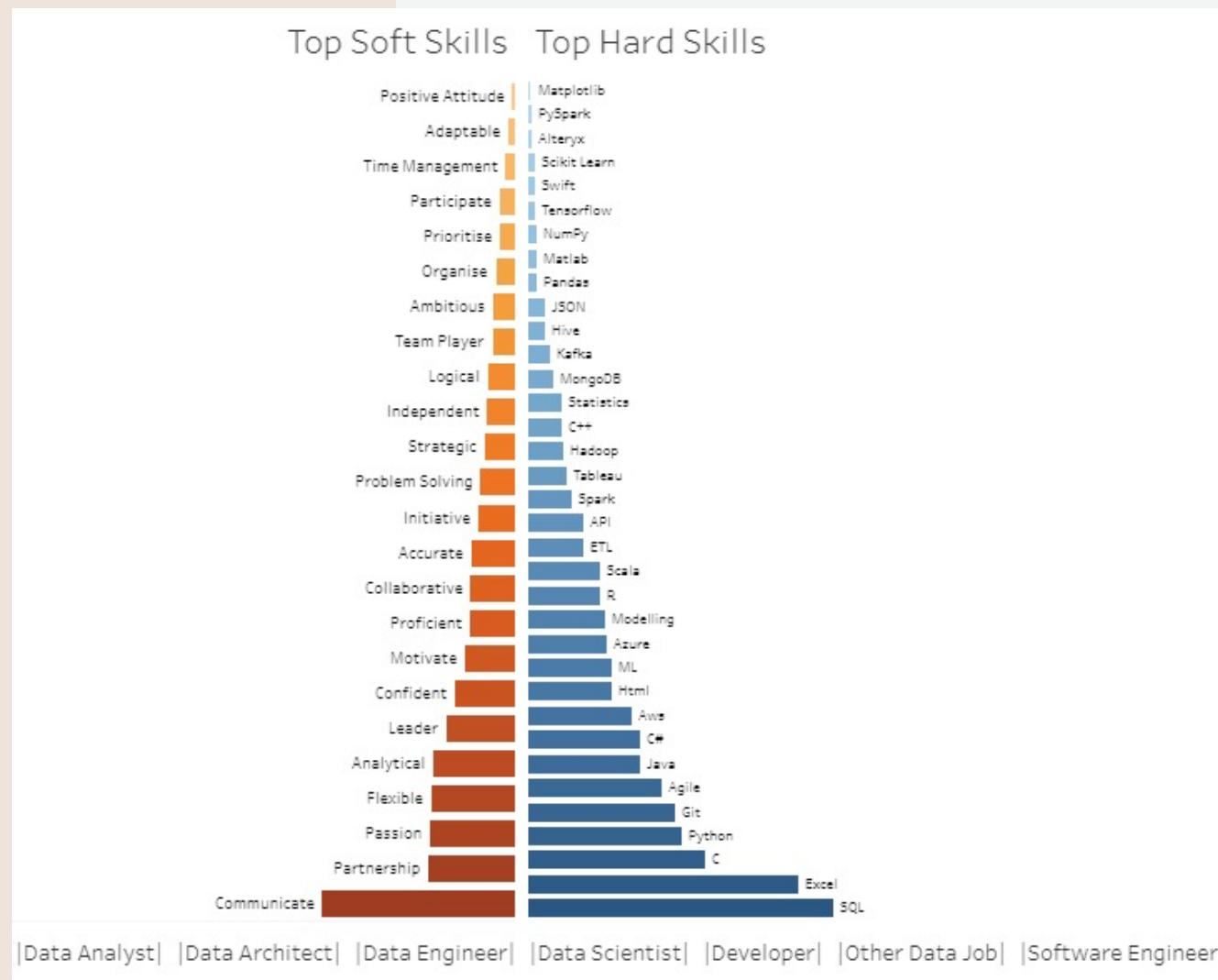
RECOGNISING THE IMPORTANCE OF SOFTS SKILLS

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The solution: understanding and expanding your talent pipeline

We analysed a pool of 173,000 graduates entering the workforce by:

- Degree discipline (STEM vs Data-aligned)
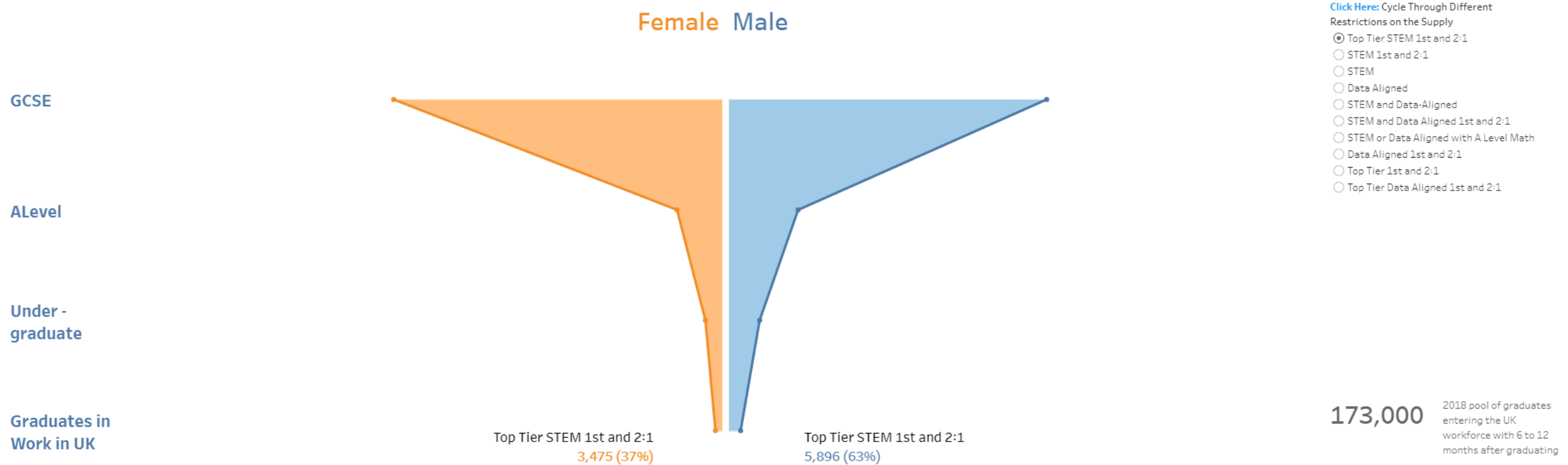
- Degree classification

- University ranking

- Gender

Including 'data-aligned' subjects, such as business and arts degrees, simultaneously increases gender balance whilst solving the skills shortage.
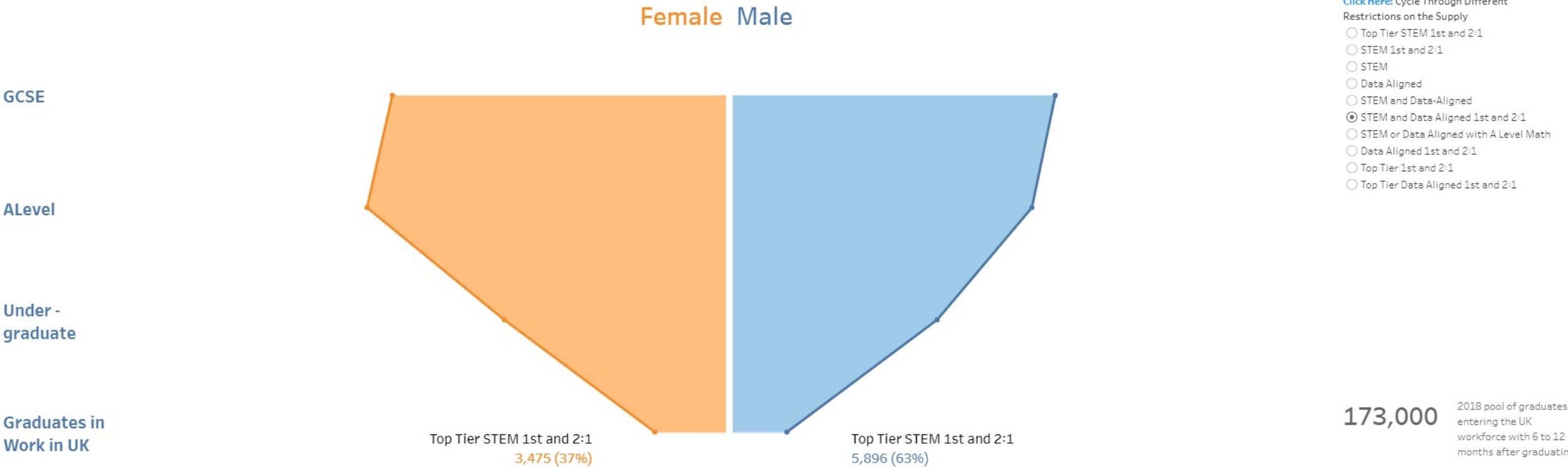
Poll

Do you believe your organisation has sufficient gender diversity?

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The importance of investing in upskilling

The pace of change in technology is only accelerating. Building a workforce with the necessary skills goes beyond the hiring process.

We interviewed a group of clients from across industries to understand their upskilling needs. We found that:

- All agreed that they would or already dedicate 2-4 hours every 2 weeks to the upskilling of their data teams.

- Most want their employees to be able to upskill in an area of their choosing to widen the capability of their team more generally, as well as focus on improving skills in the areas of their immediate concern.

- All believed on a personal or organisational level that certifications in technologies are a valuable measure of dedication to upskilling.

- All believed upskilling will become an essential part of company culture.

Simon Hankinson,
Alliances Director at Collibra

- Simon has 20+ years of experience in data and risk management at world-leading consultancies EY and PwC.

- Simon has worked to help companies across multiple industries design and implement information and data governance processes to support internal, external, and regulatory reporting.

- He specialises in delivering data governance and management solutions within the Financial Services.

Becoming a Data Literate Organisation

Simon Hankinson, Collibra

Solving today's biggest data problems requires a new approach

MACRO CHANGES

Explosion of data volume

Proliferation of Data Sources

Data Democratization

Data at the Center of Digital Transformation

Continued Increase in Data Regulation

IMPACT

Analysts waste 70% of their time finding the right data.

Companies need help migrating data from on-premise to the cloud.

Only 10% describe their company as being open about sharing data.

50% of CEOs are concerned about the integrity of the data on which they base their decisions.

Financial regulations: BCBS, CCAR,…
Data privacy regulations: GDPR, CCPA,…

According to Gartner,

"Data literacy is the ability to read, write, and communicate data in context."

Surveyed Definitions

"Data literacy is the ability to ask the right questions about a business function, process, capability, etc., understand what data is relevant, how to source it, test its validity, interpret it, perform hypothesis testing, create visualizations and tell the story of the analysis and its conclusions."

"Knowing what data is available, how to access it, and how to make decisions from what the data tells us."

"Understanding what data an organization owns, where to find it, what the data standards are, and knowledge/skills to consume and work with that data."

SOURCE: TWDI DATA LITERACY SURVEY, MARCH 2021

Data is for everyone.

Data Literacy is cultivated into a culture by creating habits of asking the right questions and encouraging and rewarding curiosity, followed by sponsoring skills development to expand Data Vocabulary, empowered through access to high quality data and analysis tools with training for effective use.

United By Data™

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Data Literacy starts with the Data Citizen

Key steps to creating a data literate culture

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What are the greatest barriers you perceive to making your data literacy efforts more effective?

TDWI Survey on Data Literacy, March 2021

Collibra kubrick

LACK OF COMMUNICATION

LACK OF FUNDING

LACK OF EXECUTIVE BUY-IN & COMMUNITY

>50%

45%

25%

How is your company helping to build competency in data literacy?

TDWI Survey on Data Literacy, March 2021

Organizational issues are a larger barrier to data literacy than the data itself for more than 70% of organizations.

Ownership: 29% of organisations say that individual BUs own the data literacy program, 19% say it is up to IT – **52% do not have a designated owner**.

Training: Those who are more data literate are more likely to make use of formal training.

6 steps to building a data literate organisation

Recognize your starting point

Get a new perspective

Build knowledge diversity into the data team

Focus on the Data Council

Evangelize strategically and constructively

Meet the in the middle

Mark Thacker,
Principal Consultant - Data Management Practice

- Since joining Kubrick in 2020, Mark has helped more than 100 Kubrick Consultants kick start their Data Management careers.

- Mark is responsible for enhancing the application side of the Kubrick's data management training programme, ensuring it remains relevant and responsive to the evolving needs of its clients.

- He has more than 20 years experience working in finance and data roles at EY, Dell, Kingfisher and Shell, which has helped him develop immersive case studies that challenge Kubrick consultants to think and test out alternative approaches.

Data Literacy: Applying a Collective Approach

Mark Thacker, Kubrick

Data Literacy is a life skill

- Be curious with Data…

- Stretch your Data Literacy muscles…

- Practice new ideas and approaches…

But remember:

Not everyone needs to be a Data Scientist!

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Indicators of a Data Literacy Culture

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WE UNDERSTAND AND KNOW
WHAT DATA EXISTS

WE TRUST OUR DATA

WE COMMUNICATE EFFECTIVELY
WITH DATA

<40%

<45%

<50%

Have I been effective in communicating this data?

SOURCE: TDWI DATA LITERACY SURVEY, MARCH 2021

Being able to Read, Understand, and Communicate with data.

A workforce that lacks confidence with data will struggle to unlock value and make smarter decisions...

...no matter how shiny and new your data & analytical tools are!

'What are the top obstacles organisations are facing in relation to progressing the analytics journey?':

- **Data literacy** was the second most common response after data infrastructure.

- Over a third of respondents agreed **people** were unable to make use of software for insights **due to a lack of data literacy.**

- Around 30% of respondents focused on **tooling and culture** as the third and fourth most reported blockers.

- ..suggesting **tools were not sufficient for easy, self-service analytics** and there was an inconsistent use of data to inform business decisions.

SOURCE: TDWI DATA LITERACY SURVEY, MARCH 2021

How can we improve our Data Literacy ?

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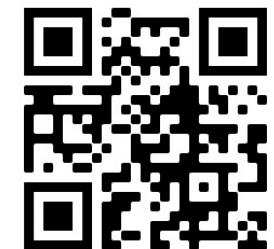
1

What decision am I making?

2

How relevant is my data and analysis?

3

Am I able to communicate my findings effectively?

QRC: Question the Relevance of your Communication using Data

Data literacy and the skills emergency: Creating a data literate workforce

- Data literacy is driven by **people.**

- Encourage **diversity of thought and inclusion of minority groups**.

- Data literacy requires a **blend of experience**, business knowledge, and strong digital skills.

- **Embrace creativity and curiosity** when you are interacting and communicating with data.

- **Learn, Apply, Discovery.**

- Data and analytical **tools don't create a data literate workforce**, they should help "empower" one.

Questions?

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Experts in unleashing the potential in individuals and organisations

We help businesses build capability for tomorrow…

We build our own workforce by training today's brightest minds in our 15-week programmes, who we then deploy on client engagements. After 2 years, consultants can join their client with no fee to keep valuable IP and augment their team for transformation with longevity.

…and solve today's most pressing capacity challenges

Our inhouse project team deliver outcome-based projects, including proof of concepts and the co-creation of products. We create blended squads of junior consultants led by experienced consultants to deliver complex, high-volume projects in order to save time, cost, and managerial bandwidth.

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