Big Data' and its Impact on Business

Introduction

'Big Data' will have a huge impact on business, the economy and the world of work. This course will enable those attending to understand what is required for their organisation to gain the benefits that 'Big Data' offers. It will give them an overview of what 'Big Data' is and how it is impacting on business.

The participants will gain an understanding of the business benefits of utilising 'Big Data' and the factors that impact on businesses using 'Big Data' successfully.

The course will cover in detail the factors that impact on effectively utilising Big Data, how to manage the factors, using practical and useful tools and techniques. The course will also focus on the skills required to champion 'Big Data' effectively, and participants will apply the information to their own organisation in the form of implementation plans.

Course Objectives

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

- Explain what 'Big Data' is and how it is impacting on business
- Explain the business case for 'Big Data'
- Explain how organisational design will impact on utilising 'Big Data'
- List the cultural and structural issues that impact on 'Big Data' being used effectively
- Identify the main issues that organisations need to manage effectively to utilise 'Big Data'
- Outline the technological requirements of any organisation that wants to utilise 'Big Data'
- Outline the knowledge and skills required by leaders to be effective in utilising 'Big Data.'
- Explain the talent management and HRM strategies that impact on 'Big Data' being utilised effectively.
- Describe the knowledge and skills capabilities required in organisations utilising 'Big Data'.
- Describe the specific knowledge and skills required of personnel whose role it is to support implementation of 'Big Data' in the organisation
- Describe ways to effectively manage change
- Create a change management plan
- Describe planning and project management techniques and use this information to create a project plan for implementing 'Big Data'
- Explain how silos and suspicion impact on working collaboratively and data sharing
- Describe ways of working collaborative
- Create a plan for collaborative working and building trust and engagement in the organisation
- Explain what positive influence is and how it can be used to enable change and manage conflict
- Use positive influence techniques in one to one meetings, in groups and to upwardly influence

Content
A sample of what is covered includes:

'Big Data' in context of the business in the economy
This session will provide participants with an understanding of what 'Big Data' is and how it impacts on business, the economy and the world of work. The session will include:
- Definitions of 'Big Data'
- Trends in the use of data and future trends
- Examples of how different sectors are utilising 'Big Data'
- Case study examples of how organisations are using 'Big Data' to improve business performance

The Business case for utilising 'Big Data'
This session will explore the opportunities that utilising Big Data brings to organisations. It will provide participants with an understanding of the business advantages of increased measurement opportunities for better decision making and more precise management resulting in
- More effective management
- More efficient procedures and systems
- Increased customer knowledge

Following this, participants will relate the information to their own organisations and
- identify the business benefits for their own organisation
- carry out a SWOT analysis on their organisation

Organisational Design and its impact on utilising 'Big Data'
This session will provide participants with an understanding of the impact of organisational design on utilising 'Big Data' and in particular the cultural and structural issues that help and hinder 'Big Data being used effectively. To examine the factors impacting participants will:

- Use case studies to examine 'best practice' organisational culture for utilising 'Big Data'
- Discuss the main factors that impact on organisational culture
- Assess how their own organisations culture compares to that required to effectively utilise 'Big Data'
- Understand how organisational structures impacts on utilising 'Big Data'
- Learn about different organisational structures and the advantages and disadvantages of each type
- Assess how their own organisations structure supports the utilisation of 'Big Data'

Implementing 'Big Data in the organisation

This is a series of sessions that focus on the factors that will have the biggest impact on the participant's organisations utilising 'Big Data'.

1. The first set of sessions cover four issues organisations will need to consider and manage effectively to utilise 'Big Data'
2. The second set of sessions cover the knowledge, skills and attitudes required to champion the implementation of 'Big Data' in the organisation.

Four issues organisations need to consider and manage effectively to utilise 'Big Data'

Technological issues
This short but essential session will outline the technological requirements of any organisation that wants to utilise 'Big Data'. Participants will learn:
- The technological approach required
- The technology/technological systems required to utilise 'big data'
- Issues that need to be considered and managed to harness technology effectively
- How to achieve data harmonisation
- The factors that help and hinder technology being used with 'big data'

Leadership issues
Fully utilising 'Big Data' requires a specific leadership approach. This session covers the knowledge and skills required by leaders to be effective in utilising 'Big Data.' The session will cover:
- The required leadership approach
- What leaders need to know about
  - Data analysis
  - Forecasting
  - Decision making
  - Cultural and structural change management

Talent Management and HRM issues
This session will examine the talent management and HRM strategies that impact on 'Big Data' being utilised effectively. In this session participants will learn of the approaches required to ensure the required talent is recruited and retained. The session will cover:
- The talent required to utilise 'Big Data'
- Resourcing and recruiting strategies to attract the required talent
- The talent management strategies of organisations utilising 'Big Data
- Performance management strategies
- Recognition and reward strategies
- Strategies to retain talent

Knowledge and Skill capabilities
In this session participants will cover the knowledge and skills capabilities required in organisations utilising 'Big Data'.

Managing data
- Data based decision making processes and techniques
- Problem solving techniques and skills
- Questioning skills

Dealing with silos and suspicion
- Collaborative working skills
- Team working knowledge and skills
- Influencing techniques and skills

Implementing Big Data - The Knowledge, Skills and Attitudes required of 'Big Data' champions

This set of sessions is designed to enable participants to champion the implementation of 'Big Data' in their organisation. The session will focus on the specific knowledge and skills required to support implementation.

Change management

This session examines change management and strategies to enable change to be managed effectively. The session will cover:

- Change management theory
- Different types of change
- Change models
- Ways to communicate change in the organisation
- Getting buy in to organisational change
- Change management tools and techniques
- Case studies of change management initiatives

Participants will apply the information in this session to their own organisation and create a change management plan.

Project planning

This session covers project planning and project management knowledge and skills that can be used when planning and implementing 'Big Data' in the organisation. The session will cover:

- Principles of planning
- Principles of project management
- Planning and Project management best practice
- Planning and project management techniques
- Critical path analysis
- Case studies of projects that were effective and ineffective

Participants will apply the information in this session to their own organisation and create a project plan.

Managing silos and suspicion

In this session participants will explore the ways that their organisations can reduce silo working and suspicion in their organisations to enable collaboration and data sharing. The session will cover:

- Strategies to harness collaboration
- Case studies organisations to identify potential silos
- How to build effective teams
- Network analysis and network development
- Identification of where silos and suspicion in evident in the organisation
- Strategies to build trust and engagement

Participants will apply the information in this session to their own organisation and create a collaborative working plan

Positive influencing skills

This session covers the knowledge and skills required to be able to positively influence. The participants will learn:

- What positive influencing is and is not
- The advantages of influencing positively
- the process of positive influence
- Influencing one to one
- Influencing in groups
- Upwardly influencing
- Practice sessions