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WHERE DIGITAL MEETS PHYSICAL

Business Insights Courses

Unlocking Business Insights: A Strategic Guide

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Executive Summary

"Unlocking Business Insights - A Strategic Guide" is an intensive 8-day program designed to empower professionals with the knowledge and skills to harness the power of data and analytics. This transformative course explores cutting-edge techniques for collecting, analyzing, and interpreting data, enabling participants to derive actionable insights for informed decision-making. Tailored for a diverse audience, including executives, data analysts, marketing professionals, and entrepreneurs, the course offers a comprehensive curriculum covering everything from the basics of data collection to advanced data analysis and strategic application in business.

Why People Should Enrol

- **Skill Enhancement** - Gain proficiency in data analysis, interpretation, and strategic application, skills that are increasingly vital in the digital age.
- **Decision-Making Acumen** - Develop the ability to make informed, data-driven decisions, a key differentiator in today's competitive business environment.
- **Versatility** - The course caters to various professional backgrounds, enhancing its relevance and applicability across different sectors.
- **Practical Application** - Through case studies and a capstone project, participants can apply learnings directly to real-world scenarios, ensuring practical comprehension.

Benefits for the Organization

- **Competitive Edge** - Organizations with data-literate professionals can better navigate the market, predict trends, and stay ahead of competitors.
- **Enhanced Decision-Making** - Teams skilled in data analysis and interpretation contribute to more strategic and effective decision-making processes.
- **Operational Efficiency** - Insights from data analytics can streamline operations, reduce costs, and optimize resource allocation.
- **Data-Driven Culture** - Cultivating a workforce proficient in data analytics fosters a culture of evidence-based decision-making and continuous improvement.

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- **Innovation and Growth** – Exposure to emerging trends and technologies in data analytics equips organizations to innovate and grow sustainably in an evolving business landscape.

Conclusion

In summary, "Unlocking Business Insights - A Strategic Guide" is an essential program for any professional or organization aiming to leverage the power of data for strategic advantage. It offers a unique blend of theoretical knowledge and practical skills, preparing participants to drive their organizations towards success in a data-driven world.

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Introduction

In the era of information, the ability to understand, analyze, and leverage data is pivotal for business success. "Unlocking Business Insights - A Strategic Guide" is an 8-week comprehensive program designed to equip professionals with the skills and knowledge necessary to transform data into strategic business decisions. This program is meticulously crafted to suit a wide array of professionals, from executives and data analysts to marketing experts and entrepreneurs, ensuring relevance across various industry sectors.

Program Vision and Goals

Our vision is to enable participants to become adept at navigating the vast seas of data, extracting meaningful insights, and applying them to foster business growth and innovation. The program aims to:

- Demystify Data Analytics – Make the complex field of data analytics accessible and understandable.
- Foster Strategic Thinking – Teach how to integrate data insights into strategic business planning.
- Cultivate Analytical Skills – Develop advanced skills in data collection, analysis, and interpretation.
- Promote Ethical Data Use – Instill an understanding of ethical considerations in data handling and decision-making.
- Prepare for Future Trends – Equip participants with knowledge about emerging technologies and trends in data analytics.

Course Structure and Content

The course unfolds over 8 day, featuring 16 modules, each delving into different aspects of data analytics and its business applications:

- Day 1-2 – Lay the foundational knowledge of data in business, covering basic to advanced data analysis techniques.
- Day 3-4 – Focus on data interpretation, reporting, and its integration into business strategy and operations.
- Day 5-6 – Explore the realms of data-driven marketing and leadership in data-centric organizational cultures.
- Day 7-8 – Look ahead at emerging trends and wrap up with a hands-on capstone project where participants apply their learning to a real-world business problem.

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Teaching Methodology

The program blends various teaching methods:

- <u>Interactive Lectures</u> – Led by industry experts and academics.
- <u>Practical Workshops</u> – Hands-on sessions for applying theoretical knowledge.
- <u>Case Studies</u> – Real-world examples to illustrate successful data-driven strategies.
- <u>Group Discussions</u> – Encouraging idea exchange and networking among peers.
- <u>Capstone Project</u> – An opportunity to implement learned concepts on a practical project.

Target Audience

This program is tailored for:

- <u>Business Executives</u> – Seeking to integrate data-driven decision-making into their strategic planning.
- <u>Data Professionals</u> – Looking to enhance their analytical skills with a business perspective.
- <u>Marketing Specialists</u> – Interested in harnessing data for targeted strategies and consumer insights.
- <u>Entrepreneurs</u> – Aiming to build data-driven startups or incorporate analytics into their business models.

Key Takeaways

Participants will leave the program with:

- A robust understanding of data analytics and its strategic importance in business.
- Practical skills in data collection, analysis, and visualization.
- Enhanced capability to make informed, data-driven decisions.
- Insights into ethical data usage and future trends in analytics.
- A network of peers and professionals in the field of data analytics.

"Unlocking Business Insights - A Strategic Guide" is more than a course; it's a transformative experience designed to empower today's professionals with tomorrow's skills, driving not just individual growth but paving the way for organizational success in the data-driven digital age.

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Di-Phy Innovations

Di-Phy Innovations is a leading technology company based in New Zealand, specialising in transformative digital twin solutions. With a diverse portfolio encompassing organisational twins, product design, environmental solutions, construction, utilities, and smart cities, we bring a wealth of expertise to drive innovation and efficiency.

Led by visionary founder Regine Deleu, Di-Phy Innovations has a proven track record of driving successful transformation programs. Regine's leadership has been instrumental in fostering innovation, fostering growth, and ensuring long-term sustainability for organisations.

Regine's outstanding contributions have been widely recognised, including being a finalist for the Excellence Supreme Award in 2018, acknowledging her as a top IT professional. She was also a finalist at the Women of Influence Awards in 2015, highlighting her dedication to driving innovation in the industry.

With a vast reservoir of experience, Regine has served on governance boards as an Enterprise Architecture Expert and played a crucial role as a Data Research Advisory Board Member at prestigious institutions such as the International Organisation for Standardisation (ISO) and the Massachusetts Institute of Technology (MIT). These roles signify her commitment to shaping industry standards and pioneering impactful research in data management.

Through our innovative digital twin solutions and Regine's exceptional leadership, Di-Phy Innovations is uniquely positioned to deliver innovative technology solutions that drive organisational success and propel industries forward. Embrace the future of transformation with Di-Phy Innovations, where innovation meets excellence.

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Course Structures

The courses are designed to empower professionals with the knowledge and skills to harness the power of data and analytics. This transformative course explores cutting-edge techniques for collecting, analyzing, and interpreting data, enabling participants to derive actionable insights for informed decision-making. Tailored for a diverse audience, including executives, data analysts, marketing professionals, and entrepreneurs, the course offers a comprehensive curriculum covering everything from the basics of data collection to advanced data analysis and strategic application in business.

Target Audience

Executives, data analysts, marketing professionals, entrepreneurs.

Learning Outcomes

- Mastery of data collection, analysis, and interpretation.

- Ability to integrate data insights into business strategy.

- Enhanced decision-making skills in a business context.

This course structure aims to provide a comprehensive understanding of how data can be effectively used to gain insights and drive business strategy, suitable for professionals from various backgrounds.

Each module is designed to progressively build on the skills and knowledge acquired in the previous ones, ensuring a comprehensive and practical understanding of using data for business insights.

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Day 1 - Introduction to Data-Driven Decision Making

Module 1 - The Power of Data in Business

Learning Objectives

- Understand the fundamental role of data in shaping modern business strategies.
- Analyze case studies of successful data-driven companies to identify key success factors.

Lessons

Lesson 1.1 - Understanding the role of data in modern business.
Lesson 1.2 - Case studies of successful data-driven companies.

Duration

2 hours

Module 2 - Basics of Data Collection

Learning Objectives

- Learn various methods of data collection relevant to business environments.
- Explore ethical considerations and privacy laws in data collection.

Lessons

Lesson 2.1 - Methods of data collection.
Lesson 2.2 - Ethical considerations and privacy.

Duration

2 hours

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Day 2: Data Analysis Techniques

Module 3: Data Analysis Fundamentals

Learning Objectives

- Gain a foundational understanding of statistical methods used in data analysis.

- Explore essential tools and software for effective data analysis.

Lessons

Lesson 3.1 – Introduction to statistical methods.

Lesson 3.2 – Tools for data analysis.

Duration

3 hours

Module 4: Advanced Data Analysis

Learning Objectives

- Delve into predictive analytics and modeling techniques.

- Introduction to basic machine learning concepts for deriving business insights.

Lessons

Lesson 4.1 – Predictive analytics and modeling.

Lesson 4.2 – Machine learning basics for business insights.

Duration

3 hours

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Day 3: Data Interpretation and Reporting

Module 5: Interpreting Data

Learning Objectives

- Develop skills to translate complex data into actionable business insights.

- Identify and avoid common pitfalls in data interpretation.

Lessons

Lesson 5.1 – Translating data into actionable insights.

Lesson 5.2 – Avoiding common misinterpretations.

Duration

3 hours

Module 6: Effective Reporting

Learning Objectives

- Master techniques for visualizing data effectively.

- Learn to craft compelling narratives using data.

Lessons

Lesson 6.1 – Visualizing data for impact.

Lesson 6.2 – Crafting compelling data narratives.

Duration

3 hours

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Day 4: Strategic Application of Business Insights

Module 7: Strategy Development

Learning Objectives

- Learn to integrate data insights into holistic business strategy development.
- Understand the principles of scenario planning and forecasting.

Lessons

Lesson 7.1 – Integrating insights into business strategy.
Lesson 7.2 – Scenario planning and forecasting.

Duration

4 hours

Module 8: Operational Excellence through Insights

Learning Objectives

- Explore how data-driven insights can streamline business operations.
- Study case examples of operational improvements driven by data analysis.

Lessons

Lesson 8.1 – Streamlining operations using data.
Lesson 8.2 – Case studies of operational improvements.

Duration

4 hours

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Day 5: Data-Driven Marketing

Module 9: Marketing Analytics

Learning Objectives

- Understand how to analyze consumer behavior using data.
- Develop strategies for personalization and targeted marketing.

Lessons

Lesson 9.1 – Understanding consumer behavior through data.
Lesson 9.2 – Personalization and targeted marketing strategies.

Duration

4 hours

Module 10: Digital Marketing Insights

Learning Objectives

- Learn to leverage online data for effective digital marketing.
- Explore social media analytics and their impact on marketing strategies.

Lessons

Lesson 10.1 – Leveraging online data for marketing.
Lesson 10.2 – Social media analytics.

Duration

4 hours

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Day 6: Leadership in a Data-Driven Culture

Module 11: Leading with Data

Learning Objectives

- Develop skills to build and manage a data-driven team.

- Foster a culture of data literacy across the organization.

Lessons

Lesson 11.1 - Building a data-driven team.
Lesson 11.2 - Encouraging data literacy across the organization.

Duration

3 hours

Module 12: Ethical Leadership and Data

Learning Objectives

- Navigate ethical dilemmas in data-driven decision making.

- Understand the importance of data governance and compliance.

Lessons

Lesson 12.1 - Navigating ethical dilemmas.
Lesson 12.2 - Data governance and compliance.

Duration

3 hours

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Day 7: Emerging Trends and Technologies

Module 13: The Future of Data Analytics

Learning Objectives

- Explore emerging trends in data science and analytics.
- Understand the evolving role of AI and automation in data analysis.

Lessons

Lesson 13.1 – Emerging trends in data science.
Lesson 13.2 – The role of AI and automation.

Duration

3 hours

Module 14: Innovations in Data Collection

Learning Objectives

- Learn about IoT and real-time data collection methods.
- Discover new frontiers in data sourcing and their potential impacts.

Lessons

Lesson 14.1 – IoT and real-time data collection.
Lesson 14.1 – New frontiers in data sourcing.

Duration

3 hours

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Day 8: Capstone Project and Integration

Module 15: Project Planning

Learning Objectives

- Develop a comprehensive proposal for a capstone project.

- Identify and evaluate key data sources and analysis techniques for the project.

Lessons

Lesson 15.1 – Developing a project proposal.
Lesson 15.2 – Identifying key data sources and analysis techniques.

Duration

4 hours

Module 16: Project Execution

Learning Objectives

- Implement the project with a focus on integrating learned skills.

- Present insights and strategic recommendations based on project findings.

Lessons

Lesson 16.1 – Implementing the project.
Lesson 16.2 – Presenting insights and strategic recommendations.

Duration

4 hours

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Profile Trainer

Regine Deleu

Regine is a dynamic and entrepreneurial leader with a wealth of international experience in orchestrating successful transformation programs. Her expertise lies in spearheading complex business transformations that drive innovation, foster growth, and ensure long-term sustainability.

What sets Regine apart is her innate creativity and out-of-the-box thinking. She approaches challenges with a fresh and inventive perspective, forging new pathways and devising unconventional solutions that break the traditional moulds. Her ability to convert insights and ideas into actionable outcomes generates tangible and meaningful results, inspiring behavioural change and creating new opportunities for the organisation.

Regine's impressive track record extends to her service on prestigious governance boards. As an Enterprise Architecture Expert and a Data Research Advisory Board Member, she has contributed her expertise to influential organisations such as the International Organisation for Standardisation and the Massachusetts Institute of Technology, respectively. Her strategic insights and forward-thinking approach have been instrumental in shaping industry standards and driving cutting-edge research.

With Regine at the helm, executives can expect unparalleled leadership, innovation, and a resolute commitment to unlocking the full potential of their organisations. Her ability to navigate complex landscapes, coupled with her passion for driving meaningful change, make her an invaluable asset for any business seeking to achieve transformative and sustainable growth.

Awards

- Finalist Supreme Award – IT Professional of the Year 2018, IT Professionals NS

- Finalist for Innovation for the 2015 Women of Influence Award, Fairfax Media and Westpac

- Enterprise Architecture Values in Action Award, Inland Revenue

Education

- Master of Computer Science

- Bachelor of Engineering, Computer Science

Professional Experience

Regine is a visionary leader who has spearheaded the development of Digital Twins across various industries, including Smart Cities, Ports, Utilities (energy, waste management), Production lines, Damage prevention, and Digital Twins for Organisations. Her expertise lies in crafting comprehensive strategies, roadmaps, and overseeing the implementation of these innovative digital solutions.

In both the public and private sectors, Regine excels in creating and executing strategic goals and direction, as well as driving digital transformation programs. Her portfolio includes significant achievements such as envisioning the Digital Future for Local Government, Telecommunications, and Security Services. Additionally, she has played a pivotal role in the creation of a country-wide energy grid digital twin, revolutionising the energy sector's operations.

Regine's unique blend of strategic thinking and hands-on expertise has made her an invaluable asset in the world of digital innovation. Her accomplishments in establishing and implementing digital twins across diverse industries have not only enhanced operational efficiency but also empowered organisations to make data-driven decisions for long-term success.

Data Culture and Governance Model – Fire and Emergency New Zealand

The Fire and Emergency New Zealand (FENS) Data Culture and Governance Model is an essential first phase in the creation of a cutting-edge digital twin system aimed at identifying potential hazards and dangers. By leveraging the power of data, the digital twin aims to enhance FENS's operational capabilities, providing critical insights to identify, assess, and mitigate potential hazards and dangers effectively.

Digital Twin – Auckland Transport

Regine's visionary leadership led to the successful creation of a transformative Digital Twin for Auckland Transport, becoming an integral part of their change management initiatives. Her contributions encompassed the establishment of a dedicated architecture team, the design of purpose-driven strategies and goals, and the meticulous crafting of a Digital Twin blueprint and roadmap.

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With a keen eye for innovation and attention to detail, Regine took charge of the entire implementation process, ensuring seamless execution from start to finish. Her strategic approach and hands-on guidance have enabled Auckland Transport to harness the power of the Digital Twin, revolutionising their operations and paving the way for enhanced decision-making and performance optimisation. Under her direction, the Digital Twin initiative has become a pivotal driver of positive change, positioning Auckland Transport at the forefront of cutting-edge technology adoption in the transportation sector.

Government Enterprise Architecture for New Zealand

The core objective of Enterprise Architecture is to guarantee that technology, information, and process development investments are not only cost-effective but also sustainable, while remaining in perfect alignment with the organisation's strategic objectives. This comprehensive framework is meticulously crafted to be adaptable for implementation at agency, sector, and All-Of-Government levels. By embracing Enterprise Architecture, executives can optimise resource allocation, drive innovation, and achieve seamless integration of technology solutions across the organisation, ultimately leading to increased efficiency and enhanced strategic outcomes.

Data and Information Management Framework

In today's digital landscape, information has emerged as a critical economic resource and stands as one of the organisation's most invaluable assets. However, despite its undeniable significance, quantifying the true value of information has been a challenge. As data consumption, storage, processing, and maintenance demands grow exponentially, this invaluable asset often goes unrecognised financially. As executives, recognising the true value of information and devising effective strategies to measure and capitalise on its potential will be essential in driving innovation, optimising resource allocation, and gaining a competitive edge in the dynamic business landscape. Embracing data-driven decision-making and implementing robust information management practices will not only unlock hidden value but also empower the organisation to harness the full potential of its most prised asset - information.

Accelerated Delivery Methodology

The driving force behind the Accelerated Delivery Methodology is to expedite the delivery of superior government services for New Zealanders, with a keen focus on customer outcomes and service experiences. This methodology achieves its objectives by harnessing the power of technology enablement, bolstered by effective policy support and streamlined delivery processes. By adopting this approach, executives can elevate their organisation's service delivery capabilities, ensuring that citizens receive efficient and customer-centric services that cater to their evolving needs and preferences. The Accelerated Delivery Methodology is a transformative tool that empowers executives to foster innovation, optimise operational efficiency, and elevate customer satisfaction, solidifying the organisation's reputation as a forward-thinking and citizen-focused government entity.

Government Business Capability Model

The Government Business Capability Model stands as a pivotal achievement within the New Zealand Government Strategy, specifically designed to enhance public sector business capabilities. This model serves as a unifying framework, laying the foundation for a substantial improvement in business capabilities across various government entities. By embracing this model, executives can foster collaboration, facilitate seamless information sharing, and identify new avenues for capability development. With a standardised and integrated approach to business capabilities, the government can drive efficiency, enhance interagency collaboration, and deliver more impactful services to citizens. The Government Business Capability Model is a strategic tool that empowers executives to cultivate a cohesive and agile government ecosystem, positioning New Zealand as a leader in delivering effective and citizen-centric solutions.

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Other Training Programmes

In addition to our core offerings, we are pleased to present a series of highly valuable courses designed to empower your organisation in the realm of data and digital transformation. These courses include:

Create a Data Culture

This course delves into the strategies and best practices for fostering a data-centric culture within your organisation, laying the groundwork for data-driven decision-making and innovation.

Manage Data as an Organisational Asset

The course equips participants with the skills to use data in strategic decision-making, enhancing business strategies and operational efficiencies. Employees will gain a deep understanding of data as a crucial asset, learning to manage, interpret, and leverage it effectively. They will learn to utilise data in innovative ways, helping the organisation adapt to changing market dynamics and customer needs.

Digital Twin

The Digital Twin Courses offers a comprehensive exploration of the revolutionary Di-Phy Innovation Digital Twin Framework, a cutting-edge technology that bridges the physical and virtual worlds, enabling unprecedented insights and efficiencies across industries. Throughout these courses, participants will gain in-depth knowledge and practical skills to leverage digital twins for optimising operations, enhancing decision-making, and achieving superior outcomes. Covering essential topics such as the Digital Twin Ecosystem, Maturity Model, Strategy, Intelligence Capabilities, Data Services, Visualisation, and more, these courses equips learners with the expertise to harness the power of digital twins for transforming their organisations and staying ahead in the digital era.

Fee

The pricing for our courses is as follows:

- US$ 1,400 per day for group classes

- US$ 3,000 per day for personalised one-on-one classes

These rates reflect our commitment to providing high-quality, tailored learning experiences that meet the unique needs of your team. By investing in our training programs, your organisation will gain valuable insights, skills, and strategies to thrive in today's dynamic business landscape.

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