Data Citizen Skills Series Training Program V1

2025

Data Citizen Skills Series Program Overview

The Data Citizen Skills Series is a comprehensive educational initiative designed to enhance organizational data literacy through bite-sized learning modules. This program aims to empower data citizens and stewards by providing focused, accessible training across essential data management domains on the DataQG Learning Platform.

Program Structure

The various learning series consist of modular learning units covering fundamental aspects of data management, including: (Learning paths and programs can be tailored to organizational requirements)

Core Focus Areas

- Data Governance
- Data Quality Management
- Data Privacy and Protection
- Data Interpretation and Analysis
- Data Value
- Risk Management in Data Handling
- AI Governance / AI Essentials

Educational Approach

The program employs a modular, bite-sized learning format to ensure:

- Accessible and digestible content for business users
- Flexible integration into existing work schedules
- Progressive skill development
- Practical application of concepts

Strategic Objectives

Primary Goals

1. Increase organizational data fluency
2. Support data team initiatives and strategy implementation
3. Foster a robust data-driven culture
4. Build awareness across all data domains

Business Impact

- Enhanced decision-making through improved data literacy
- Strengthened collaboration between business users and data teams
- Reduced data-related risks through better understanding
- Improved data quality through knowledgeable data handling

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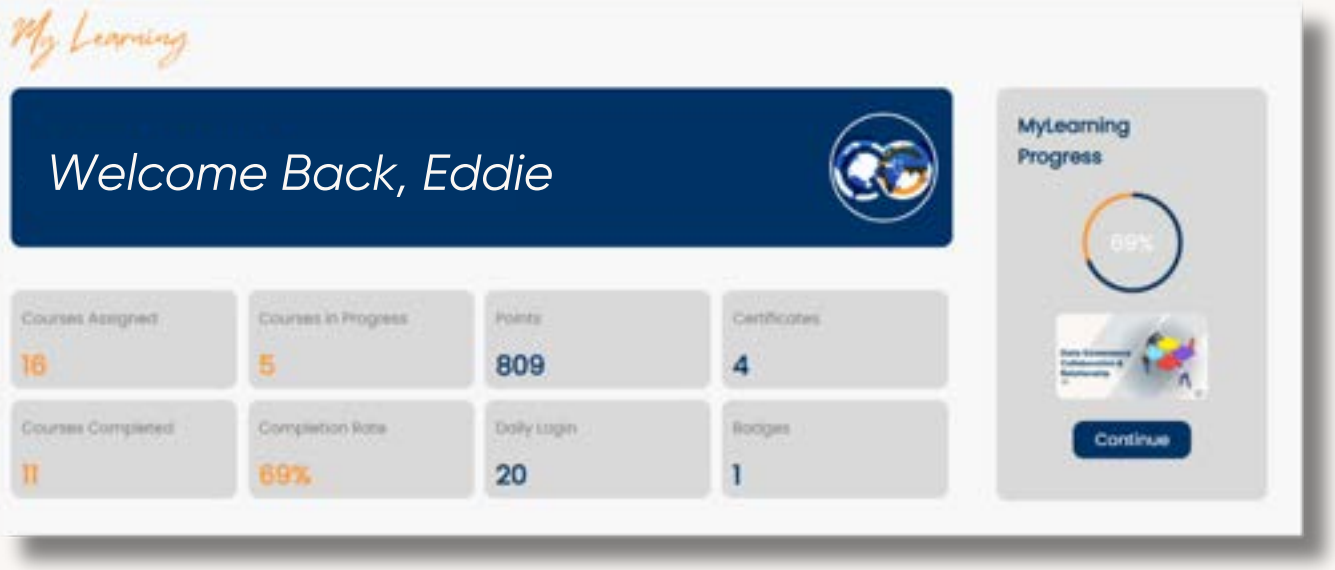
Target Audience
This initiative is specifically designed for:

- Business users across all departments
- Data stewards / Owners / Custodians / Champions
- Stakeholders involved in data-related decisions
- Team members requiring enhanced data literacy

Expected Outcomes
Through this program, participants will develop:

- Comprehensive understanding of data value and risk principles
- Practical skills for data handling and interpretation
- Awareness of data governance requirements
- Appreciation for data quality and privacy considerations
- Ability to identify and mitigate data-related risks
- AI Governance and usage best practices



Data Citizen Enablement

Just 12-Minutes a Day

Data Citizen Enablement & Upskilling

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Our Education

This dynamic mix of curated content and community-generated resources creates a rich learning environment that evolves with industry trends and organizational needs. Through this collaborative approach, learners benefit from both established frameworks and emerging best practices, fostering a more comprehensive and practical understanding of data value and risk.

Blended Learning

Our innovative blended learning methodology combines the structured expertise of DataQG's education team with the dynamic insights of our community practitioners. This dual approach ensures learners benefit from both professionally curated content and real-world applications.

Bite-Sized Micro Learning

Embark on a carefully structured learning journey tailored to your group's needs. Our recommended approach of "12 Minutes a Day" makes learning manageable and sustainable, allowing participants to naturally incorporate new data skills and knowledge into their daily workflow without disruption.

Guided by the Industry

DataQG's educational framework is deeply rooted in real-world industry needs, shaped by the collective expertise of our Education Advisory Board and our vibrant user community. This dual guidance ensures our educational content remains cutting-edge, practical, and aligned with industry demands.

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Data Citizen Skills Series Modules: V1

1. **Core Governance**
   a. The Importance of Data Governance
   b. Data Governance Principles
   c. The Data Life Cycle
   d. The Importance of Data Policies
   e. Data Governance Operating Models
   f. Intro to Data Classification
   g. The Importance of Data Lineage
   h. The Importance of MDM
2. **Data Collaboration**
   a. Becoming a Data Owner (Champion)
   b. Data Sharing and Access
   c. Collaborating with the Data Team
   d. Collaborative Decision-Making with Data
   e. Data Collaboration Workflows
   f. Cross-Functional Data Collaboration
   g. Addressing Data Collaboration Challenges
   h. Translating Data
3. **Data Ethics**
   a. Data Ethics Principles
   b. Protecting Data Consent
   c. Data Fairness
   d. Purposeful Data Handling
   e. Data Transparency Practices
   f. Ethical Data Accountability
   g. Ethical Profiling & Personalization
   h. Bias in AI & Algorithms
4. **Data Quality**
   a. The Importance of Data Accuracy
   b. 6 Business Impacts of Poor Data
   c. Introduction to Data Quality Rules
   d. Identifying Data Issues
   e. Data Quality Improvement Strategies
   f. Data Quality Decision Making
   g. Data Quality Revenue Drivers
   h. Data Qualities Impact on Customer Experience
5. **Data Value**
   a. Aligning Business Objectives
   b. Data-Driven Decision Making
   c. Key Business Data Metrics
   d. 6 Ways Data Creates Value
   e. Direct Data Monetization
   f. Data-Driven Business Reporting
   g. Data-Driven Pricing Strategies
   h. Data-Driven Sales Forecasting
6. **Data Risk**
   a. Introduction to Data Risk
   b. The Risk of Bad Data
   c. Data Governance- Risk Connection
   d. Data Classification Risk
   e. Third-Party Data Risk
   f. Data Risk Metrics
   g. Essentials of Role-Based Access (RBAC)
   h. Essentials of Attributes-Based Access Control (A-BAC)
7. **Data Privacy**
   a. Data Privacy: Trust, Compliance, and Value
   b. Data Governance and Privacy Synergy
   c. Understanding Personal Identifiers
   d. Privacy by Design
   e. Introduction to GDPR
   f. Introduction to CCPA
   g. Minimizing Data for Success
   h. Data Retention Realities
8. **Data Interpretation**
   a. Introduction to Data Interpretation
   b. Understanding Data Types (Structured)
   c. Understanding Data Types (Unstructured & Semi-Structured)
   d. Data Correlation and Causation
   e. Data Outlier Insights
   f. Interpreting Data Collection
   g. Data Source Reliability
   h. Interpreting Missing Data
9. **AI Governance**
   a. Introduction to AI Governance
   b. AI Governance Roles & Responsibilities
   c. AI Governance Guidelines
   d. The AI Regulatory Landscape
   e. AI Risks Frameworks
   f. NIST AI Risk Management Framework
   g. Introduction to OECD AI Principles
   h. Introduction to the EU AI Act
10. **AI Essentials**
    a. Introduction to AI- Key Concepts & Terms
    b. AI Concepts in Action
    c. The Role of Data in AI
    d. The Roles of Models in AI
    e. Natural Language Processing for Data Strategies
    f. Generative AI Data Concepts
    g. Generative AI Misconceptions
    h. Interpreting AI Outputs Responsibly

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The Approach

The Data Citizen Skills Series takes a streamlined approach to building data literacy across your organization. Through careful data citizen selection, structured daily learning, and meaningful recognition, we create a sustainable path to data excellence. This proven methodology ensures participants remain engaged while developing practical skills they can immediately apply to their work. Our platform-based delivery system combines accessibility with accountability, making data education both achievable and measurable.

1 Onboard

Begin your data journey by identifying and welcoming an initial cohort of data citizens. DataQG facilitates a seamless integration into our enablement platform and learning community, ensuring each member is properly oriented and ready to succeed.

2 Learn

Embark on a carefully structured learning journey tailored to your group's needs. Our recommended approach of "12 Minutes a Day" makes learning manageable and sustainable, allowing participants to naturally incorporate new data skills and knowledge into their daily workflow without disruption.

3 Earn

Progress through the program to gain valuable rewards, including detailed course summaries, practical templates for immediate application, achievement points, and recognition badges. Each component of your dedicated learning path brings both knowledge and tangible benefits to acknowledge your growing expertise.

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Let's Learn Together

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