



BUILDING A DATA-DRIVEN CULTURE WITH BUSINESS INTELLIGENCE TRAINING COURSE

16 - 20 Nov 2026

MADRID

5900 € (PER PERSON)

REF: #BUI3150_82100



COURSE INTRODUCTION / OVERVIEW:

In today's competitive landscape, the ability to leverage data is no longer a luxury but a fundamental necessity for survival and growth. This course is designed to guide organizations through the complex but rewarding journey of organizational transformation towards a truly data-driven culture. We move beyond the technical aspects of Business Intelligence (BI) tools to address the core challenge: embedding data into the DNA of your organization's decision-making processes. As highlighted by the renowned academic Thomas H. Davenport in his influential book "Competing on Analytics: The New Science of Winning," the real competitive advantage comes not from technology alone, but from a culture that values and utilizes data at every level. This training program offered by BIG BEN Training Center provides a comprehensive framework for developing and implementing a robust BI strategy, fostering widespread data literacy, and championing the change management required for successful adoption. Participants will learn to build a cohesive ecosystem where data governance, analytics, and strategic business objectives are perfectly aligned, enabling them to unlock actionable insights, drive innovation, and achieve sustainable performance improvements. This is a holistic journey from data awareness to data fluency.

TARGET AUDIENCE / THIS TRAINING COURSE IS SUITABLE FOR:

- Business Leaders and C-Level Executives.
- Department Managers and Team Leaders.
- Business Intelligence and Analytics Professionals.
- IT Managers and Data Architects.
- Project Managers and Change Management Specialists.
- Data Analysts and Business Analysts.
- Human Resources and L&D Professionals.
- Strategy and Corporate Planning Managers.



TARGET SECTORS AND INDUSTRIES:

- Banking and Financial Services.
- Healthcare and Pharmaceuticals.
- Retail and E-commerce.
- Manufacturing and Supply Chain.
- Telecommunications and Technology.
- Government Agencies and Public Sector Organizations.
- Consulting and Professional Services.
- Energy and Utilities.

TARGET ORGANIZATIONS DEPARTMENTS:

- Finance and Accounting.
- Marketing and Sales.
- Operations and Production.
- Human Resources.
- Information Technology (IT).
- Strategy and Business Development.
- Customer Service and Support.
- Research and Development (R&D).



COURSE OFFERINGS:

By the end of this course, the participants will have able to:

- Develop a comprehensive BI strategy and roadmap aligned with organizational goals.
- Establish effective data governance and data quality frameworks.
- Assess the organization's data maturity level and identify key areas for improvement.
- Champion data literacy and a data-driven mindset across all departments.
- Implement change management strategies to overcome resistance and drive user adoption.
- Master data storytelling techniques to communicate complex insights effectively to stakeholders.
- Design and utilize meaningful Key Performance Indicators (KPIs) and dashboards.
- Evaluate the ROI of BI initiatives and demonstrate their value to the business.
- Lead the cultural transformation required to sustain a data-informed environment.
- Navigate the ethical considerations of data collection and analysis.

COURSE METHODOLOGY:

The training methodology at BIG BEN Training Center is designed to be immersive, interactive, and highly practical. We believe that fostering a data-driven culture requires more than theoretical knowledge; it demands hands-on application and collaborative problem-solving. The course combines expert-led presentations with dynamic group discussions, allowing participants to share experiences and learn from one another in a collaborative environment. A significant portion of the training is dedicated to real-world case study analysis, where attendees will dissect successful and unsuccessful BI implementations to understand the critical success factors. Interactive workshops and practical exercises will challenge participants to apply concepts like data storytelling, KPI development, and change management planning to scenarios relevant to their own organizations. This experiential learning approach ensures that participants not only grasp the strategic frameworks but also develop the confidence to implement them. Continuous feedback from the instructor and peer-to-peer interaction are integral components, creating a rich and supportive learning journey that translates directly into workplace competence.



COURSE AGENDA (COURSE UNITS):

UNIT ONE: FOUNDATIONS OF A DATA-DRIVEN CULTURE

- The imperative for data-driven decision-making in the modern economy.
- Defining Business Intelligence (BI) and its strategic role.
- Distinguishing between data-informed, data-driven, and data-aware cultures.
- Assessing your organization's current data maturity level.
- The core components of a data-driven ecosystem.
- Understanding and promoting data literacy across the organization.
- Common barriers to building a data-driven culture and how to anticipate them.

UNIT TWO: STRATEGIC BI PLANNING AND DATA GOVERNANCE

- Aligning BI strategy with overarching business objectives and goals.
- Developing a strategic BI roadmap from vision to execution.
- The critical importance of executive sponsorship and leadership buy-in.
- Establishing a robust data governance framework.
- Defining roles and responsibilities: data owners, stewards, and custodians.
- Implementing data quality management processes and standards.
- Navigating data privacy, security, and ethical considerations.

UNIT THREE: THE BI TECHNOLOGY AND TOOLS ECOSYSTEM

- An overview of the modern BI and analytics technology stack.
- Understanding the difference between traditional and self-service BI.
- Key concepts in data warehousing, data lakes, and data marts.
- Criteria for selecting the right BI tools for your organization's needs.
- The role of data integration and ETL (Extract, Transform, Load) processes.
- Exploring data visualization principles for creating impactful reports.
- The future of BI: AI, machine learning, and predictive analytics.



UNIT FOUR: DRIVING ADOPTION THROUGH CHANGE MANAGEMENT AND STORYTELLING

- Applying change management principles to BI implementation.
- Identifying key stakeholders and creating a communication plan.
- Strategies for overcoming resistance and fostering user adoption.
- The art and science of data storytelling to drive action.
- Transforming raw data into compelling narratives for different audiences.
- Designing effective and user-centric dashboards and reports.
- Developing training programs to upskill employees in data analysis.

UNIT FIVE: LEADERSHIP, ROI, AND SUSTAINING THE DATA CULTURE

- The role of leadership in championing and modeling data-driven behaviors.
- Measuring the success and Return on Investment (ROI) of BI initiatives.
- Creating a continuous improvement loop for your BI strategy.
- Fostering a culture of curiosity, experimentation, and learning from data.
- Scaling BI capabilities and promoting data democratization responsibly.
- Case studies of successful data culture transformations.
- Developing a long-term vision for analytics and data innovation in your organization.

FAQ:

QUALIFICATIONS REQUIRED FOR REGISTERING TO THIS COURSE?

There are no requirements.

HOW LONG IS EACH DAILY SESSION, AND WHAT IS THE TOTAL NUMBER OF TRAINING HOURS FOR THE COURSE?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.



SOMETHING TO THINK ABOUT:

How can an organization balance the push for data democratization with the critical need for robust data security and governance?

WHAT UNIQUE QUALITIES DOES THIS COURSE OFFER COMPARED TO OTHER COURSES?

This course distinguishes itself by adopting a holistic, people-centric approach to a subject often treated as purely technical. While many programs focus narrowly on specific BI software or data analysis techniques, this training addresses the most critical and challenging aspect of a successful BI initiative: the cultural transformation. We delve deep into the organizational dynamics, change management strategies, and leadership principles essential for embedding data into the fabric of daily operations. The curriculum is built on the understanding that a powerful dashboard is useless if the organizational culture does not support its use. Therefore, we dedicate significant time to mastering data storytelling, fostering data literacy at all levels, and navigating the human elements of resistance and adoption. Rather than just teaching how to build reports, we teach how to build a sustainable ecosystem of inquiry and evidence-based decision-making. The content is strategically designed to empower leaders and professionals not just as data consumers, but as true champions of a data-driven culture who can inspire change and demonstrate tangible business value.