

Reporting Academy: Data-driven decision making



Getting to smart decisions fast takes more than good reporting. It requires improved data literacy.

Data literacy is the critical ability to derive meaningful insights from data and apply them in a way that benefits your organization.

Making smart decisions fast takes a deeper understanding of your data and its potential, as well as the ability to bring that data to life through storytelling. The Reporting Academy can help accelerate your organization's path to effective business decisions. Through a collaboration of C-Suite, business leaders, and the employees who pull reports, you can unlock and channel your data's potential toward greater opportunities.

Make your move to more

Whether it's enabling data-based decisions, building data literacy, or delivering actionable insights through storytelling, the Reporting Academy helps you do more with—and get more from—your data by improving:



Speed. Faster decisions come from accurate data and timely reporting.



Usability. The quality of your insights depends upon the usefulness of your data.



Relevance. Decisions that connect data to behavior fuel actionable insights.

Building data literacy: A case for change

As data analysis and big data become routine in business strategy, it becomes increasingly important for all levels of the workforce, including C-suite and business leaders, to be data literate.

- **Compete and lead with data.** Fifty-nine percent of surveyed C-suite leaders consider data and analytics as the most important way to achieve a competitive advantage.¹
- **Boost your insight IQ.** Only 9 percent of surveyed organizations believe they have a good understanding of performance drivers.¹ Reporting Academy is your chance to know more.
- **See past the horizon.** More than 70 percent of surveyed organizations are undertaking projects to analyze and integrate data into their decision making.² You don't want to be left behind.

¹ 2017 Global Human Capital Trends – Deloitte

² 2018 Global Human Capital Trends – Deloitte

What it takes

We bring our knowledge, experience, and real-world methods to your business. You bring an open mind, a collaborative spirit, and your most important business questions.

We'll work with your C-suite executives and business leaders to identify the strategic capabilities needed to build your organization's data literacy and work to answer fundamental business questions.

But we don't stop there. We'll work with you to identify those individuals responsible for data analytics and report generation to engage them in an immersive learning experience. Our process fosters capability-building to reinforce continual learning—together and individually:

- **Pre-work:** Assesses key business questions and types of reports currently being run.
- **Facilitated learning:** Your employees will participate in a multi-day learning experience aimed at using data to answer key business questions and make decisions.
- **Ongoing learning:** Reinforces the capabilities and the knowledge gathered during the Reporting Academy for follow-on learning and implementation.

How it works: Reporting Academy in action

Each Deloitte Reporting Academy module supports the evolution of data literacy, from understanding complex business questions, to building a representative story through reports. Its capabilities have been differentiators at organizations like yours:

- **Data acumen is multidisciplinary.** Data literacy, business knowledge, and storytelling are all critical to success across business functions.

- **Focus on actions, not just findings.** By making data more actionable, you can transform information into solutions.
- **Imagine the future:** Embrace the future of work by moving beyond standard reporting to providing insights that drive business outcomes.



Identifying the Value

The first module introduces how to unlock the potential of accurate reporting.

- Uncover the root of business questions
- Look at data currently being collected and how it is used
- Align on true business questions



Conducting the Analysis

The second module uses real data sets to dive into the "how" of reporting and analysis.

- Determine data needed to answer business questions
- Access and manipulate data
- Produce clean and accurate data



Building Solutions

The third module targets proving insights through storytelling with data.

- Distill insights from data
- Analyze audience
- Answer key business questions
- Tell a meaningful story



Achieving Impact

The final module focuses on delivering impact using data.

- Conduct a report-driven discussion with leaders
- Deliver the insights each report is trying to tell
- Answer business questions based on data and insights



The Deloitte difference

By helping your business go beyond reporting, Deloitte's Reporting Academy can help accelerate your path to insights that matter—and to effective business decisions that drive stronger outcomes. Contact our experienced team to learn more.

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