



How Literate is literate enough?



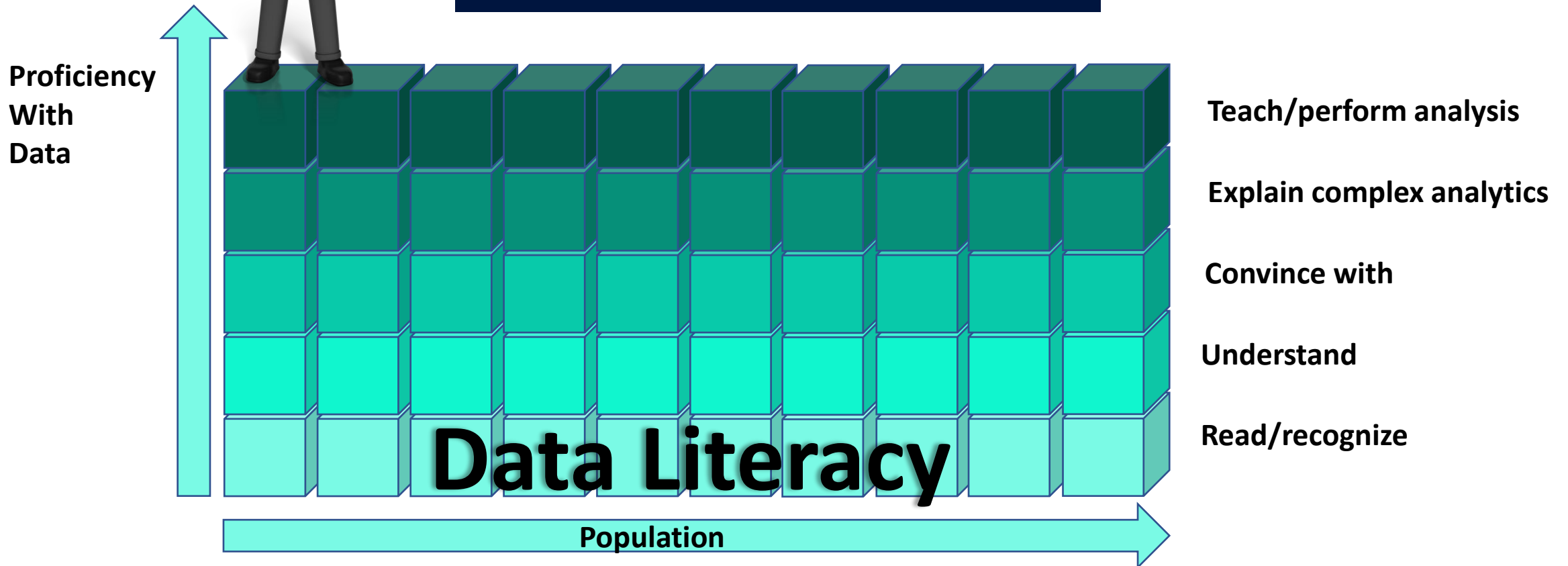
High Literacy

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.

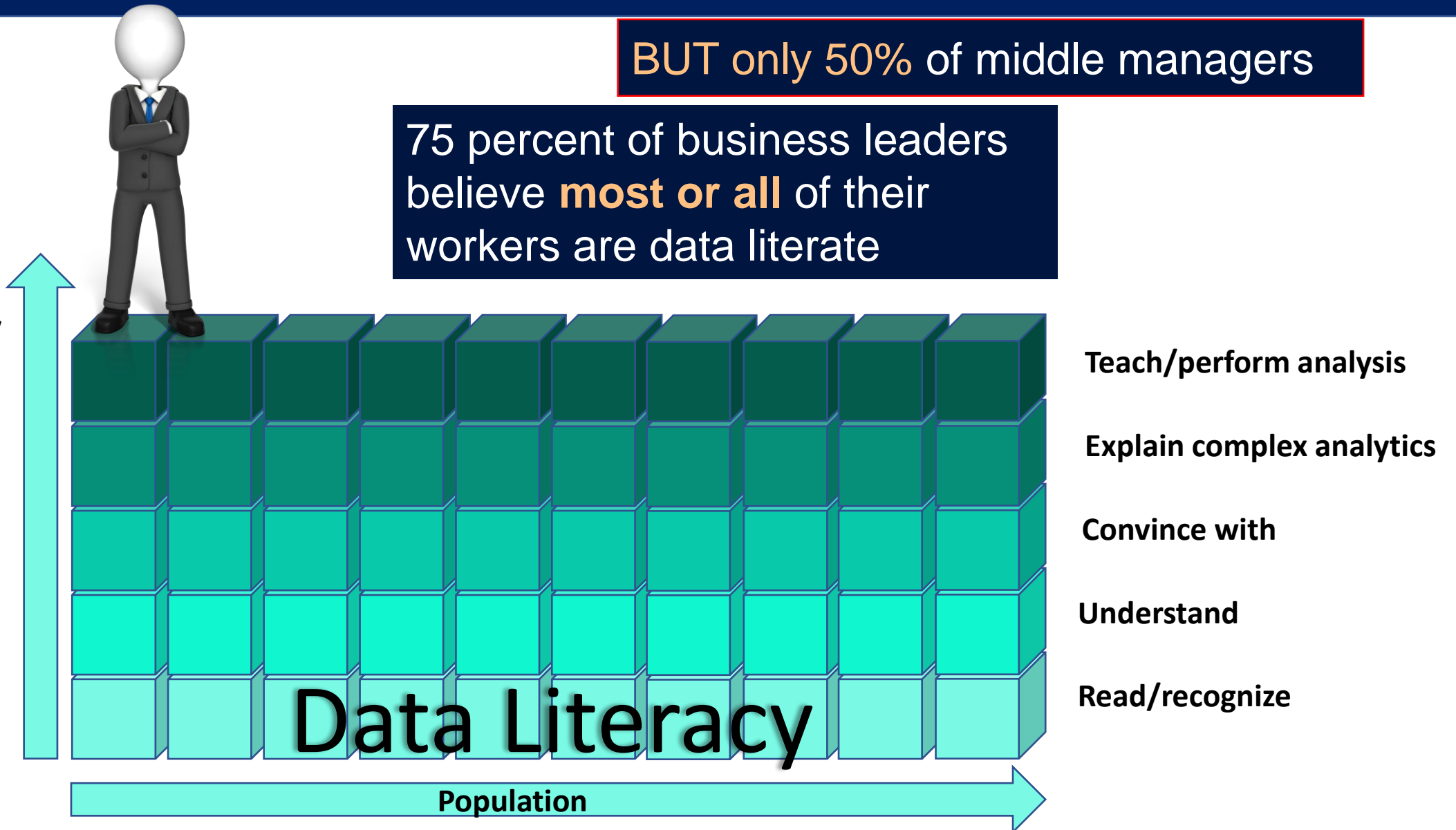


Who is literate now?

BUT only 50% of middle managers

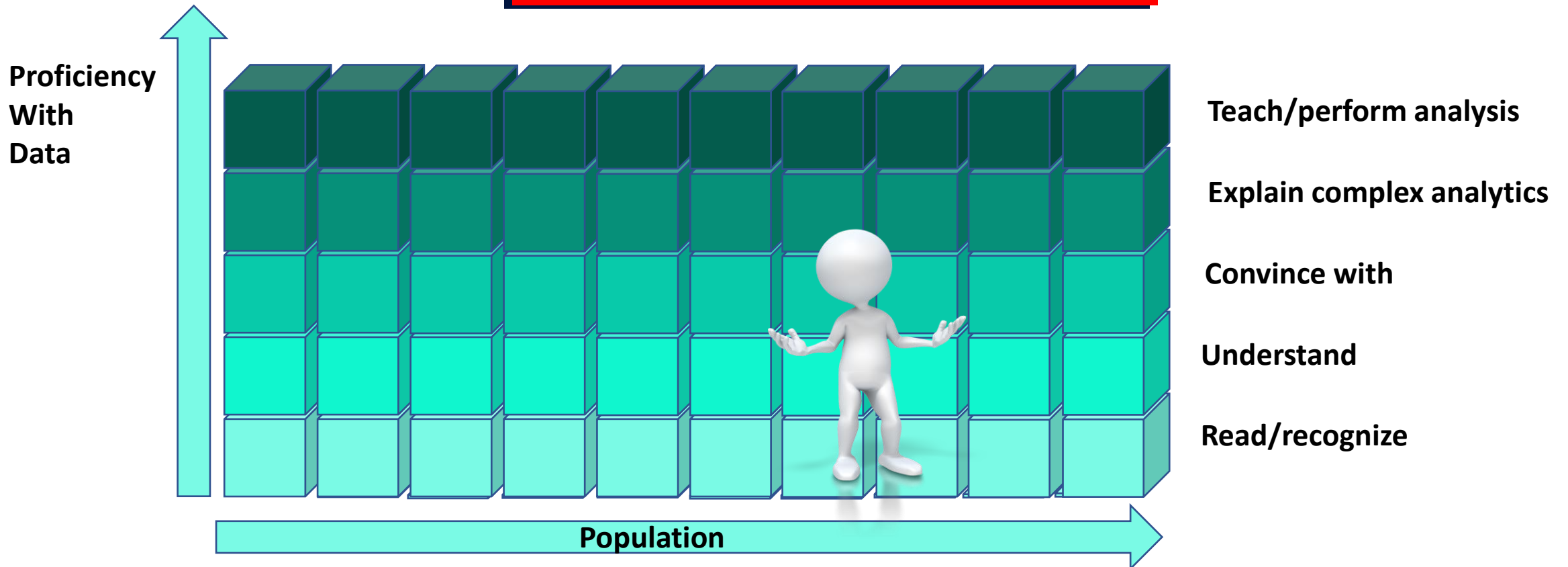
75 percent of business leaders believe **most or all** of their workers are data literate

Proficiency
With
Data

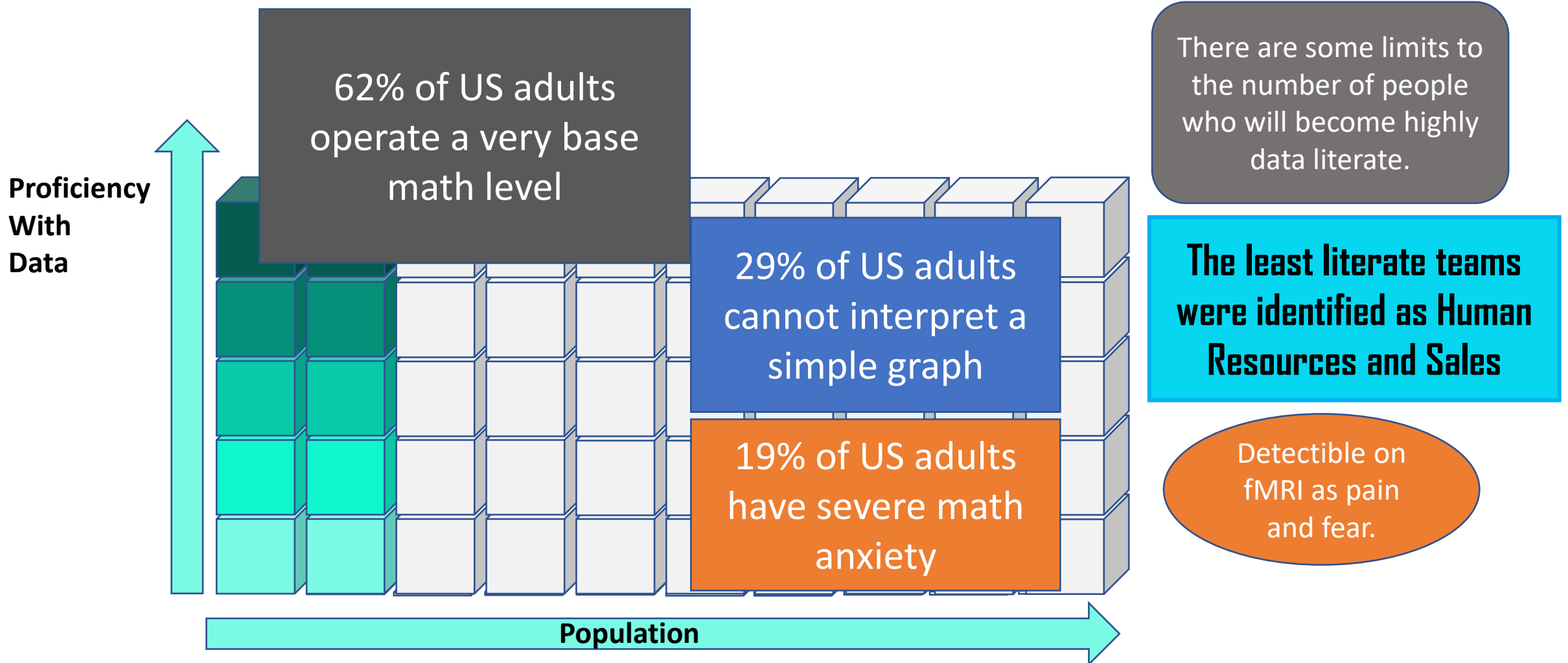


Who is **actually** literate now?

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

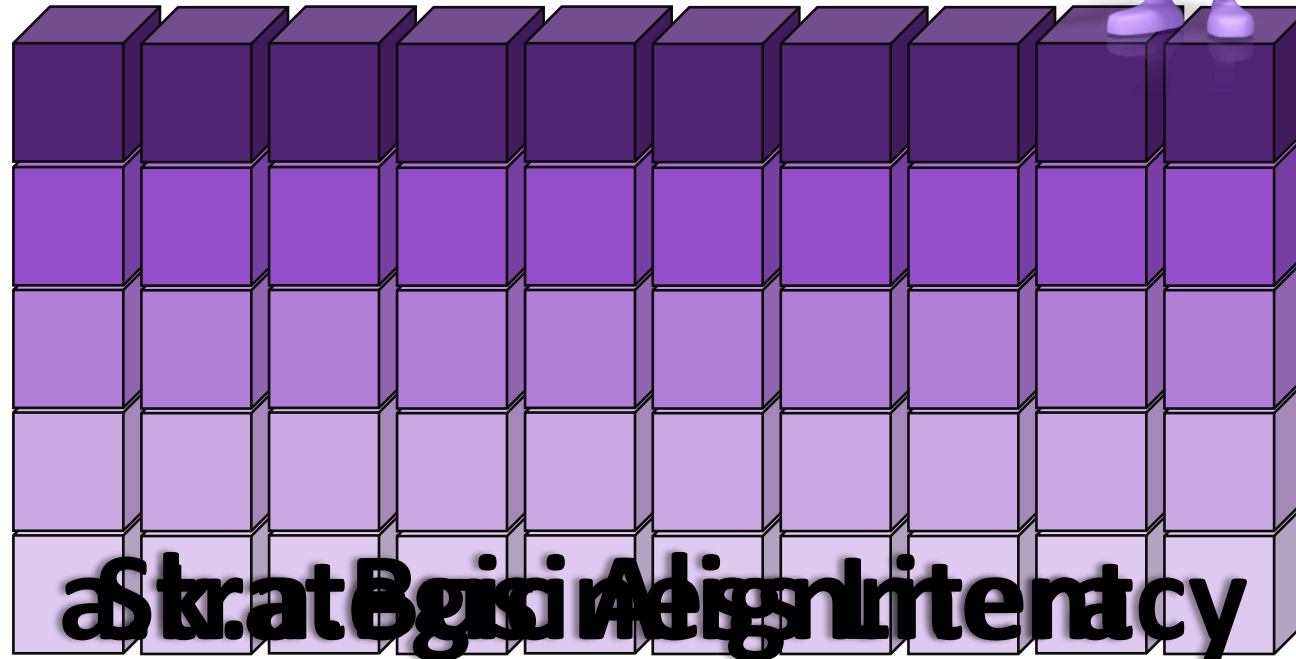
Leaders think strategy is clear

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

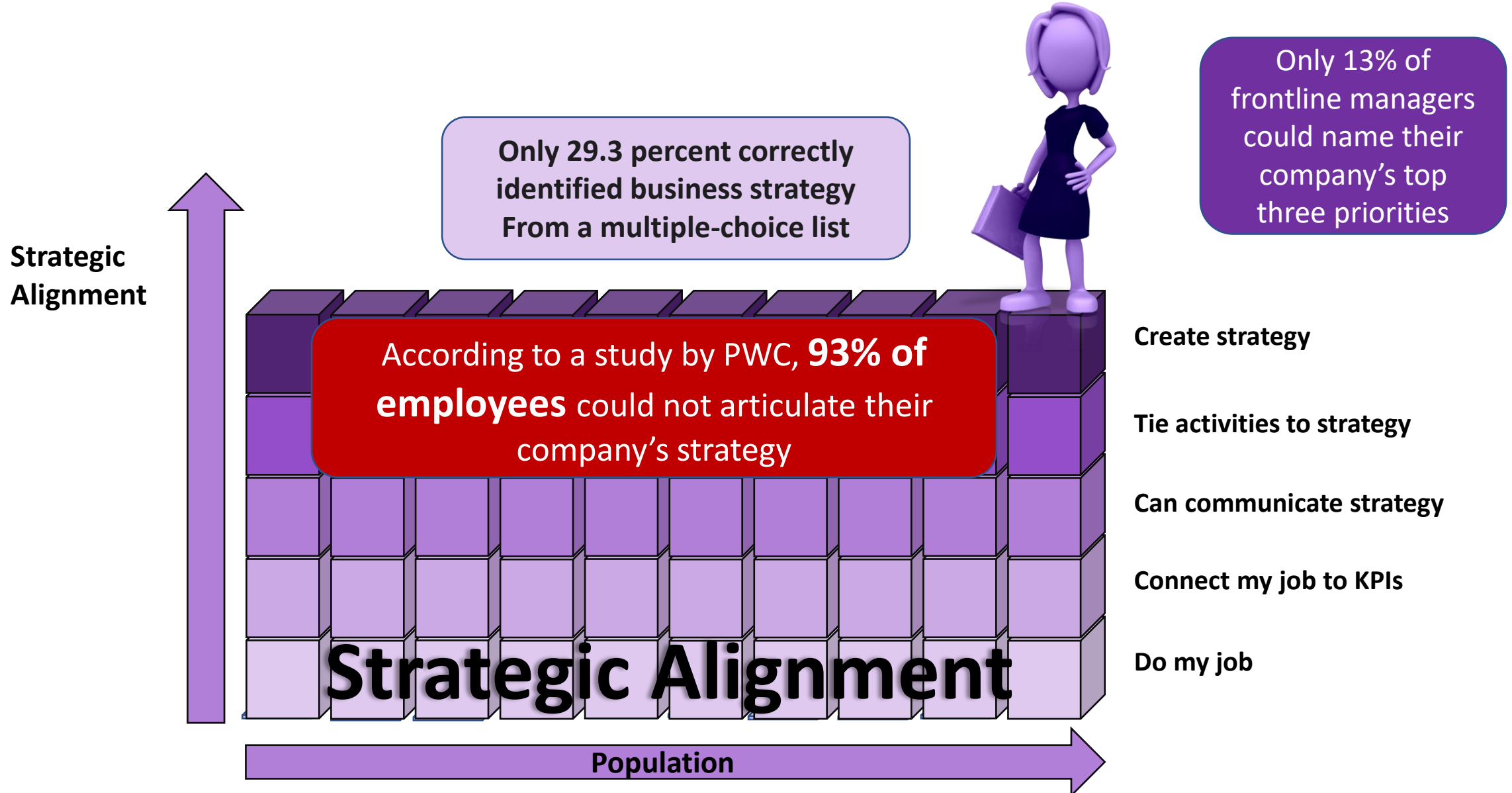
Can communicate strategy

Connect my job to KPIs

Do my job

Population

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

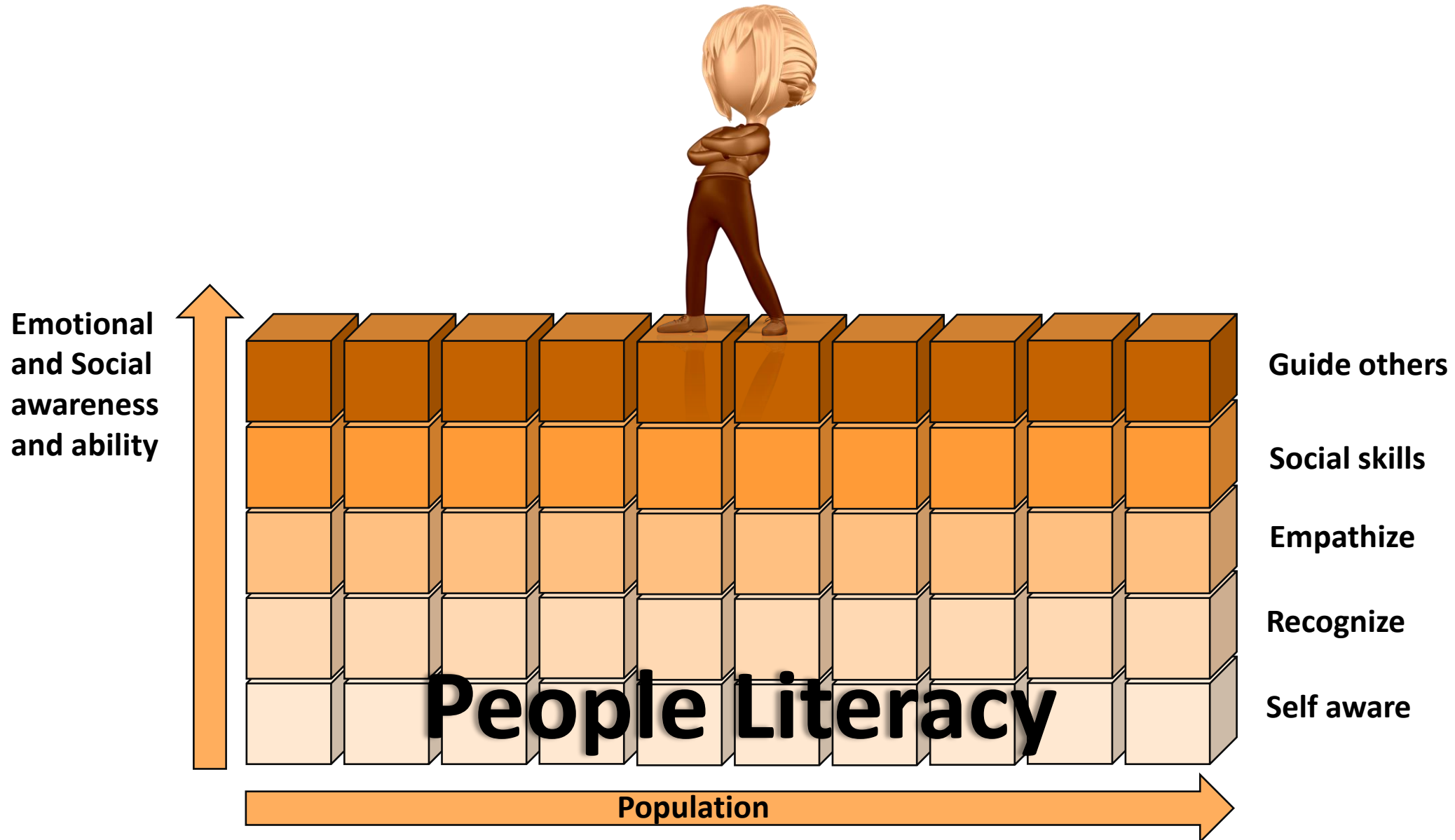
Forbes

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?

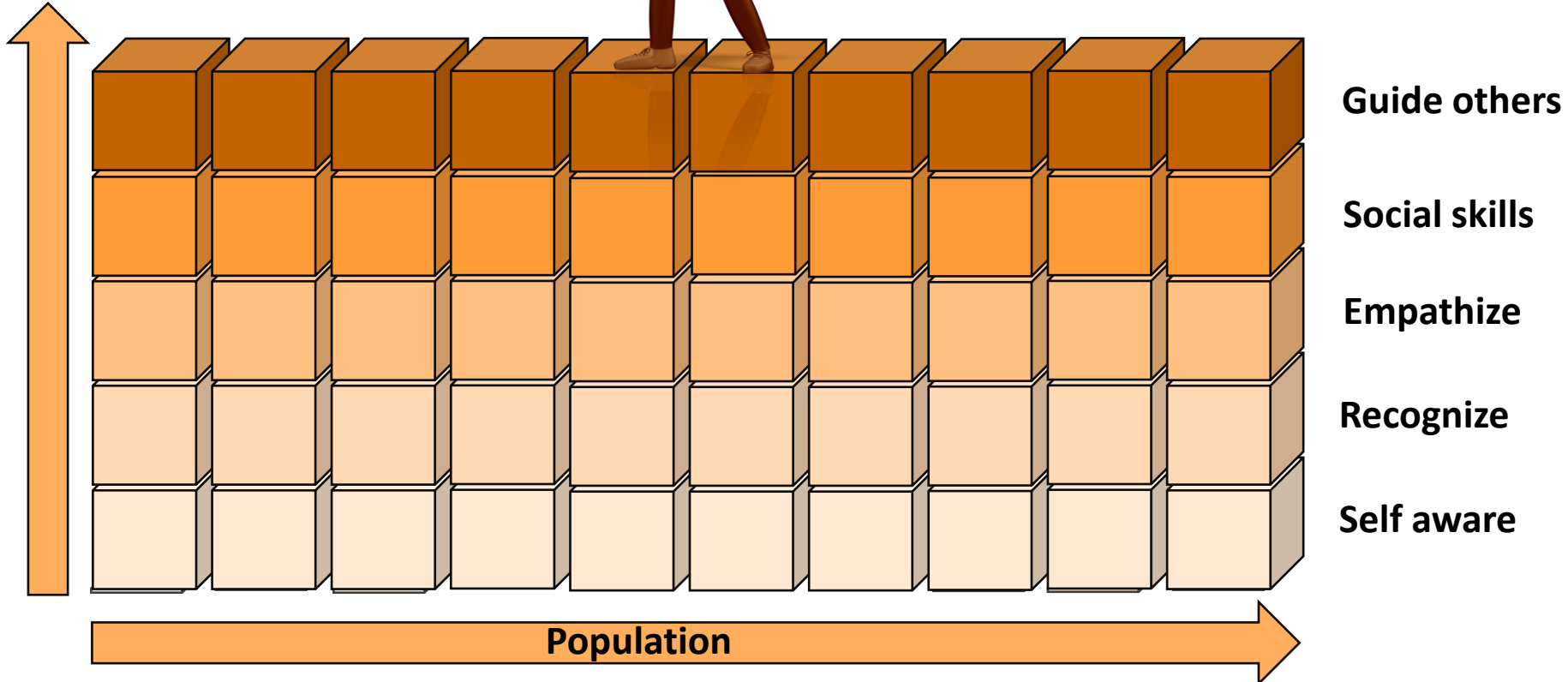


How many have people literacy?

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

Emotional
and Social
awareness
and ability



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.

Guide others

Social skills

Empathize

Recognize

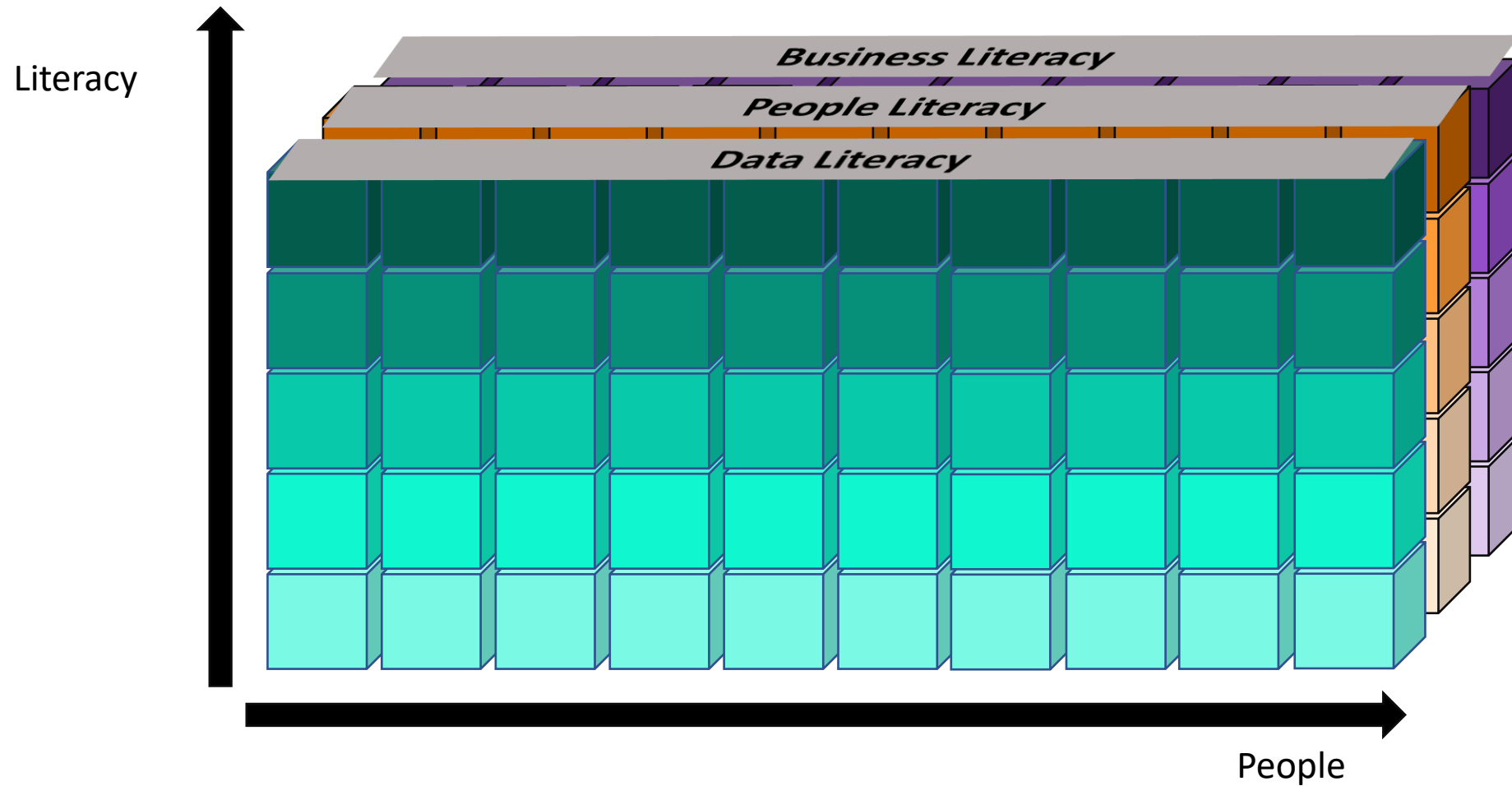
Self aware

Population

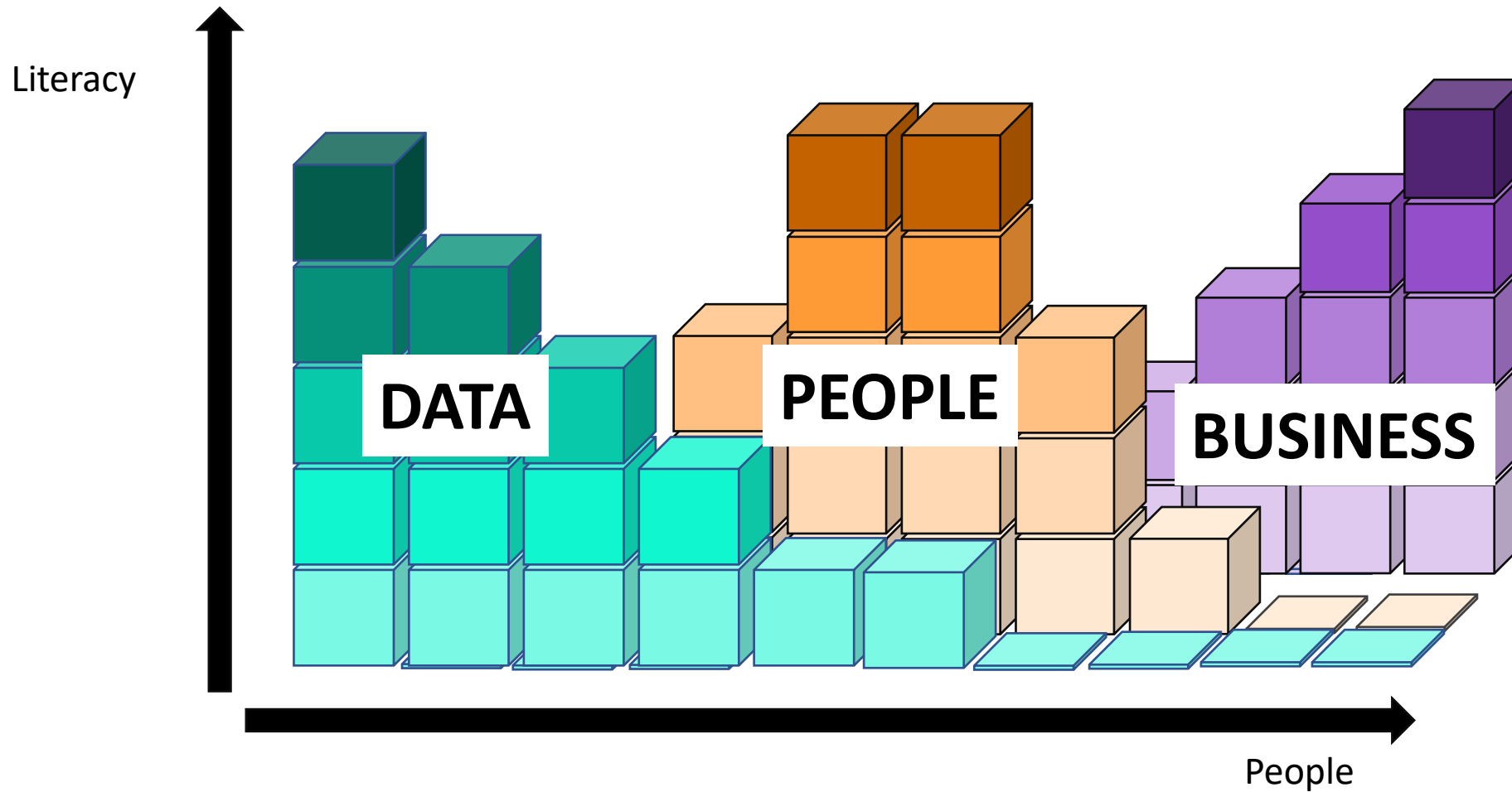
Emotions are
easy!!



What we want: High Literacy



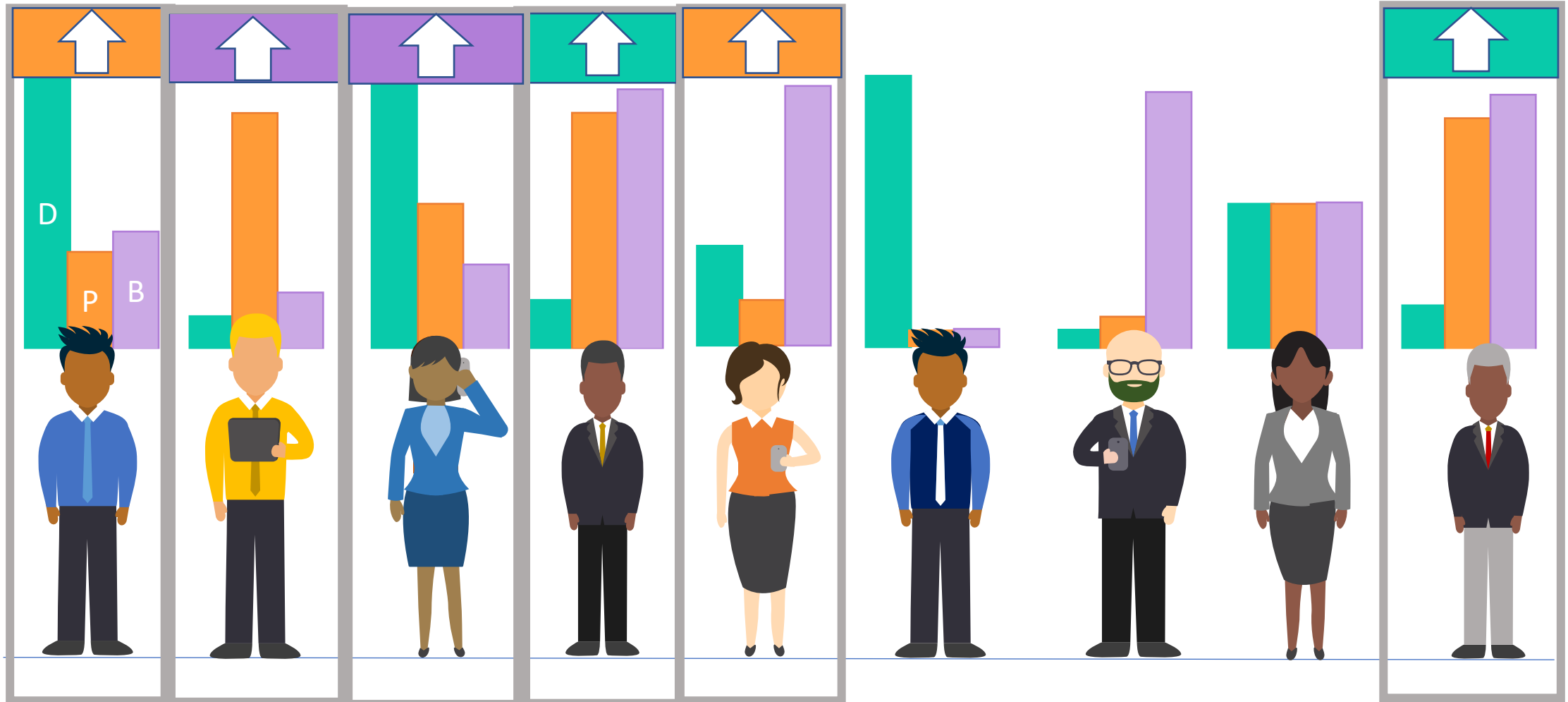
What we have



We all have different strengths



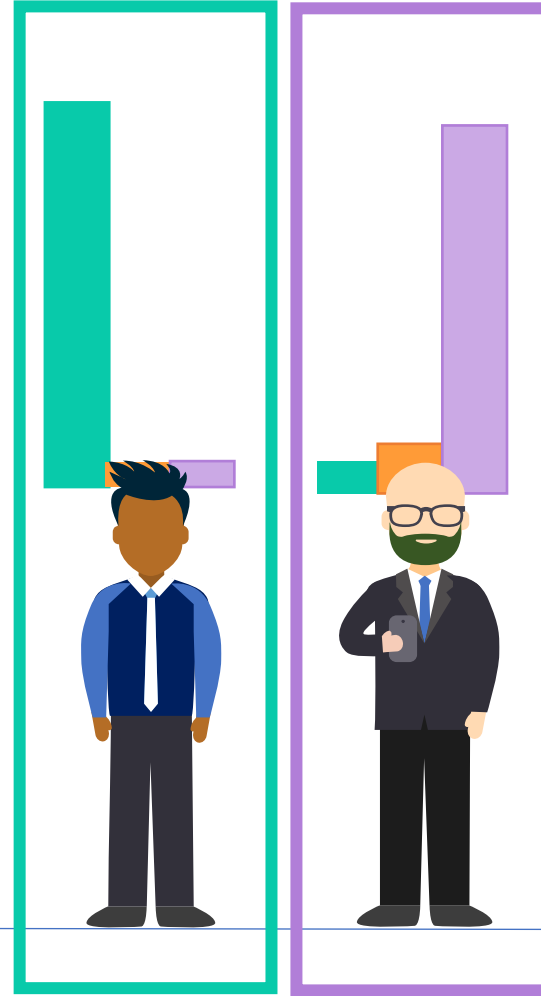
We all have different strengths



CEO

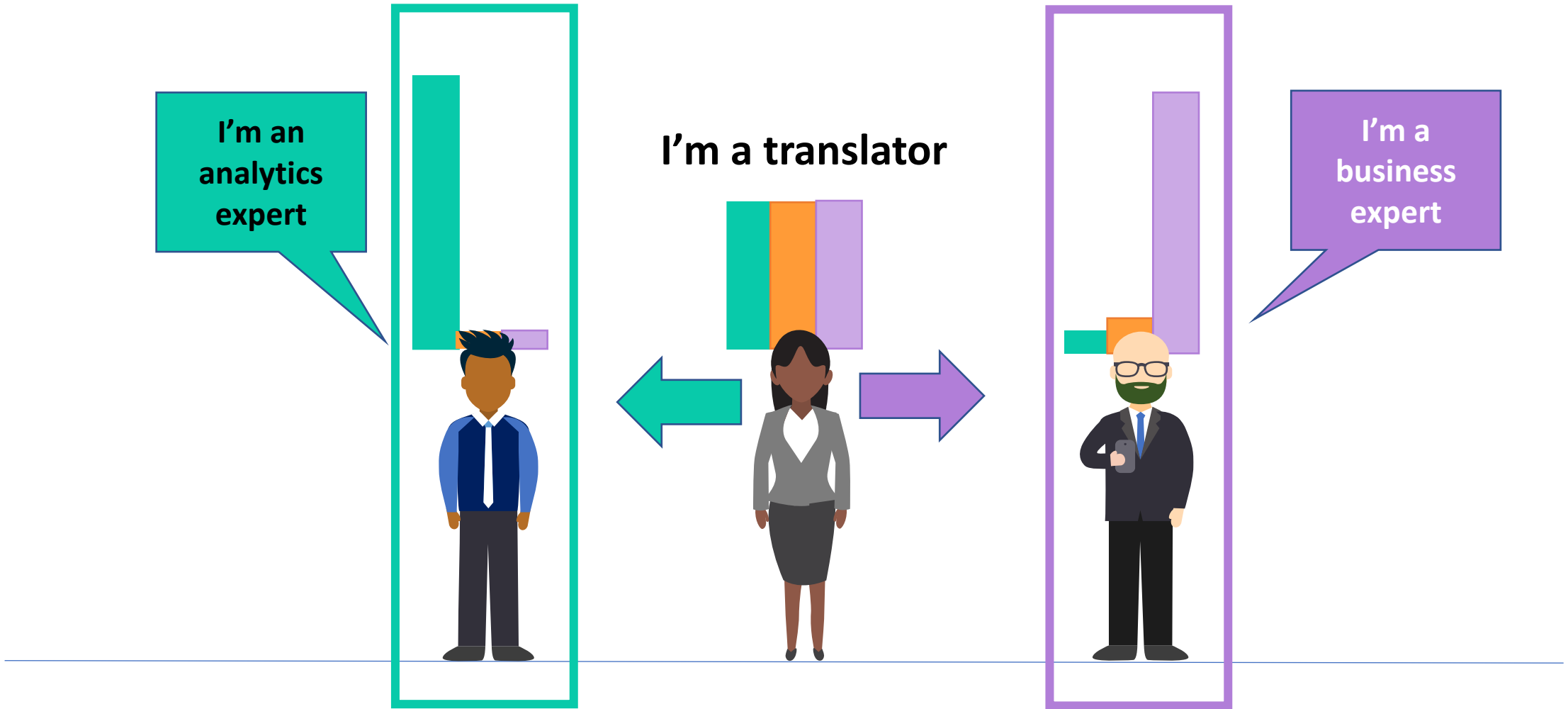
....and weaknesses

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



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