

# Data Strategy

# Data Strategy Master Class

## Learning Goals

Masterclass:  
18-20/04/2023

FELDM

Agenda



In this [three-day master class](#), you will learn how to develop a data strategy for your company and how to stop being driven by data and trends and use data strategically to increase your company's success.

After this three days, you will...

... know how a data strategy can truly help your company to [leverage data](#) and [become data-driven](#).

... be confident in defining the [objective of a data strategy](#) and [cross-functionally developing use cases](#) to support the business objectives.

... you'll be sure how to [select](#) and [implement the right technology](#) for your business - even without having an overview of all possible technologies.

... have an extensive overview of the questions and guardrails to consider when [collecting data](#) and [managing it](#).

... have a better [overview of analytics methodologies](#) and not only the importance of [KPIs](#) and [measurement](#), but how to [develop](#) and [set it up](#).

... know how to optimally [set-up your teams](#) around data topics and which [processes](#) and [roles](#) are needed.

... know how to address the [change](#) and [mind-set facets](#) of implementing a data strategy and enabling colleagues based on their level of [data literacy](#).

# Data Strategy Master Class

Day ONE

9 a.m. - 5:30 p.m.

09.00 a.m. Check-in & Welcome

10.00 a.m. Motivation & General Data Strategy Framework

*1st Layer of the Framework*

11.00 a.m. Objectives

*12.00 a.m. Lunch*

01.00 p.m. Use Cases

02.00 p.m. Group Discussion / Reflection

*2nd Layer of the Framework*

03.00 p.m. Technology

05.00 p.m. Group Discussion / Reflection

05.15 p.m. Check-out

# Data Strategy Master Class

Day TWO

9.30 a.m. – 5:30 p.m.

09.30 a.m. Welcome & check-in (recap)

*2nd Layer of the Framework*

10.00 a.m. Data

11.30 a.m. Group Discussion / Reflection

*12.30 a.m. Lunch*

01.30 p.m. Analytics

03.00 p.m. Guest Speaker

04.30 p.m. Group Discussion / Reflection

05.30 p.m. Check-out

# Data Strategy Master Class

Day THREE

9.30 a.m. – 5.30 p.m.

09.30 a.m. Welcome & check-in (recap)

*3rd Layer of the Framework*

10.00 a.m. Organization

11.30 a.m. Enablement

*12.15 Lunch*

01.30 p.m. Enablement

02.00 p.m. Group Discussion / Reflection

03.00 p.m. Guest Speaker

04.00 p.m. Group Discussion / Reflection

05.00 p.m. Check-out

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Did we rise your interest?  
Do you have any further questions?

Send us a mail to  
[masterclass@feld-m.de](mailto:masterclass@feld-m.de)  
or check out

<https://www.feld-m.de/en/mc-datastrategy/>