

**ALMOST THERE!**  
Just a little higher

# How Literate is literate enough?



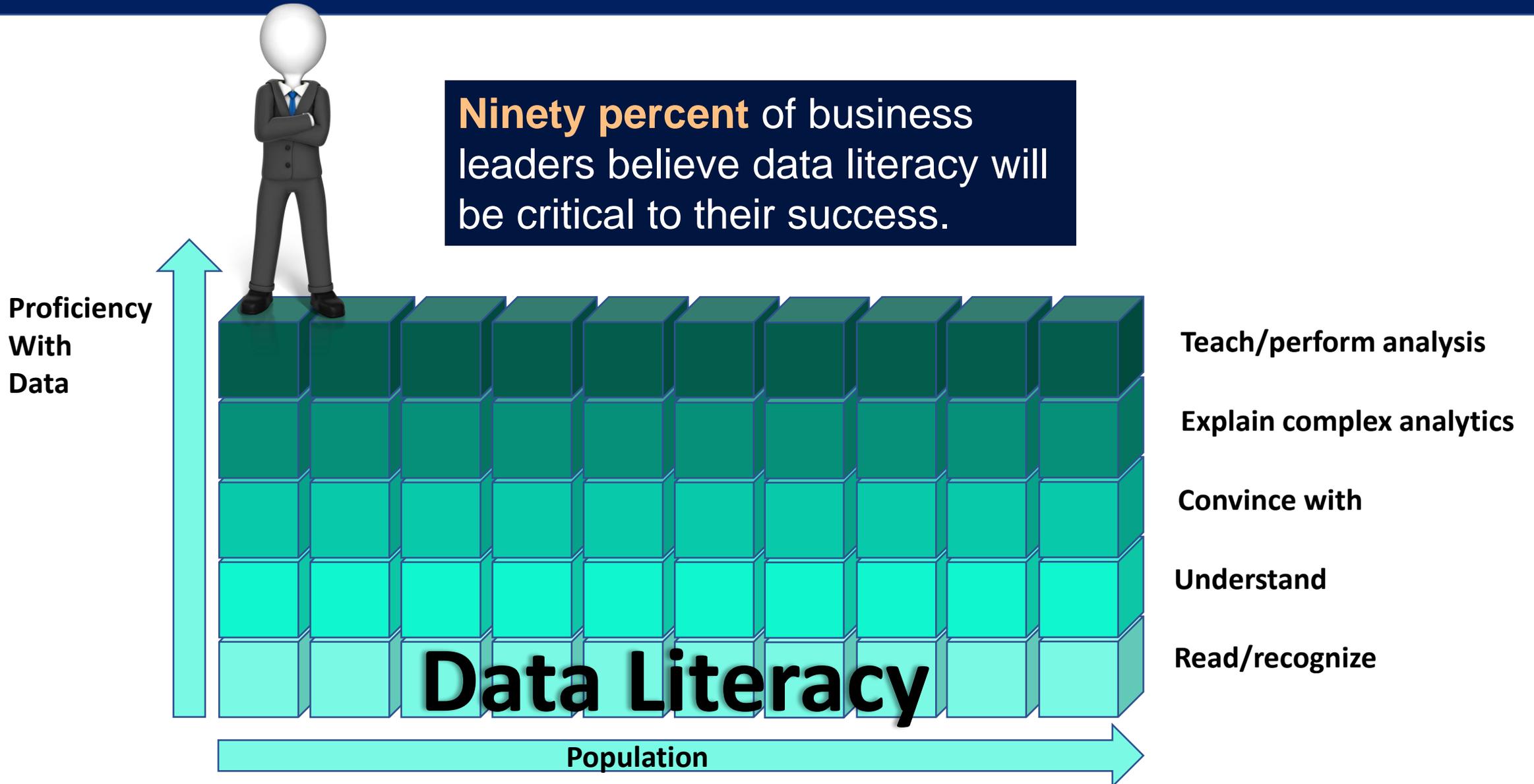
# High Literacy

Businesses with the highest levels of data mastery (policies, people, technology) have **70% higher revenue** per person.



# So, it's not surprising

**Ninety percent** of business leaders believe data literacy will be critical to their success.

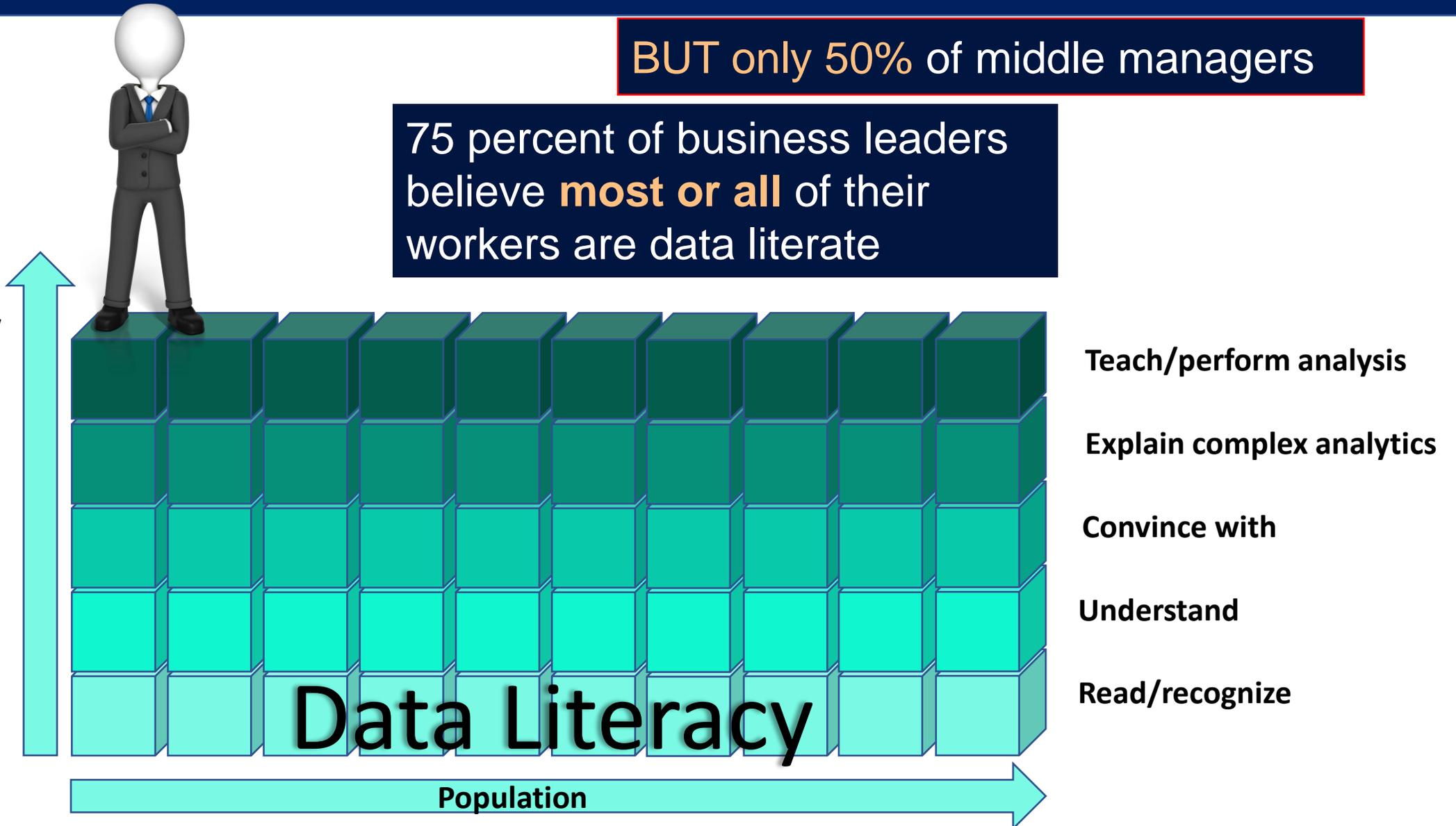


# Who is literate now?

**BUT only 50% of middle managers**

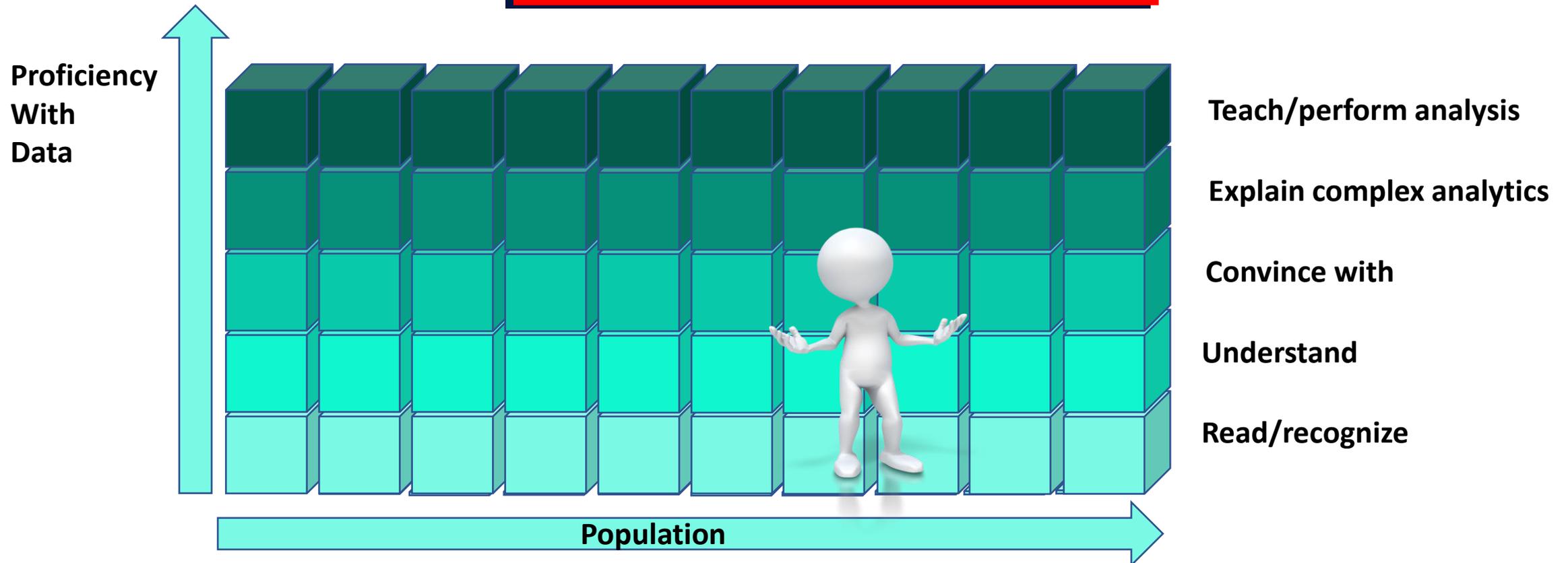
75 percent of business leaders believe **most or all** of their workers are data literate

Proficiency  
With  
Data

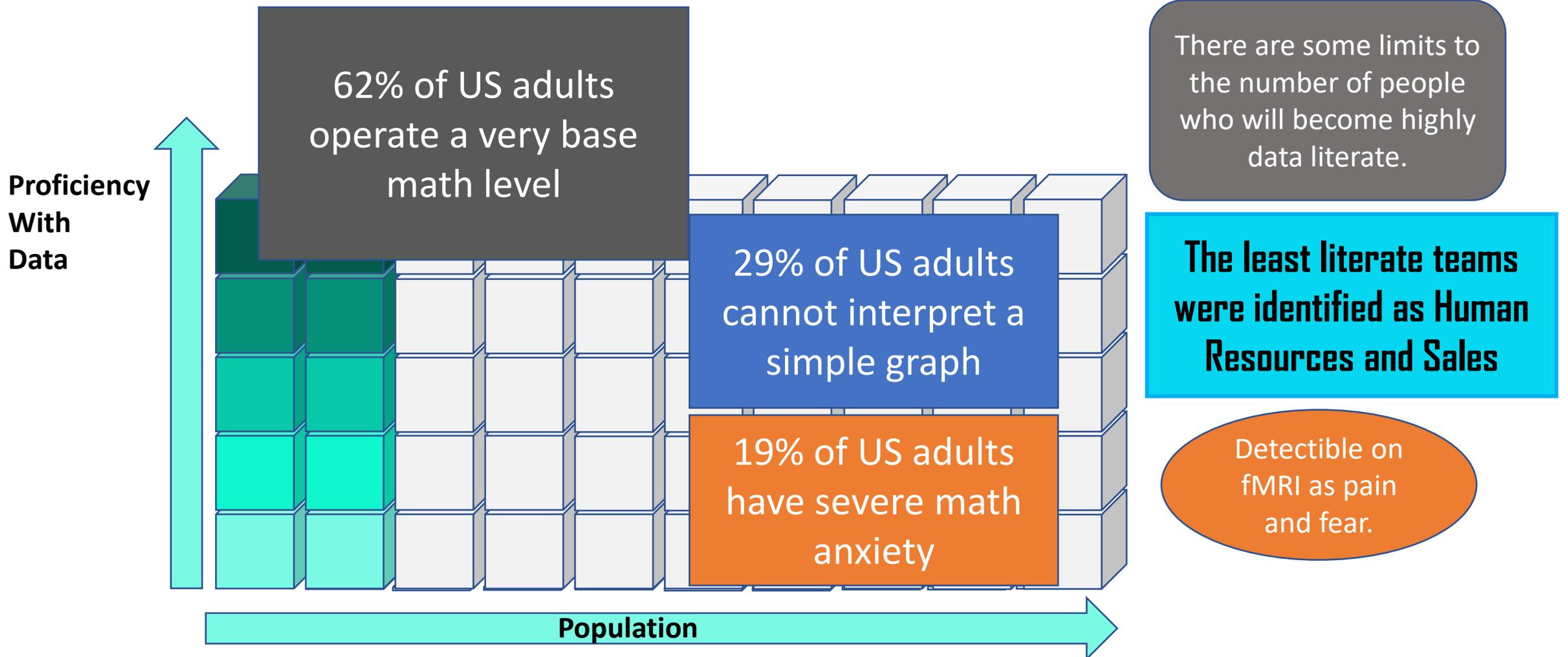


# Who is **actually** literate now?

Some studies report as few as **8%** are highly skilled.



# And what can we expect ?



**Weight loss is easy!!**



Exercise  
is easy!!



Data  
science is  
easy!



## Next concept: Strategic Alignment (a.k.a. Business Literacy)

People and processes are aligned in their purpose and goals.

### Why Your Employees Need to Understand 'The Why'



**Employees must understand strategy to implement it.**

**Companies whose people are aligned on strategy grow revenue 58% faster and are 72% more profitable**

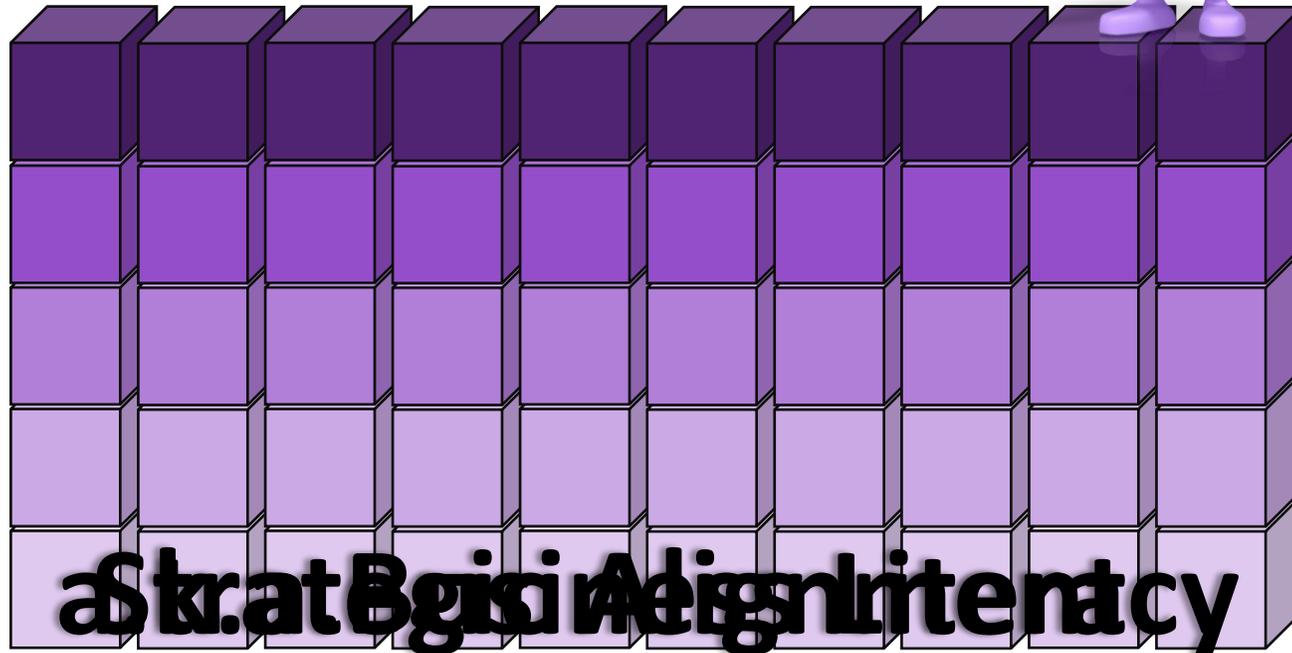
# Leaders think strategy is clear

20% of executives have HIGH confidence

52% of executives have confidence that **most employees** can explain company strategy



Strategic Alignment



Create strategy

Tie decisions to strategy

Can communicate strategy

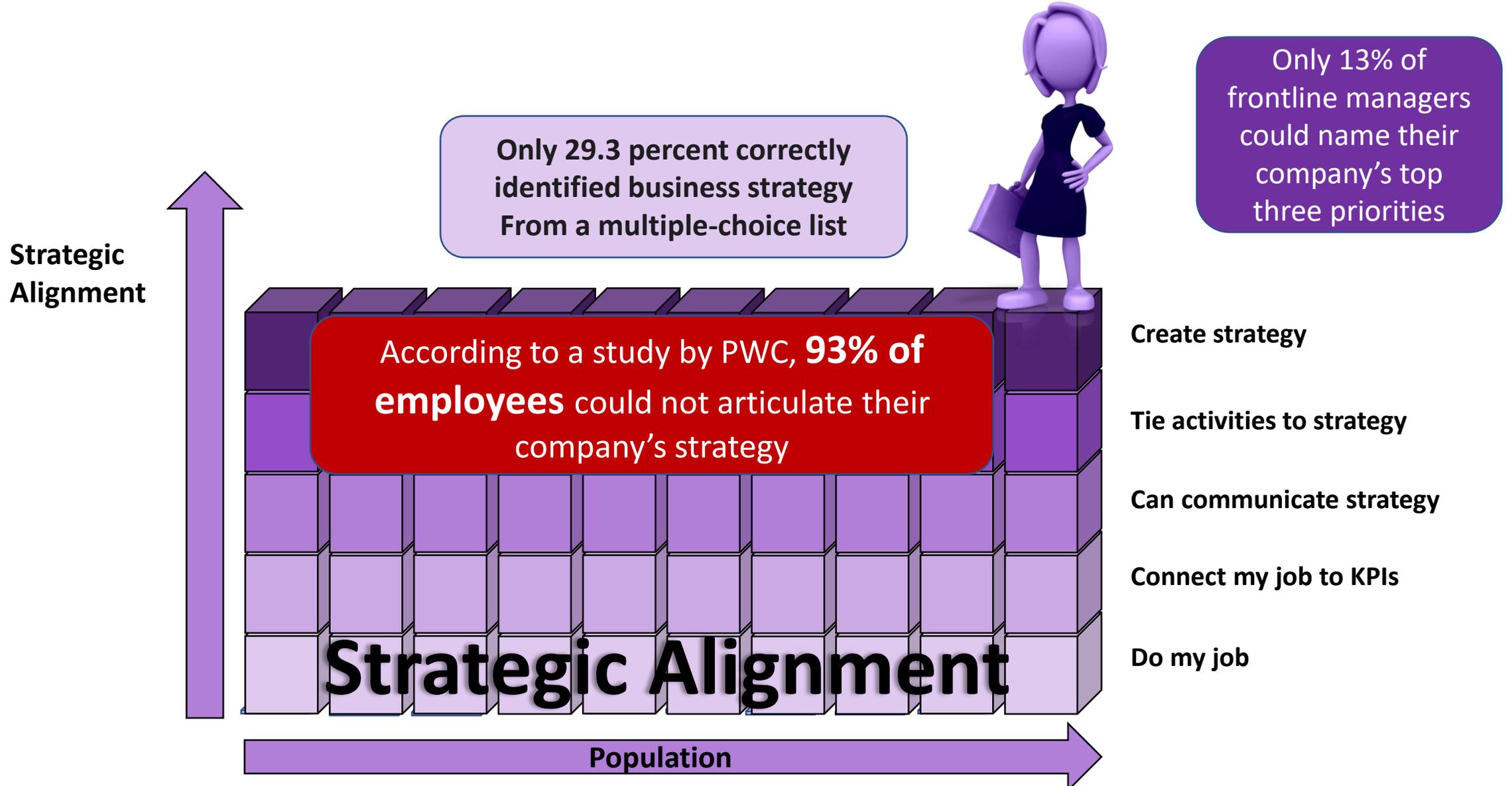
Connect my job to KPIs

Do my job

Population

Strategic Alignment

# How many understand strategy?



Get everyone aligned.  
Because I said so.

Strategic Alignment is easy!



# Next concept: Emotional/Social Awareness (a.k.a. People literacy)

**52% of HR leaders** say they will be hiring managers based on their emotional intelligence

**Managers with high EQ had teams that averaged 15-20% higher revenue**

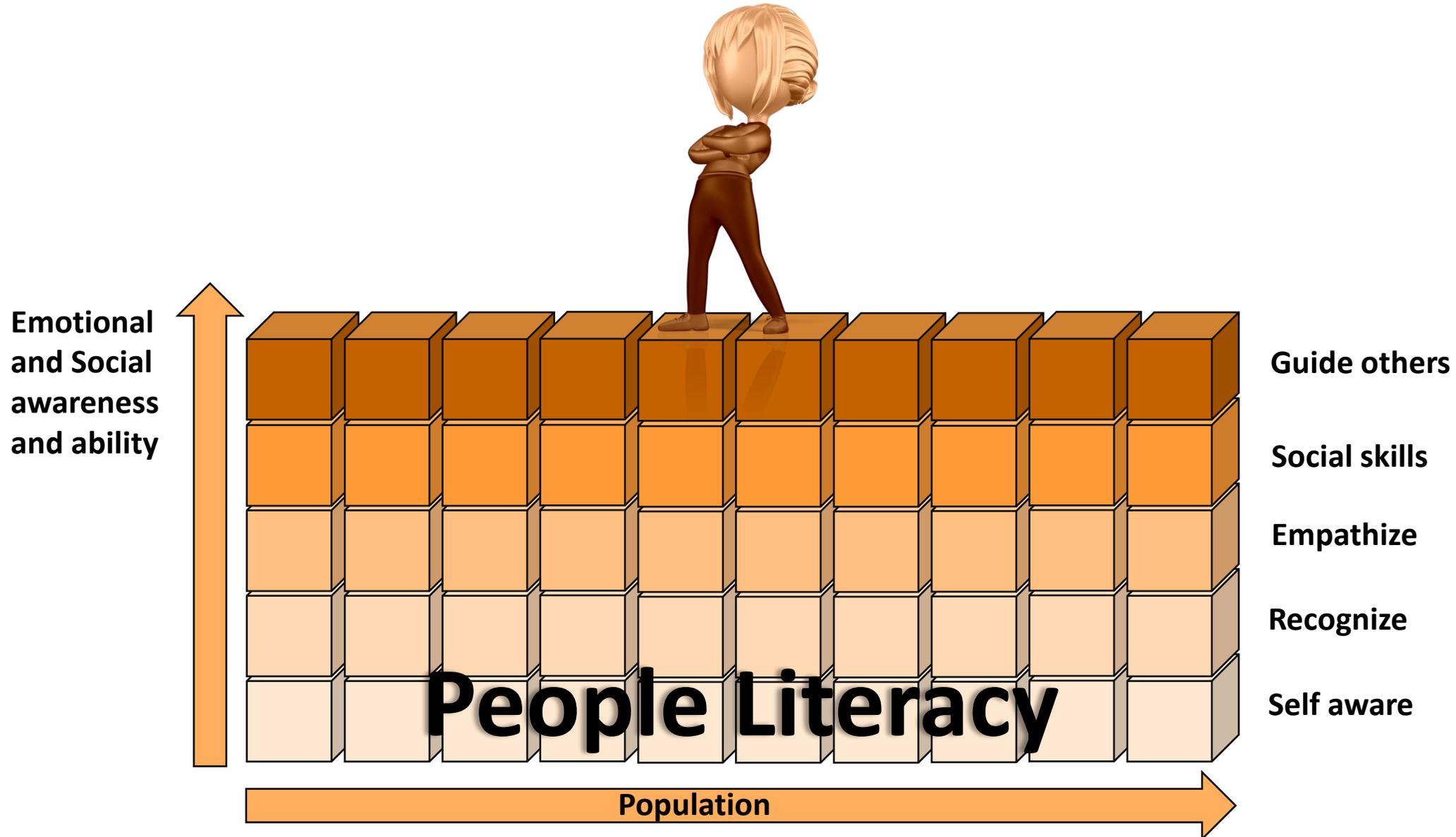
Forbes

LEADERSHIP

## The Importance Of Emotional Intelligence In Business

**80% of long-term job success depends on EQ, while only 20% on IQ**

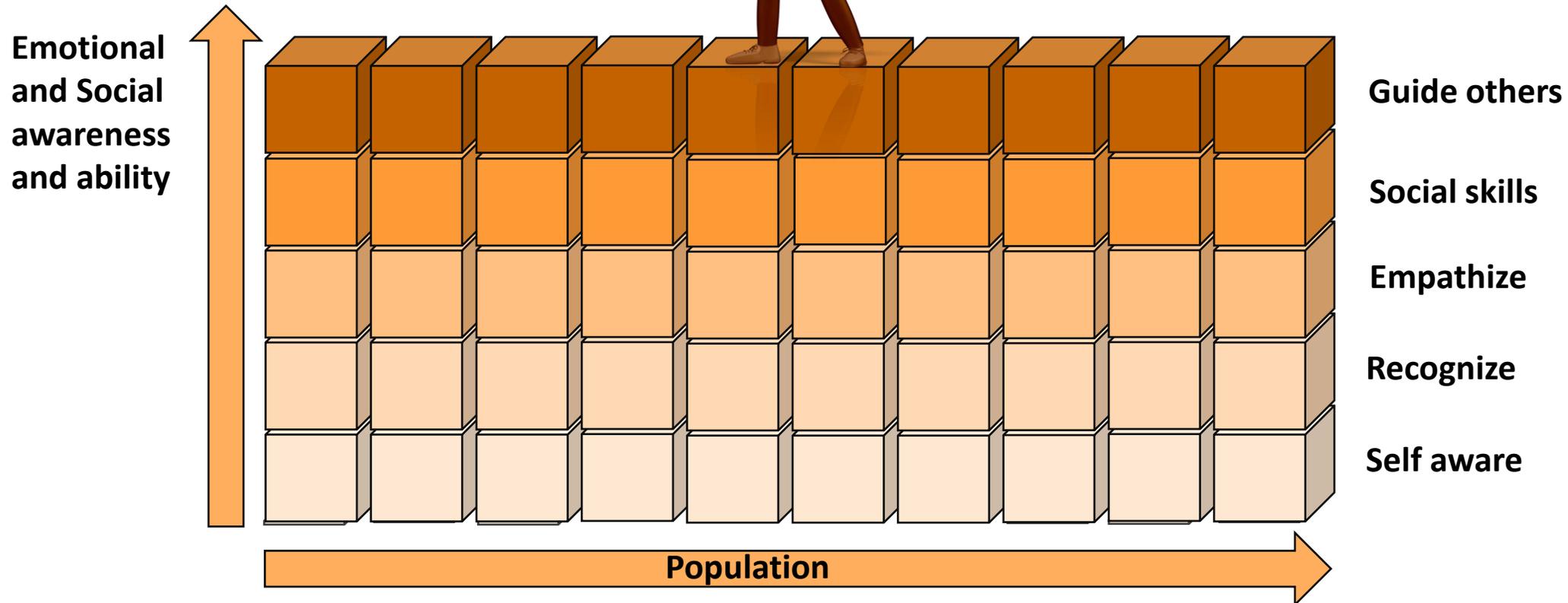
# What is it?



# How many have people literacy?

Only 36% of people are able to recognize and identify emotions.

95 percent of people think they're self-aware, but only 10 to 15 percent actually are



# Why it's especially important for data efforts

Forbes

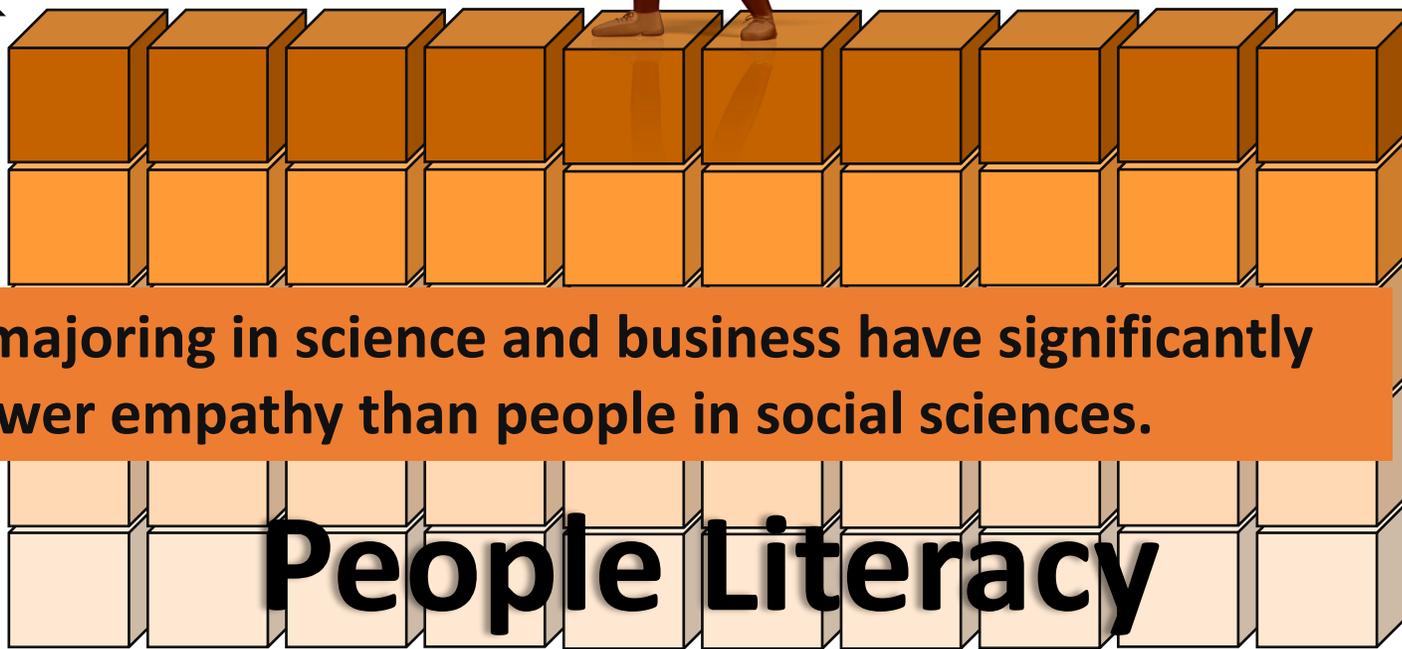
Digital Transformation Is  
80% EQ And 20% IQ

It's people issues that make or break it

90% of companies intend to accelerate  
digital transformation.

70% of transformation projects fall short.

Emotional  
and Social  
awareness  
and ability



People majoring in science and business have significantly  
lower empathy than people in social sciences.

People Literacy

Guide others

Social skills

Empathize

Recognize

Self aware

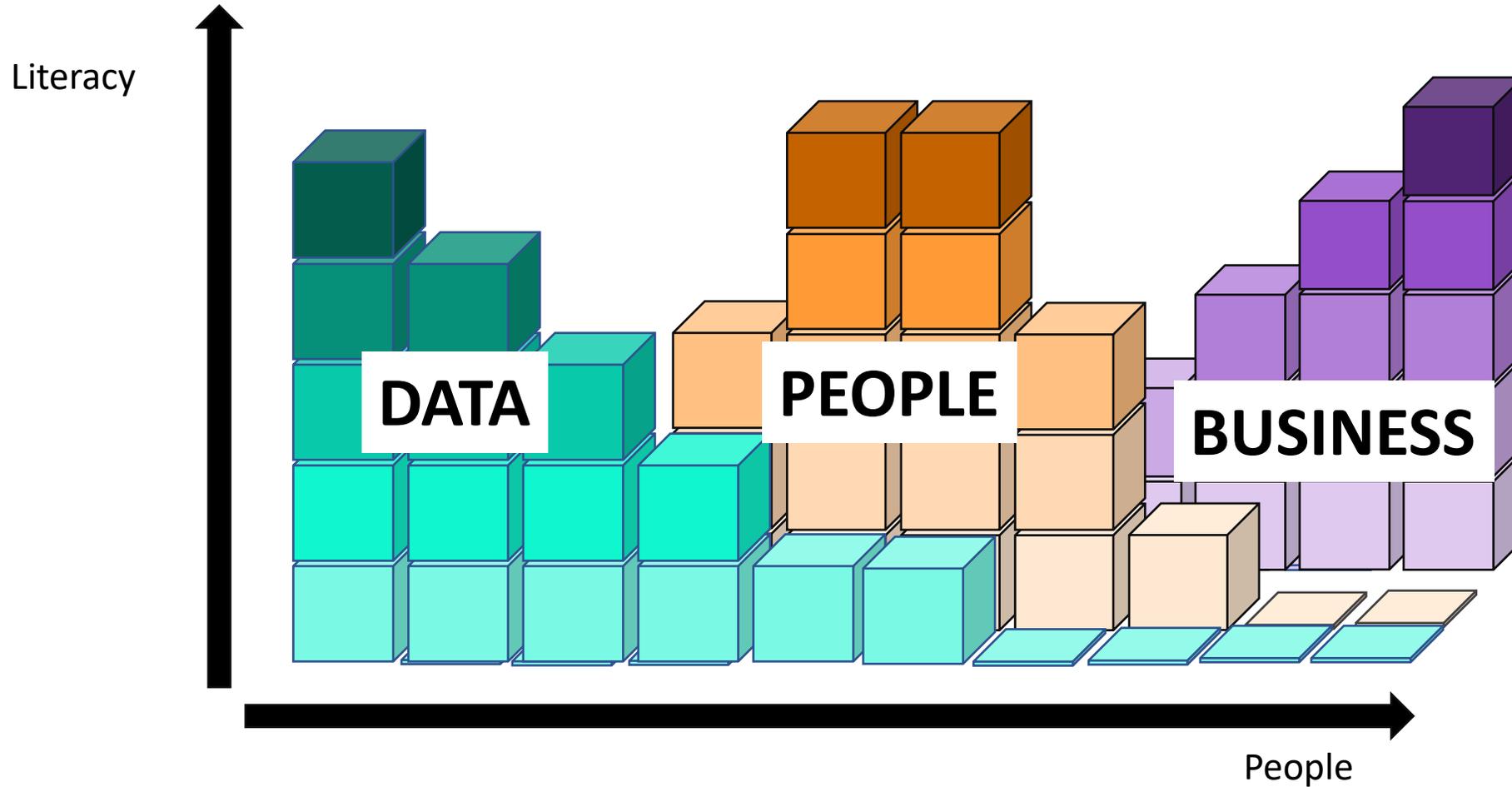
Population

Emotions are  
easy!!





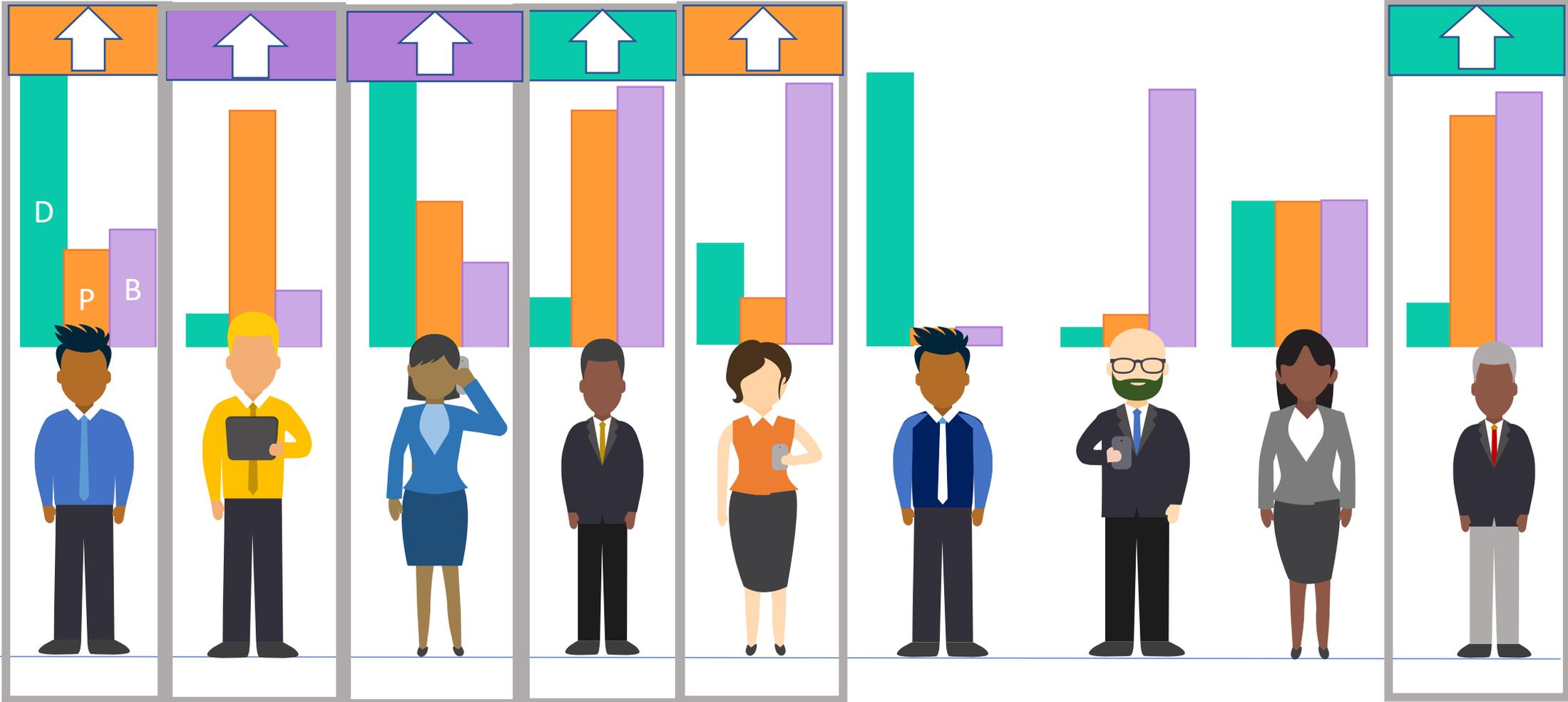
# What we have



# We all have different strengths



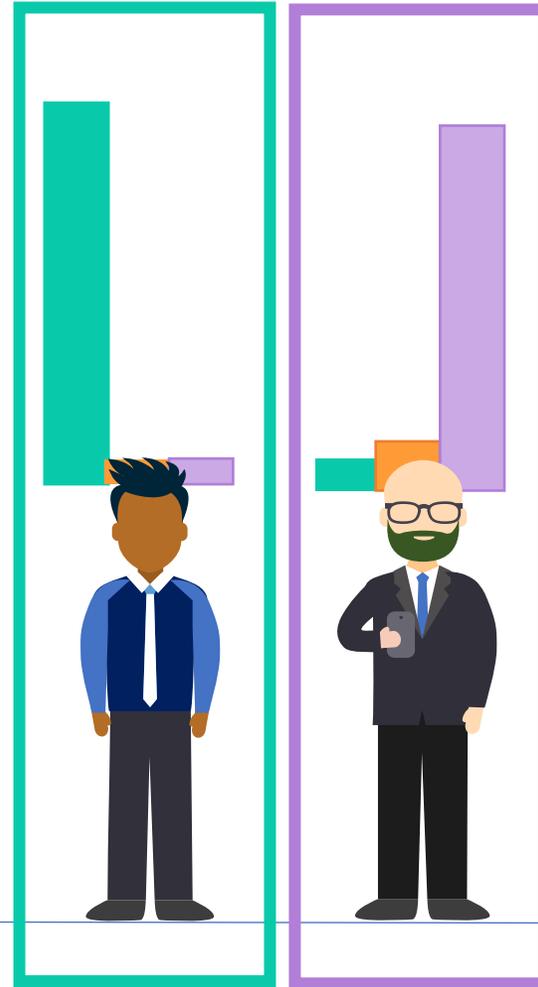
# We all have different strengths



CEO

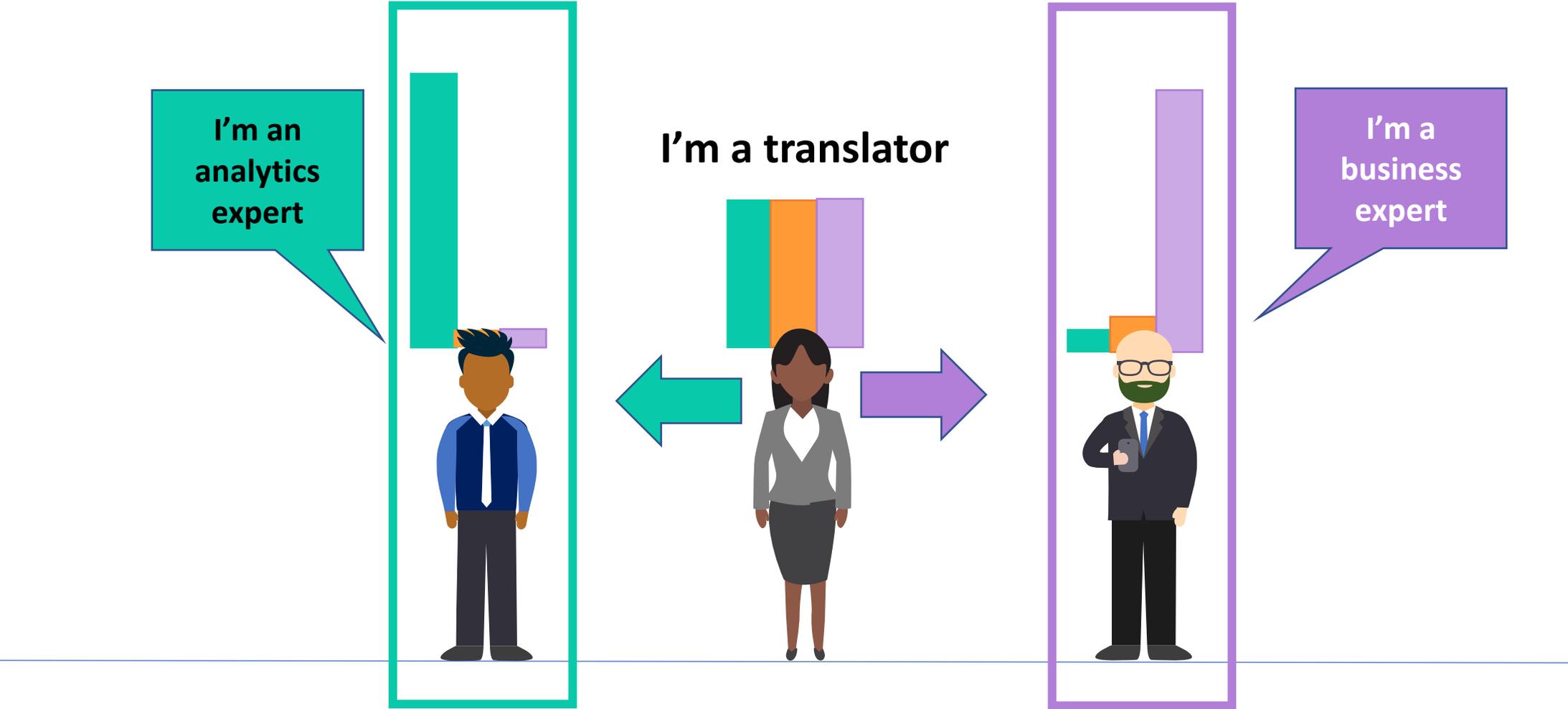
...and weaknesses

# We all have different strengths



**...and weaknesses**

# We all have different strengths



**...for some that is translation**

# Panel Discussion



**Wendy Lynch, PhD**

**Founder**  
**[analytic-translator.com](http://analytic-translator.com)**



**Mark Horseman**

**Data Evangelist**  
**Dataversity**



**Anne Marie Smith, PhD**

**Principal Consultant and**  
**Director of Professional**  
**Certification**  
**Dataversity**

# Panel Discussion

- 1. Using an analogy like food or music, please describe the level of data literacy that most workers should have.**

# Panel Discussion

2. What is the ultimate **PURPOSE** of data literacy, .  
.....why does it matter?

# Panel Discussion

**3. How, specifically, would you know someone meets the requirements for being “literate”?**

# Panel Discussion

- 5. Where do you draw the line?  
When do you (personally) say... ok, THAT level of data ability/literacy is unrealistic for most people?**

# Panel Discussion

**6. Is there a parallel minimum level of other types of literacy that data professionals should have?**

**How might you prioritize other types of literacy?**

Coming soon to Dataversity!

## Training

Analytic Translator

Communication for data  
professionals



analytic-**translator**  
.com