

DATA-DRIVEN DECISION MAKING FOR LEADERS



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Introduction

Data-Driven Decision Making for Leaders helps managers move from opinion-led debate to evidence-led choice. Most organizations have plenty of data and too little decision discipline, so meetings consume figures without changing conclusions. This Data-Driven Decision Making for Leaders Training Course builds the habits and tools that close that gap. Participants learn to frame decisions, define the right metrics, ask better analytical questions, interpret results correctly, and communicate findings to non-technical audiences. Furthermore, the course covers data quality, dashboard design, experimentation, and common statistical traps. It also addresses how to build a data culture where evidence is expected, not optional. As a result, participants leave able to make faster, better-justified decisions.

Data-Driven Decision Making for Leaders Course Objectives

- Frame business decisions with clear questions, options, and success criteria.
- Define and select KPIs using leading, lagging, and balanced metric sets.
- Apply descriptive, diagnostic, predictive, and prescriptive analytics appropriately.
- Interpret statistical results, including correlation, regression, and significance.
- Recognize and avoid cognitive biases such as confirmation and survivorship bias.
- Evaluate data quality, sampling, and measurement reliability.
- Design dashboards with data visualization best practices.
- Run structured tests using A/B testing and controlled experiments.
- Communicate analytical findings through data storytelling.
- Build a data-driven culture with governance, literacy, and decision routines.

Course Methodology



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The course applies interactive, practice-based methods:

- Facilitated workshops on real business decisions.
- Hands-on analysis with spreadsheets and BI dashboard tools.
- Case studies of data-informed and data-misled decisions.
- Group exercises on metric design and data interpretation.
- Simulation of an evidence-based decision meeting.
- Action planning that converts each practice into a management routine.

Who Should Take This Course

- Senior and mid-level managers.
- Department heads and business unit leaders.
- Strategy, planning, and performance managers.
- Business analysts and data-informed decision makers.
- Marketing, operations, and finance managers.
- Project and program managers who report on outcomes.

Data-Driven Decision Making for Leaders Course Outlines

Day 1: Foundations of Data-Driven Leadership

- Defining data-driven decision-making and its limits.
- Distinguishing decisions from analyses and reports.
- Framing decisions with options and success criteria.
- Understanding types of analytics: descriptive to prescriptive.
- Reviewing data literacy levels in your organization.



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- Mapping decisions that deserve better evidence.
- Assessing your current decision-making habits.

Day 2: Metrics, KPIs, and Measurement Design

- Selecting KPIs with leading and lagging indicator logic.
- Building balanced metric sets with the Balanced Scorecard.
- Applying SMART and SMART-ER criteria to objectives.
- Avoiding vanity metrics and measurement distortion.
- Setting baselines, targets, and review cadence.
- Understanding sampling and measurement reliability.
- Designing a KPI set for a chosen function.

Day 3: Analytical Thinking and Interpretation

- Asking better analytical questions.
- Reading distributions, means, medians, and outliers correctly.
- Interpreting correlation, regression, and significance.
- Recognizing confounding variables and spurious patterns.
- Avoiding confirmation, anchoring, and survivorship bias.
- Evaluating data quality and source credibility.
- Reviewing an analysis for common errors.

Day 4: Visualization, Dashboards, and Reporting

- Applying data visualization best practices.
- Choosing the right chart for the message.
- Designing dashboards for executive and operational use.



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- Avoiding misleading scales, axes, and truncation.
- Building data storytelling with context and narrative.
- Presenting findings to non-technical audiences.
- Designing a dashboard layout in a live exercise.

Day 5: Experimentation and a Data-Driven Culture

- Designing A/B tests and controlled experiments.
- Defining hypotheses, control groups, and sample size.
- Interpreting test results and avoiding premature conclusions.
- Building data governance, quality, and literacy practices.
- Creating decision routines and review meetings that use evidence.
- Overcoming resistance to data-led change.
- Finalizing a personal data-driven decision action plan.

Conclusion

By successfully completing Data-Driven Decision Making for Leaders, participants will have acquired practical knowledge of decision framing, metric design, analytical interpretation, visualization, experimentation, and data culture building. They will have gained skills in KPI design, analytical judgement, dashboard communication, and evidence-based decision routines, plus a personal action plan. Gentex Training Center designed this program to help leaders decide with evidence rather than instinct alone.

FAQs





Q1 What is the "Data-Driven Decision Making for Leaders" course about?

It shows leaders how to make better decisions using evidence. Participants study decision framing, metric and KPI design, analytical interpretation, data visualization, experimentation, and how to build a culture where evidence guides choices.

Q2 What are the key benefits of the "Data-Driven Decision Making for Leaders" course?

Participants gain faster and better-justified decisions, clearer KPIs, and fewer arguments driven by opinion. Organizations also reduce costly misreads of data, communicate performance more credibly, and test ideas before committing full budgets.

Q3 What skills will I gain from the "Data-Driven Decision Making for Leaders" course?

You will develop four core skills: decision framing and KPI design, analytical interpretation and bias avoidance, data visualization and dashboard communication, and experimentation with data-driven culture building.

Q4 What tools, methods, or standards are covered in the "Data-Driven Decision Making for Leaders" course?

The course covers the descriptive, diagnostic, predictive and prescriptive analytics model, the Balanced Scorecard, SMART and SMART-ER criteria, leading and lagging indicators, distribution and regression interpretation, A/B testing and control groups, data visualization best practices, BI dashboards with tools such as Power BI and Tableau, and data storytelling methods.

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Q5 How is the "Data-Driven Decision Making for Leaders" course applied in real-world practice?

Participants apply the methods to live business tasks, such as framing a pricing decision, building a KPI set, reviewing an analysis for bias, designing a dashboard, and planning an A/B test. Each module ends with an action commitment, so learning transfers directly into management practice.

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