Enhance your team's capability to leverage the power of data through expert-led training courses

DATA LITERACY
TRAINING COURSES
by keyrus

Architect of intelligence



Why choose Keyrus for your training needs?

Keyrus is an expert in data strategy and modern data architecture. In this highly effective Data Literacy training course we combine our expertise in data management with our extensive experience in training and skill transfer.

DATA CULTURE CHAMPIONS

At **Keyrus** we understand the importance of fostering a data-driven culture for future growth of your organisation.

DATA EXPERTS

Keyrus has unparalleled expertise in effective data architecture, management, and analytics, enabling your business to extract maximum value from your data.

CUSTOMISED TRAINING

Keyrus trainers can customise courses to include your own data, making the training so much more effective and relatable.

ON-LINE OR IN-PERSON FORMATS

Keyrus trainers provide equally high standard of courses whether they are held virtually or in-person.

Benefits of Data Literacy training

The **Keyrus** Data Literacy Program equips organisations with the skills needed to unlock the true potential of their data. By addressing critical areas like strategy, governance, culture, and communication, businesses can transform their decision-making processes, reduce operational risks, and stay ahead of competitors in today's data-centric landscape.

This comprehensive approach builds a strong foundation for data-driven decision-making and organisational transformation.

An overview of our Data Literacy Course Modules:

- Strategy
- Data Exploration
- Governance
- Culture
- Storytelling

Data Literacy Training Course Modules

Module 1: Strategy

Benefits

Organisations can leverage data to support key business goals such as improving customer satisfaction or streamlining operations. The strategy provides a roadmap to align data efforts with specific outcomes, leading to a 15-20% increase in business process efficiency.

Module content

- **Comprehensive planning and alignment of data initiatives with business objectives**
- **Emphasis on data as a strategic asset to drive innovation and decision-making**
- **Cross-functional alignment and governance structures**

Module 2: Data exploration

Benefits

By equipping teams with the tools and skills to conduct faster, more precise analyses, organisations can significantly reduce errors and improve data accuracy. This enhanced capability fosters greater trust in data insights, leading to a 30% boost in data-driven decision-making, more informed business strategies, and better overall performance. Empowered teams can confidently act on insights, driving innovation and meaningful outcomes across the organisation.

Module content

- Advanced techniques to identify patterns, outliers, and actionable insights within datasets, enabling more impactful decision-making.
- Robust data preparation, cleaning, and profiling processes to enhance data accuracy, consistency, and reliability.
- Effective data visualisation strategies to clearly communicate trends, relationships, and key findings, fostering better understanding and engagement.
- Exploratory data analysis methods to reveal hidden opportunities and potential risks within data.
- Tools and processes for enhancing data usability and accessibility, empowering teams to gain deeper insights faster.

Module 3: Governance

Benefits

Effective data governance significantly minimizes data breaches and compliance risks by up to 40%, ensuring that data remains secure and trustworthy. By establishing robust policies and controls, organisations enhance data accuracy, build stakeholder trust, and foster a culture of accountability and data integrity.

Module content

- **Comprehensive policies and frameworks to enforce data security, enhance data quality, and ensure compliance with regulatory standards.**
- **Lifecycle management processes designed to maintain data availability, usability, and integrity from creation to disposal.**
- **Proactive risk management strategies to safeguard data privacy, mitigate legal and compliance risks, and protect organizational reputation.**
- **Governance structures that promote data stewardship, accountability, and consistent adherence to data standards.**
- **Mechanisms to monitor, audit, and enforce data policies, ensuring continuous improvement and adaptation to evolving regulatory and business needs.**

Module 4: Culture

Benefits

Building a strong data culture accelerates decision-making by 10% and increases employee engagement by 20%, as teams across the organisation integrate data-driven thinking into their daily workflows. By fostering a shared commitment to data excellence, organisations empower employees to collaborate, innovate, and drive meaningful outcomes.

Module content

- Cultivates an organisational mindset where data is seamlessly integrated into everyday desion-making processes, driving greater efficiency and innovation.
- Fosters cross-functional collaboration by democratising data access and empowering all teams to derive insights and contribute to data-driven initiatives.
- Identifies and addresses cultural barriers to data adoption, transforming resistance into enthusiasm for data-driven approaches.
- Encourages continuous learning and data literacy to build confidence and engagement with data across all levels of the organisation.
- Creates a unified vision for data-driven success, ensuring every employee feels valued and motivated to contribute to the organisation’s data strategy.

Module 5: Storytelling

Benefits

Data storytelling transforms complex data into compelling narratives, making insights more accessible, actionable, and memorable. This approach enhances stakeholder engagement and leads to a 25% increase in decision-making accuracy, driving more impactful and informed outcomes across the organisation.

Module content

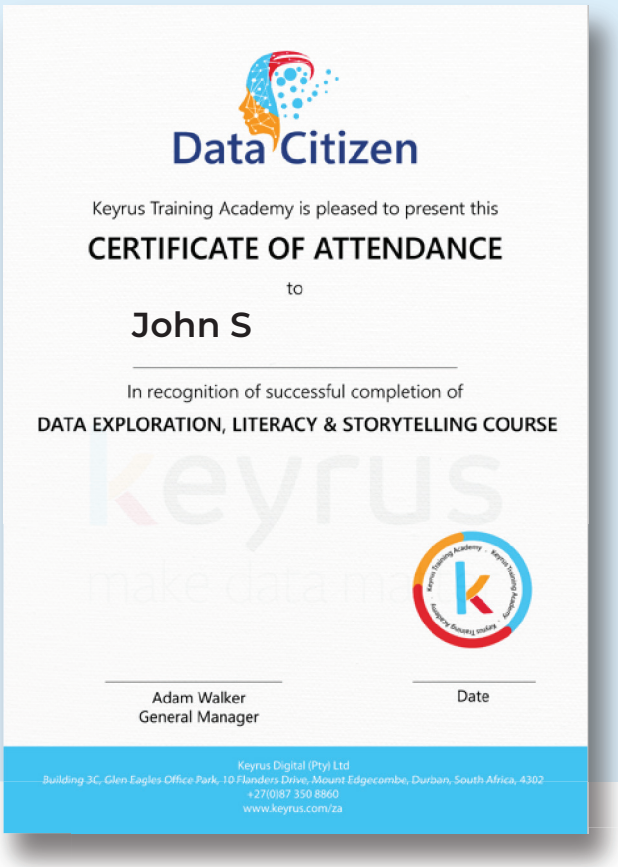
- **Transforming complex data into compelling narratives that captivate, inform, and persuade stakeholders.**
- **Utilising impactful visualisations, contextual storytelling, and emotional connections to drive engagement and inspire meaningful action.**
- **Tailoring messages through audience analysis to ensure insights resonate and spark dialogue across diverse groups.**
- **Integrating narrative techniques to make data insights memorable, relatable, and aligned with business goals.**
- **Crafting stories that bridge data insights with real-world context, enabling clear communication of trends, challenges, and opportunities.**

Pricing

Users	Cost per course per person		Duration
	Virtual	In-person	
Min 3	R2,500 ex vat	R3,950 ex vat	1 day
> 3	Pricing will be customised based on your specific requirements		1 day

Book your Data Literacy training

Certification of Attendance



Upon successful completion of your selected course you will received a digital certification of attendance.

This certificate of attendance will serve as a proof of your newly gained capabilities in Data Literacy.

Additional course information

- All training courses are available in a live virtual format or in person.
- Pricing for training courses for groups of 10 or more participants will be provided on request.
- Pricing can be customised to your requirements. Please contact us at **sales@keyrus.co.za** for a detailed quotation.

Testimonials



Extremely enjoyed the training.

The content covered was valuable and will contribute to my day-to-day tasks.

The training material was very detailed and easy to follow.

The sessions are very interactive and allowed for questions and engagement.

I like that the training was very hands-on. This allowed us to work on exercises and ask the necessary questions.

Feedback summary

We have a proven track record training hundreds of professionals in a variety of business intelligence tools within South Africa and internationally. We actively seek and value our trainees' feedback:

Trainer's ability to transfer knowledge	5/5
Trainer's experience	4.9/5
Training knowledge utilisation	4.6/5
Training meeting expectations	4.7/5



Feedback from our valued customers

Learn more about how **Keyrus** has implemented an effective Data Literacy program at MUA Insurance by clicking on the image below:



Contact us today



Craig Andrew
Head of Business Development

We are your partner in customised skill transfer and company-wide enablement.

Contact us at sales@keyrus.co.za or +27 87 350 8860

www.keyrus.com/za

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