

McGill Analytics Leadership Program

Create competitive advantage through business data



“ 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

This new four-day program has been created specifically for senior-level managers with a strategic role looking for a next generation leadership development experience. The program looks at leadership through the lens of big data and business intelligence to help people more confidently solve problems, manage risks and create competitive advantage for their organizations. Throughout the program, participants apply a strategic framework to real-life business issues that they bring to the program. Starting with a one-on-one pre-program coaching session to determine a business challenge, participants will learn what metrics should be tracked, how data should be managed, what analytic tools can be leveraged, and what processes turn data into value-creating business transformation. Participants will benefit from experienced advice from a quality faculty team and peers on the program to increase relevance and impact of their leadership agenda back in the workplace.

KEY BENEFITS & TAKEAWAYS

- Create value and impact by working on your own real life business challenges
- Gain the strategic perspective to capitalize on data
- Enhance the rigor and quality of your organization's decision-making capability
- Use big data and analytics to improve your strategy and execution
- Use big data analytics to improve or develop new offerings, processes and better target customers
- 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 senior-level managers, in both B-to-C and B-to-B organizations, who are looking to improve business and create value through evidence based decision-making. Specific participant profiles include managers that are responsible for marketing, operations, finance, human resources, customer service, data science and strategy as well as those with job titles that include CEO, CMO, CTO, COO and Digital Officers. Those who are new to business analytics will also benefit from this program.

The content applies to all types of organizations including, but not limited to, health care, public service, financial and professional services, manufacturing and retail.

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 roadmap going from a problem or opportunity to planning, analysis and business transformation. 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
- Identifying Individual Challenges
- Identifying a Business Problem
- 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
- Winning Examples of how organizations use big data to drive value
- Personal leadership characteristics in a data science world

Competing as a Leader

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

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 Data 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

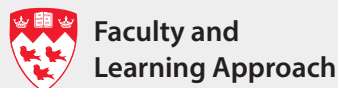
- Analytics Tools and cognitive systems to generate insights
- Variety of descriptive, predictive and prescriptive tools
- Possible outcomes for different strategic choices
- Choosing the outcome to maximize Key Performance Metrics (KPM)

Leading Business Transformation

- Drawing on tools of design thinking, process improvement and operational management
- Identifying necessary organizational changes to implement data-driven processes

Program Wrap-Up

- 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.