

Data analytics & business intelligence for non-technical leaders

A half-day virtual workshop

In today's data-driven world, leaders don't need to be technical experts, but they do need to understand how to interpret, question, and leverage data for better decisions.

This practical session demystifies data analytics and business intelligence for non-technical leaders, helping them confidently use data insights to drive strategy, performance, and innovation without getting lost in jargon or technical complexity.

Learning objectives

- Understand the key concepts of data analytics and business intelligence (BI)
- Recognise the difference between raw data, insights, and action
- Know how to ask the right questions when presented with data
- Explore common data pitfalls and how to avoid misinterpretation
- Build confidence in using dashboards, reports, and KPIs to inform decisions

Session format

Sessions are usually run on Zoom or Teams. Please let us know if you prefer a different platform.

Groups of up to 12 recommended, up to 20 if necessary. Please let us know if you have a larger group and we can tweak the session accordingly.

All participants receive a PDF of the slides, key learning points and pointers to further learning resources.

Sample timetable

9:00	Welcome and introduction <ul style="list-style-type: none">• Why leaders need to become data-literate• Myth-busting common fears around data
9:20	What are data analytics and business intelligence? <ul style="list-style-type: none">• Explaining core concepts simply• Key tools and outputs (dashboards, KPIs, visualisations)
9:40	From data to insights to action <ul style="list-style-type: none">• How to move from information to better decisions• Practical examples from leadership scenarios
10:00	Break
10:15	Critical thinking with data <ul style="list-style-type: none">• Asking good questions• Recognising bias, gaps, and misleading stats
10:35	Understanding dashboards and KPIs <ul style="list-style-type: none">• How to interpret them• How to spot when something isn't right
10:55	Case study exercise <ul style="list-style-type: none">• Group activity – analysing a real-world dashboard
11:20	Action planning <ul style="list-style-type: none">• How to strengthen your data skills in your current role. Building questions into leadership practice
11:45	Key takeaways
12:00	Close