

Organizational data maturity

AIM OF THE TRAINING

The program builds a strong data culture across the organization, guiding teams from understanding data to effective communication and data-driven leadership.

TRAINING PROGRAM

MODULE 1_ From Data to Decisions

- Informational Data vs. Decision Data
- Asking for the Right Analytical Questions
- KPIs in the Context of Business Goals
- Avoiding Misinterpretation of Data
- Building a Data-Driven Decision Process
- Turning Data into Actions
- AI as a Data Interpretation Assistant

MODULE 2 _ Data Storytelling

- Building a Narrative Around Data
- Adapting Data Language to the Audience
- Using Emotion and Context in Communication
- Designing Persuasive Reports and Presentations
- Using Data Visualization as an Influence Tool
- Leading Inspiring Data-Driven Meetings
- AI as a Partner in Data Storytelling

BENEFITS

- Trust and openness grow in performance discussions.
- Engagement replaces pressure.
- Participants start seeing data as a shared language for decisions, not just reporting.

LECTURER

Anna Górbska, MBA

A data and strategy expert with 20+ years of experience in process optimization, business analytics, and strategic management. An MBA graduate and member of the Maxwell Leadership Certified Team, she helps organizations turn data into informed action.

TRAINING DETAILS

Duration: 1 module – 4-hour training

Time: 9:00–13:00

Date: Module 1: 19 November 2026

Module 2: 26 November 2026

Language: Polish

Place: live on-line, Zoom platform

Price: 850 PLN net + VAT / per module

For registration until: 18 September 2026

/ 10% – individual discount

/ 15% – group discount – 2 people or more