

McGill Analytics Leadership Program

Master big data and business analysis decisions to drive success



“ The recent seminar I attended was incredibly illuminating. The team of professors did an excellent job bringing it all together and making the learning applicable to my day-to-day challenges. ”

Harry Villeneuve - Exelia Inc.

OVERVIEW

Leaders and managers must understand cutting-edge analytics solutions to capture meaning and deliver value in today's data-driven marketplace. This new four-day program has been created specifically for those with a strategic role looking for a next generation leadership development experience. The faculty team looks at leadership through the lens of big data and business intelligence to help people more confidently solve problems, manage risks and create value for their organizations. Throughout the program, participants work through a leadership framework with an applied view, such as what metrics should be tracked, what analytic tools to can be leveraged and what processes turn data into value-creating business transformation. Projects tackle real issues, fellow participants give experienced advice and a quality faculty team guides the development of your leadership agenda back in the organization. The program fee includes one-on-one coaching before the onsite learning for increased relevance and impact.

KEY BENEFITS & TAKEAWAYS

- Gain exposure to key analytics solutions and tools to delivery value and extract meaning
- Establish a clear strategic framework to leverage big data in your organization
- Enhance the rigor and quality of your strategies, thinking and decision-making
- Understand and select the right descriptive, predictive, and prescriptive analytics
- Explore benchmarks and boundaries in ethical and legal issues
- Revolutionize your business model to use real-time feedback and intelligence
- Maximize relevancy through a unique blend of learning and personalized coaching

WHO SHOULD ATTEND?

This program is designed for seasoned managers and individual contributors looking to improve management practices and decision-making related to big data and analytics. This is also an excellent program for those who use output linked to data, analytics, technology and customers to make better decisions that create more value for your organization.

The content applies to all types of organizations from small businesses to multinationals in both private and public sectors.

PROGRAM IN DETAIL

This blended, action-oriented program features one hour of one-on-one coaching with a professor before the face-to-face session. You will come into the main session with a real-life business challenge from your organization and work through a strategic process to achieve your learning priorities. Over four days you will gain exposure to a team of professors, guest experts and exchanges with fellow participants. Small group work, real issue projects, best practice study and reflection sessions add immediate value from start to finish.

Key Themes covered over the duration of the program include:

Coaching Pre-Session

- One-on-One coaching
- Expectation Setting
- Individual Challenges
- Organizational Challenges
- Value Creation Insights
- Leveraging Key Processes
- Perspectives on Smart Growth

Data Analytics from a Leadership Perspective

- What defines a great analytics leader
- Understanding how big data and business analytics can improve your organization's value creation
- Personal leadership characteristics in a data science world

Business Challenges and Metrics

- Identifying significant business challenges or opportunities
- Choosing and integrating the right metrics to indicate performance
- Conceptual Roadmap – insights for the path ahead

Designing and Leading Your Analytics Strategy

- Challenges related to data standardization, reliability, storage, and responsibility
- Choosing the right analytics based on outcomes and value
- Uncovering leading-edge insights through data

Analytics Tools

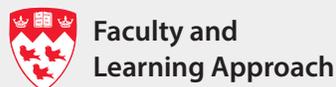
- Analytics Tools and cognitive systems to generate insights
- Variety of descriptive, predictive and prescriptive tools
- Possible outcomes for different strategic choices
- Choosing the outcome to maximize Key Performance Metrics (KPM)

Competing as a Leader

- Integrating big data to understand customers
- Market Sensing – a strategic business tool
- Competitive out-maneuvering plans

Business Transformation

- Drawing on tools of design thinking
- Identifying necessary organizational changes to implement data-driven processes
- Leading change and gaining buy-in
- Putting together a personal Action Plan



Faculty and Learning Approach

As an integral part of McGill's Desautels Faculty of Management, the Institute's faculty team is comprised of McGill University professors and lecturers as well as highly-rated academic and business experts from around the world.

Please visit our website to review the complete faculty team assigned to this program.