



*Training Course:
Leveraging Data as a Competitive Advantage*

*11 - 15 August 2025
Madrid (Spain)
Pestana CR7 Gran Vía*

Training Course: Leveraging Data as a Competitive Advantage

Training Course code: IT236031 From: 11 - 15 August 2025 Venue: Madrid (Spain) - Pestana CR7 Gran Vía Training
Course Fees: 6000 € Euro

Introduction

In today's fast-paced and hyper-competitive business environment, data has emerged as one of the most valuable assets an organization can possess. Effectively leveraging data enables companies to unlock deep insights, enhance decision-making, drive innovation, and create sustainable competitive advantages. The ability to harness data strategically differentiates industry leaders from laggards.

The "Leveraging Data as a Competitive Advantage" program, designed by Global Horizon Training Center, is tailored specifically for managers who seek to transform data into actionable intelligence. This program blends strategic frameworks with practical analytics skills, enabling participants to lead data-driven initiatives that boost performance, optimize operations, and improve customer engagement.

Objectives

By the end of this program, participants will be able to:

- Understand the strategic value of data as a core organizational asset.
- Identify key sources and types of data relevant to their business context.
- Develop data-driven decision-making processes and frameworks.
- Utilize analytical techniques and tools to extract insights from data.
- Foster a data-driven culture and overcome common barriers.
- Integrate data analytics into business strategy and competitive positioning.
- Measure the impact of data initiatives on organizational performance.

Course Methodology

This course employs a blended learning approach including:

- Instructor-Led Interactive Lectures focusing on strategic and practical aspects of data use.
- Hands-On Exercises utilizing data analytics tools and visualization software.
- Real-World Case Studies highlighting successful data-driven transformations.
- Group Workshops to design data strategies and solve business challenges.

- Discussions and Q&A Sessions to exchange ideas and best practices.
- Templates and Frameworks for immediate application in the workplace.

Organizational Impact

Organizations adopting the principles of this program will experience:

- Enhanced ability to make evidence-based strategic decisions.
- Improved operational efficiencies through data insights.
- Greater innovation driven by data-backed product and service development.
- Strengthened competitive positioning through market intelligence.
- A cultural shift towards data literacy and continuous improvement.
- Increased agility in responding to market and customer trends.

Target Audience

This course is designed for:

- Mid to senior-level Managers across functions
- Business Unit Heads and Department Leaders
- Strategy and Planning Managers
- Data and Analytics Managers looking to influence business strategy
- IT Managers working closely with business functions
- Innovation and Digital Transformation Leaders
- Any manager responsible for driving performance improvements through data

Outlines

Day 1: The Strategic Importance of Data

- Data as a Strategic Asset: Concepts and Trends
- Understanding Data Ecosystems: Internal and External Sources
- Competitive Advantage through Data: Case Studies

- Building a Business Case for Data-Driven Transformation
- Workshop: Assessing Your Organization's Data Maturity

Day 2: Data Governance and Quality

- Foundations of Data Governance and Compliance
- Data Quality Management: Ensuring Reliability and Accuracy
- Ethical Considerations and Privacy Regulations GDPR, CCPA, etc.
- Establishing Roles and Responsibilities for Data Stewardship
- Exercise: Designing a Data Governance Framework

Day 3: Analytics Tools and Techniques

- Overview of Descriptive, Predictive, and Prescriptive Analytics
- Data Visualization Best Practices for Managers
- Introduction to Key Analytical Tools and Platforms
- Identifying Key Performance Indicators KPIs and Metrics
- Hands-On: Building Dashboards and Reports

Day 4: Driving Data-Driven Decision Making

- Embedding Analytics into Business Processes
- Overcoming Resistance and Building a Data Culture
- Storytelling with Data: Communicating Insights Effectively
- Change Management for Data Initiatives
- Group Activity: Crafting a Data-Driven Decision Framework

Day 5: Implementing Data Strategies for Competitive Advantage

- Aligning Data Strategy with Business Goals
- Leveraging Big Data, AI, and Machine Learning Opportunities
- Measuring ROI and Impact of Data Projects

- Scaling Data Initiatives Across the Organization

Registration form on the Training Course: Leveraging Data as a Competitive Advantage

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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Full Name (Mr / Ms / Dr / Eng):
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Payment Method

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