DATA TO THE
PEOPLE

Don't get left behind.

Get Databilities®

Your organisational pathway to data literacy

DATA TO THE PEOPLE

We live in a time of bold digital transformation agendas, exponentially increasing volumes of data and a limited supply of talent with the skills to realise its potential. All of which contribute to the urgent need for organisations globally to build and nurture data literacy across their workforces.

For most, the challenge has been knowing where to start and understanding the true value that organisational-wide improvements in data literacy will achieve.

Who We Are

Data To The People are recognised global experts and industry leaders in building and nurturing data literacy.

We equip leaders and organisations with the tools to assess individual and organisational data literacy, and design bespoke programs for them to improve the data competency of their workforce.

We deliver a research-backed, scalable approach to data literacy, assisting organisations to measure, map and develop data literacy across their entire workforce.

Our proprietary Databilities® framework means we're uniquely placed to help organisations understand how they measure up against competitors, other businesses in the region and different occupations.

Databilities®

The world's first, evidence-based data literacy competency framework exclusively available through Data To The People.

The framework outlines 18 core competencies with up to 6 levels of capability across the dimensions of reading, writing and comprehension.

Databilities® is the foundation of our approach. It allows us to identify, prioritise and measure the impact of capacity development initiatives.

Databilities® is the most comprehensive assessment tool of individual data literacy in the world.[1]
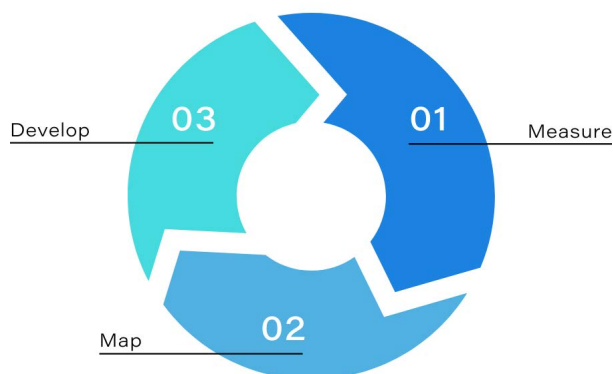
Global Data Literacy Benchmark

With the world's largest database of individual data literacy competency-based assessments, Data To The People is uniquely placed to help you understand where your workforce stands when compared with your competitors, to the workforce in similar industries, locations and job family profiles.

Benchmark comparisons are available along the following dimensions:

▶ Industry
▶ Occupation
▶ Geography

[1] Statistics Canada. 2019. Data Literacy: What It Is and How to Measure It in the Public Service. Statistics Canada Catalogue no. Catalogue no. 11-633-X — No. 022. Ottawa. Version updated August 2019. Ottawa.

Our Databilities® Methodology

Measure

You can't manage what you don't measure.

The first step is to assess your 'current state' of data literacy. Our Organisational Assessment against the Databilities® framework provides an opportunity for you to measure – at scale – the current level of data literacy across a diverse range of your employees.

The Assessment identifies both areas of strength, and areas of opportunity, in specific competencies across your organisation.

Your Assessment is customised to reflect your organisation's unique features and is able to identify pockets of excellence as well as those areas of your business that could do with some additional support.

Map

When completing a jigsaw puzzle, you know what the end result will look like.

With the insights gained from your Organisational Assessment we step you through the creation of competency maps grounded in the Databilities® framework.

These maps establish a shared and achievable vision for what data literacy could look like across all roles and functions. We can map an organisation-wide standard, as well as the aspirational standard for different job families and responsibilities across the organisation.

Our approach is an engaging and consultative one, with opportunities for different stakeholder groups to contribute to and shape the maps.

Develop

Plan your work and work your plan.

Our strategy and implementation roadmaps are designed to address identified gaps, celebrate existing strengths and support organisational development, including:

▶ development and rollout of communications and engagement strategy

▶ bespoke training, workshops, online learning modules

▶ leader resources, including talking points, checklists and key questions to support leaders to foster a stronger data culture

▶ integration of agreed competency models in position descriptions, hiring and performance management functions.

We work in partnership with our clients to implement their tailored roadmap – whether as leaders or supporters – to exponentially improve data literacy across every aspect of your business.

Data literacy is the ability to *read, write* and *comprehend* data – just as general literacy is our ability to read, write and comprehend our native language.

DATA TO THE PEOPLE

Contact us at
info@datatothepeople.org
to discuss how we can
help you build your
data literate workforce.

Visit datatothepeople.org