



ELEVATING
— ENTERPRISE —
DATA LITERACY



A Fresh Look at Data Literacy



Wendy D. Lynch PhD.

Our Panel



Mark Horseman
Data Evangelist
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Nicole Luke
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Signifiq



**Laura Sebastian-
Coleman, PhD**
**VP of Data Governance
& Quality**
Prudential

Let's be clear and acknowledge

Business leaders don't *want*

- Machine learning experts
- Comprehensive data governance
- Optimal data architecture
- Employees with high data literacy

Business leaders

Want:

Measurable value from
timely, informed use of
data

Willing to support:

Abilities and tools
that accelerate...

**Accept, only to achieve
what they really want:**

Training and programs

- Machine learning
- Data governance
- Data architecture
- Data literacy

Business leaders

Want:

Measurable value from
timely, informed use of
data

Accept, only to achieve
what they really want:

- Data literacy

Business leaders

Want:

Measurable value from
timely, informed use of
data

To measurably increase value?

For enough people?

By enough?

We can increase literacy?

Have we
shown?

Need evidence to support:

- Data literacy

Business leaders

Is this the
year?

Measurable value from
timely, informed use of
data

To measurably increase value?

For enough people?

By enough?

We can increase literacy?

Have we
shown?

- Data literacy

QUESTION 1:

**If Data Literacy has a THEME SONG for 2024,
what should it be? (And why)**



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QUESTION 2:



What trends do you see that make 2024 the year where companies can/will make big advancements in Data Literacy?



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QUESTION 3:

In the spirit of a FRESH START, in what ways should companies CHANGE THEIR THINKING about Data Literacy



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QUESTION 4:

If there is ONE thing companies should do RIGHT now to advance literacy, what should, it be?



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