



Insights-Driven Organization Transformation Training Course

15 – 19 February 2027
Madrid



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Overview

Insights-Driven Organization Transformation Training Course is a five-day professional course for strategy leaders, analytics executives, business intelligence leaders, transformation managers, data product owners, and decision-process owners who leave with an Insights-Driven Transformation Blueprint. Participants connect decision priorities, insight products, operating roles, governance, adoption routines, capability maturity, value measures, and roadmaps. The course addresses organizations that produce data and dashboards without changing recurring decisions or realizing measurable outcomes. Agile Leaders Training Center develops insights-driven organization transformation.

Who Should Attend

- Strategy functions responsible for priorities, decisions, performance, and transformation outcomes
- Analytics and business intelligence leadership responsible for portfolios, capabilities, delivery, and adoption
- Data product ownership responsible for reusable insight services and business value
- Transformation functions responsible for operating-model change, behaviors, and roadmaps
- Business decision owners responsible for embedding evidence into recurring management routines
- Data governance functions responsible for definitions, access, quality, accountability, and controls

The course assumes participants can describe their organization's decisions, data and analytics capabilities, governance, and change priorities, and leaves out introductory analytics, platform engineering, software configuration, and external certification preparation.

Departments and Industries

The course supports departments and industries that seek measurable value from enterprise data and analytics investments.

- Corporate strategy, transformation, performance, and enterprise architecture
- Retail customer, merchandising, pricing, and supply decisions
- Manufacturing operations, quality, maintenance, and planning decisions
- Financial-services customer, risk, portfolio, and service decisions
- Healthcare capacity, pathway, quality, and resource decisions
- Public-service policy, operations, resource, and citizen-service decisions



Learning Objectives

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

- Prioritize decision domains and map insight-to-action flows
- Build reusable insight-product portfolios and ownership models
- Compare centralized, federated, and distributed operating choices
- Apply governance, decision rights, adoption, and feedback routines
- Evaluate analytics value, capability maturity, and behavior change
- Build a sequenced insights-driven transformation roadmap

Course Agenda

Day 1: Diagnose Decisions and Value

- Strategic Decision Domain Portfolio
- Insight-to-Decision-to-Action Value Chain
- Decision Friction and Evidence Gap Map
- Outcome, Behavior, and Value Hypothesis
- Insights-Driven Maturity Baseline

Day 2: Design Insight Products and Portfolios

- Decision User and Insight Need Canvas
- Insight Product Value Proposition
- Reusable Data, Metric, Model, and Narrative Components
- Insight Product Portfolio Prioritization Matrix
- Product Ownership and Lifecycle Charter

Day 3: Build the Analytics Operating Model

- Centralized, Federated, and Distributed Model Comparison
- Business, Product, Platform, Governance, and Enablement Role Map
- Decision Rights and Accountability Matrix
- Demand Intake, Prioritization, and Delivery Flow
- Data and Analytics Governance Control Model

Day 4: Embed Adoption and Measure Value

- Management Routine and Decision Workflow Redesign
- Insight Adoption and Behavior Change Plan
- Decision Feedback and Learning Loop
- Analytics Value and Benefits Scorecard
- Capability, Skills, Partnership, and Enablement Roadmap



Day 5: Practice Insights-Driven Transformation

- Exercise: Prioritize Decisions and Evidence Gaps
- Exercise: Design an Insight Product Portfolio
- Exercise: Select an Operating Model and Decision Rights
- Exercise: Build Adoption and Value Measures
- Capstone: Insights-Driven Transformation Blueprint

Practical Exercises

The course uses suggested activities based on transformation scenarios in retail, manufacturing, financial services, healthcare, and public services.

- Suggested activity: map recurring strategic and operational decisions, current evidence, friction, latency, ownership, behavior, and desired outcomes.
- Suggested activity: turn priority needs into insight-product canvases, reusable components, service levels, lifecycle owners, and portfolio choices.
- Suggested activity: compare operating models and assign roles, decision rights, governance, intake, delivery, adoption, and feedback responsibilities.
- Suggested activity: sequence a roadmap with capability gaps, initiatives, dependencies, change measures, value hypotheses, and review gates.

FAQs

Who suits insights-driven organization transformation, and what does it assume?

Strategy leaders, analytics executives, BI leaders, transformation managers, data product owners, decision owners, and governance functions suit the course; it assumes they can describe current decisions, analytics capabilities, governance, and change priorities.

How does an insights-driven organization differ from a data-driven organization?

An insights-driven organization turns governed analysis into repeatable decision routines, behavior change, action, feedback, and measured value, while a data-driven organization may focus primarily on data availability, access, reporting, and evidence use.

What belongs in an analytics operating model?

An analytics operating model defines decision domains, products, roles, ownership, decision rights, funding, governance, intake, prioritization, delivery, platforms, enablement, adoption, service levels, value measures, and learning loops.



How does an insight-to-decision process create value?

An insight-to-decision process creates value when it connects a real decision to timely evidence, clear interpretation, accountable ownership, a defined action, integration into workflow, outcome measurement, and feedback that improves the next decision.

How should analytics value realization be measured?

Analytics value realization should combine product adoption, decision speed, decision quality, behavior change, operational outcomes, financial or service effects, risk reduction, reuse, cost, benefit ownership, baselines, attribution assumptions, and review periods.

Conclusion

Participants take back an Insights-Driven Transformation Blueprint containing a decision portfolio, insight value chain, product canvases, operating model, role and decision-right maps, governance, adoption routines, capability assessment, value scorecard, roadmap, and transformation backlog. It changes disconnected analytics output into an organizational decision system. The blueprint keeps products, behaviors, accountability, learning, and value connected.