



Pricing Guide

G-Cloud 15

Legal Notice, Copyright and Trademarks

No part of this document may be reproduced, stored or transmitted in any form without the prior written permission of Data Literacy Academy Ltd.

Data Literacy Academy - G-Cloud 15 Pricing Guide

Table of Contents

1. Introduction
2. Data Literacy Academy - Services
3. Change Management - Pricing
4. Education Modules - Pricing
5. SaaS, OnDemand - Pricing
6. Enterprise-Wide Masterclasses - Pricing
7. Data Literacy Assessment - Pricing
8. Contact Information

Introduction

This guide documents the pricing details that should be used to purchase Data Literacy Academy services via the Digital Marketplace.

Full details of each service can be found in the associated Service Definition documents.

Data Literacy Academy's service offering consists of the following components:

Data Literacy Academy - Service Components

Service	Brief Description
Change Management <i>(Services such as: communities of practice, communication support, annual kick-off event & continuous engagement)</i>	A structured change management service designed to help organisations embed data literacy as a behavioural and cultural capability. The service supports leadership alignment, decision-making maturity, and sustainable adoption of data-informed ways of working through guided frameworks and interventions.
Live Online Education <i>(Key strategic cohorts)</i>	Cohort-based education programmes delivered live online. These programmes develop data literacy, AI literacy, and decision-making capability across different organisational roles, including executives, leaders, and commercial teams. Delivery is supported by digital learning materials and online collaboration tools.
OnDemand Learning <i>(SaaS platform including Single Sign-On)</i>	A digitally delivered, self-service learning service providing OnDemand access to data literacy and AI education content. The service supports scalable learner access, progress tracking, assessments, and certifications, enabling organisations to build capability without the need for live facilitation.
Enterprise-wide Masterclasses <i>(Organisation-wide webinars)</i>	Masterclasses are live, organisation-wide webinars delivered by Data Literacy Academy subject-matter experts. They bring key data literacy and analytics topics to broad employee audiences, combining practical frameworks, real business examples, and interactive Q&A. Designed to build shared understanding and alignment, these sessions accelerate cultural adoption of data practices, spark cross-functional conversations, and equip teams with actionable insights they can apply immediately in their roles. They can not be purchased alone, as they act as a supporting element to reinforce our Live and OnDemand learning programmes.

Data Literacy Assessment <i>(Literacy assessment, analysis, playback and raw data share)</i>	The Data Literacy Assessment is a diagnostic tool designed to measure an individual's ability to understand and use data effectively in their role. It helps organisations identify skill gaps, decide on key strategic cohorts and benchmark progress across teams.
--	--

Purpose of This Document

The aim of this document is to ensure that Data Literacy Academy services can be quickly and easily priced through the Digital Marketplace.

If further information is required in relation to pricing or services, customers are encouraged to contact Data Literacy Academy using the details provided in this guide.

Change Management - Pricing

Data Literacy Academy provides change management services using a credits-based delivery model.

Customers purchase a package of change management credits, which can be used flexibly throughout the contract period against a defined set of change activities. This model allows organisations to prioritise, sequence, and adapt change interventions over time while maintaining cost certainty.

Credits may be redeemed against activities such as leadership briefings, communications support, programme design, and other change management services as defined in the Service Definition.

Change Management Credit Packages

Change management services are purchased in advance as a package of credits. Credits may be used across multiple activities and drawn down over the agreed service period.

Credit Package	Number of Credits	Price Per Month
Change - Core	25 Credits/Month	£2,500
Change - Enterprise	50 Credits/Month	£5,000
Change - Enterprise+	150 Credits/Month	£15,000

Change Management Activities and Credit Costs

Each change management activity consumes a defined number of credits. Activities may be delivered independently or combined as part of a wider change programme.

Change Management Activity	Description	Credit Cost
Strategic and Leadership		
Executive Briefing	The Executive Briefing is a targeted, high-impact session for senior leaders that clarifies the strategic value of data & AI literacy within their organisation. It focuses on aligning executive priorities with data-driven decision-making, highlighting key metrics, business outcomes, and the cultural shifts required for success. Through a concise, engaging format, it equips leaders with a clear vision, language, and framework to sponsor and accelerate data literacy initiatives across the enterprise. Within an Executive Briefing, C-Suite 1:1s are included.	250
Champions Briefing	The Champions Briefing is an interactive session designed to empower organisational data champions with the skills, frameworks, and motivations they need to lead data & AI literacy efforts within their teams. It focuses on building a network of advocates who can cascade best practices, support peers, and sustain momentum for data-driven behaviours across the business. Through practical tools, discussion, and alignment on goals, the briefing prepares champions to act as influential enablers of cultural change.	150
Leadership 1:1's - up to 10	Leadership 1-to-1s are individual sessions with senior leaders focused on applying data & AI literacy to their specific priorities, decisions, and challenges. These conversations translate organisational data strategy into personal leadership action, addressing real business questions, capability gaps, and confidence barriers. By providing targeted guidance and reflection, 1-to-1s strengthen executive ownership, reinforce sponsorship,	10

	and help leaders model data-driven behaviours across the organisation. This volume of credits is for up to 10 leadership 1-to-1s.	
Manager Briefing Sessions	Manager Briefing Sessions are targeted sessions designed to bring people managers on the journey and equip them to effectively support their teams through data & AI literacy change. The sessions focus on clarifying manager expectations, addressing common questions and concerns, and translating programme goals into day-to-day people leadership actions. By providing managers with clear messaging, practical guidance, and tools to reinforce learning, these briefings help ensure consistent support, adoption, and sustained behaviour change at the team level.	15
Campaigns and Activations		
Communication Campaign - 8 weeks	<p>Communication Campaigns are a structured, organisation-wide change management initiative designed to build awareness, understanding, and momentum for data & AI literacy. It uses clear, consistent messaging across multiple channels to explain the why, what, and what's in it for me. It reinforces leadership commitment, celebrating progress, and normalising new data-driven behaviours. Communication campaigns are tailored for your organisation, and can range from emails, blogs, newsletters, newsletter articles, polls and media*.</p> <p>This is for an 8 weeks communication plan.</p> <p><i>*should media be requested a media day also needs to be purchased</i></p>	100
Communication Campaign - 12 weeks	Communication Campaigns are a structured, organisation-wide change management initiative designed to build awareness, understanding, and momentum for data & AI literacy. It uses clear, consistent messaging across multiple channels to explain the why, what, and what's in it for me. It reinforces leadership commitment, celebrating progress, and normalising new data-driven behaviours. Communication campaigns are tailored for your organisation, and can range from emails, blogs, newsletters, newsletter articles, polls and media*.	150

	<p>This is for an 12 weeks communication plan.</p> <p><i>*should media be requested a media day also needs to be purchased</i></p>	
Launch Day	<p>Launch Day is a high-visibility activation event that formally introduces the data & AI literacy programme to the organisation. It sets the tone for the change by clearly articulating the purpose, expectations, and value of the programme, with visible leadership sponsorship and practical context for employees. Through engaging presentations, demonstrations, and real-world examples, Launch Day builds excitement, establishes momentum, and creates a shared understanding of how data & AI literacy connects to individual roles and organisational priorities. It marks the transition from intent to action, signalling that data-driven ways of working are now part of how the organisation operates.</p>	25
Media Day	<p>Media Day is a facilitated, on-site or virtual production session designed to create high-quality, authentic content that supports data & AI literacy change initiatives. It captures leadership messages, learner stories, and practical examples that bring the programme to life and reinforce organisational commitment. Content produced may include short videos, interviews, soundbites, imagery, and quotes that can be used across communication campaigns. By showcasing real people and real use cases, Media Day humanises the change, builds credibility, and helps normalise data-driven behaviours across the organisation.</p>	20
Programme Identity	<p>Programme Identity is the branded and gamified framework that sits behind the data & AI literacy education, giving the programme a clear identity, shared language, and sense of progression. It uses defined levels, milestones, and visual cues to help learners understand where they are, what's next, and how their capability is developing over time. By making progress visible and recognisable, Programme Identity increases motivation, normalises learning as a journey, and reinforces data & AI literacy as an organisational capability rather than a one-off training initiative.</p>	10

Manager Toolkit and Playbook	The Manager Toolkit and Playbook equips managers with practical, role-specific resources to lead and reinforce change within their teams. It translates programme objectives into clear guidance, including key messages, conversation prompts, and team-level actions. The toolkit supports consistent communication, strengthens manager confidence, and helps embed new behaviours into day-to-day ways of working, improving adoption and sustainability of change.	10
Community, Engagement and Feedback		
Communities of Practice	Communities of Practice are facilitated, role- or discipline-based forums that bring employees together to share experiences, solve real business problems, and learn from one another through the lens of data. They create safe spaces for peer learning, experimentation, and discussion, helping to embed data & AI literacy into day-to-day work. By connecting people around common challenges and use cases, these communities sustain capability, build confidence, and reinforce a data-driven culture beyond formal training.	15
Hackathon	Hackathons are time-bound, collaborative events where cross-functional teams apply data skills to real organisational challenges. Participants work hands-on with data, tools, and use cases to generate practical solutions, test ideas, and demonstrate value quickly. Designed to build confidence, creativity, and momentum, hackathons reinforce learning through action, surface innovation, and help teams experience what good data-driven collaboration looks like in practice.	15
Show and Tell	The Show and Tell is a facilitated event where learners demonstrate how they have applied learning in real work scenarios. Participants share examples, insights, and outcomes, enabling peer learning and reinforcing practical application. Delivered in person or remotely, the event builds confidence, celebrates progress, and makes adoption visible, while providing the organisation with evidence of capability development and value in practice. The event provides visible evidence of learning transfer, supports peer-led reinforcement, and helps organisations assess adoption and impact in practice.	10

Town Hall Sessions	Town Hall Sessions are large-scale, inclusive forums that bring the organisation together to align on the purpose, progress, and impact of data & AI literacy initiatives. Led by senior leaders and supported by practical examples, these sessions reinforce strategic intent, share success stories, and create transparency around what's changing and why. Town halls help build collective momentum, normalise data-driven thinking, and strengthen cultural adoption across the business.	8
Learner Focus Groups - Up to 3	Learner Focus Groups are structured feedback sessions that gather qualitative insights from participants across the organisation. They provide a forum for learners to share experiences, challenges, and perceptions of the programme, helping uncover what is working, what isn't, and where support is needed. These sessions inform continuous improvement, ensure learning remains relevant to real roles and use cases, and strengthen engagement by giving learners an active voice in shaping the programme. Includes 3 x groups of 4-5	6

How Credits Are Used

- Credits are deducted as activities are delivered
- Activities may be scheduled throughout the service period
- Unused credits may be carried forward within the agreed contract term
- Credits are non-transferable between organisations

Pricing Notes

- Change management services are delivered using a pre-purchased credit model
- Credit packages must be purchased in advance
- Credits may be used only for activities listed in the Service Definition
- Live education, OnDemand learning, and assessments are priced separately

Education Modules - Pricing

All education modules are delivered as live, online, cohort-based programmes.

- **Minimum cohort size:** 25 learners
- **Pricing:** Per learner, per cohort
- **Delivery:** Live and online
- All prices exclude VAT

Leadership & Executive Modules

Module	Certification	Price per Learner	Minimum Cohort Size
AI for Business Leader	AI4B	£400.00	50
Data-Driven Leader	DDL	£400.00	50
Foundations of Data for Leaders	DDL	£400.00	50
Communicating & Managing Data for Leaders	DDL	£400.00	50
Interpreting Data into Action for Leaders	DDL	£400.00	50

Data Foundations & Business Analytics Modules

Module	Certification	Price per Learner	Minimum Cohort Size
Foundations of Data	DfB	£350.00	50
Interpreting Data into Action	DfB	£350.00	50
Communicating & Managing Data	DfB	£350.00	50
Adopting Business Intelligence (BI)	DfB	£350.00	50
AI for Business	AI4B	£350.00	50

Advanced Analytics & Self-Service BI Modules

Module	Certification	Price per Learner	Minimum Cohort Size
Getting Ready for Self-Service Analytics	DfB Pro	£350.00	50
Aligning Self-Service Analytics to Your Business	DfB Pro	£350.00	50
Exploring Data Through BI Tools	DfB Pro	£350.00	50
Persuasive Storytelling with Data	DfB Pro	£350.00	50

Data Ownership & Specialist Practice Modules

Module	Certification	Price per Learner	Minimum Cohort Size
Data Owner / Data Steward	DO / DST	£350.00	50

Decision Support & Partnering Modules

Module	Certification	Price per Learner	Minimum Cohort Size
Foundations of Business	DSP	£350.00	50
Foundations of Analytics	DSP	£350.00	50
Partnering with the Business	DSP	£350.00	50
Scope Like a Pro	DSP	£350.00	50

Customisation of Live Education Modules

Modules are customised to align with organisation-specific requirements, including scenario design, process alignment, and branding integration.

Customisation Pricing: £4,000 per module (flat fee)

Pricing Notes

- Prices apply per learner within a single cohort
- Multiple cohorts may be purchased concurrently
- Module customisation is charged as a one-off fee per module
- Customisation timescales and dependencies to be agreed with each client
- Certifications are awarded on successful completion where applicable

SaaS-Based OnDemand Learning - Pricing

The SaaS-based OnDemand learning service provides self-service access to Data Literacy Academy learning content via a digital platform.

- **Pricing model:** Annual licence, tiered by maximum number of learners
- **Access:** Organisation-wide, self-service
- **Delivery:** OnDemand, digitally delivered
- All prices exclude VAT

OnDemand Learning Platform - Annual Pricing

Maximum Number of Learners	Annual Price
Up to 1,000 learners	£40,000.00
Up to 5,000 learners	£50,000.00
Up to 25,000 learners	£60,000.00
Up to 75,000 learners	£85,000.00
Up to 100,000 learners	£115,000.00
Module Based Add-ons	
Data Owners, Stewards & Custodians	£10,000.00
Agentic AI	£10,000.00
GPT's in Practice	£10,000.00

Data Specialist	£10,000.00
Single Sign On Integration	£5,000.00

What's Included

The SaaS-based OnDemand learning service includes:

- Access to Data Literacy Academy OnDemand learning content
- Learner enrolment and access management
- Progress tracking and completion reporting
- Digital assessments and certifications (where applicable)
- Platform hosting, maintenance, and updates
- AI Coach to support with learning and other data related queries

Pricing Notes

- Pricing is based on the maximum number of learners with access during the licence period
- Learners may access content concurrently within the licensed limit
- No per-learner overage charges apply within each tier
- A minimum contract term of two (2) years applies
- Additional live education or change management services are priced separately

Enterprise-Wide Masterclasses - Pricing

Enterprise-wide masterclasses are live, instructor-led sessions designed for large audiences across an organisation.

Masterclasses focus on strategic data literacy, AI literacy, and decision-making topics and are delivered online.

- **Delivery:** Live, online
- **Audience:** Organisation-wide
- All prices exclude VAT

Service	Price	Minimum Purchase
Enterprise-Wide Masterclass (per session)	£3,000.00	6

Pricing Notes

- Masterclasses cannot be purchased as a stand alone product, they're designed to reinforce live education and OnDemand
- Masterclasses are priced per session
- A minimum purchase of six (6) masterclasses applies
- Sessions may be scheduled and delivered over an agreed period
- Content is standardised and applicable across the organisation
- Recordings and additional materials (if provided) are included where stated in the Service Definition

Data Literacy Assessment - Pricing

The Data Literacy Assessment is a structured diagnostic service designed to assess an organisation's current level of data literacy, decision-making capability, and data-enabled ways of working.

The assessment provides a baseline view across roles, teams, and leadership, and is used to inform targeted education and change interventions.

Assessment Pricing

Service	Price
---------	-------

Data Literacy Assessment	£30,000.00
--------------------------	------------

What's Included

- Assessment design and configuration
- Organisation-wide data literacy survey and diagnostics
- Analysis of assessment results
- Summary findings and maturity baseline
- A written assessment report outlining strengths, gaps, and priority areas

Pricing Notes

- Pricing is per organisation
- The assessment is delivered over an agreed period
- No additional platform or licensing fees apply
- Follow-on education or change management services are priced separately

Contact Information

Greg Freeman

Personal email: greg@dl-academy.com

General email: hello@dl-academy.com

Phone number: +447525760476