

This document describes Data Literacy Academy's full scope of services.

The final services agreed upon during procurement hinges on the needs of the customer, and is tailored to specific business outcomes.

Our enterprise Data & AI Literacy programmes can include the following functional components:

Baseline Data Capability Assessment

The programme always includes a baseline assessment to understand organisational behaviours, confidence and perceptions relating to the use of data in day-to-day work.

The assessment provides:

- Aggregated insights at organisational and departmental level to identify strengths, gaps and priority areas.
- A consistent question set to enable comparison and measurement over time.
- Secure distribution and data handling, with all reporting presented in aggregate.
- A results playback session summarising key findings and proposed focus areas.
- The ability to repeat the assessment to track progress and support ongoing evaluation.

Value Realisation Framework

The programme incorporates a value realisation approach that evidences outcome, demonstrates impact and informs continuous improvement.

Core components can include, but not limited to:

- Clear objectives and scope
- Baseline and progress tracking
- Measurement framework
- Mixed-method data collection
- Value demonstration

Change Management Programme

The programme ideally includes a structured change management component to support adoption, engagement and cultural shift, including:

- Strategy deep dives
 - Corporate
 - Data
 - L&D
- Stakeholder mapping
- Communications mapping

- Programme identity creation
- Leadership engagement, including:
 - Leadership 1-2-1 interviews
 - Executive briefings
 - Champions briefings
- Community creation (e.g. Data Champions, Communities of Practice)
- Learner focus groups
- Blogs and articles (internal channels)
- Media day and video content
- Thought leadership
- Education customisation
- Launch Day

Education Functions

The programme provides a complete learning ecosystem that supports multiple learner groups and a range of delivery modes.

- **Education customisation**, including curriculum tailoring to use-cases, terminology, culture and datasets.
- **Learning Needs Analysis**: objective baselines assessment, to tailor learning to the workforce and their current personal competencies
- **Customised learning journeys** aligned to multiple capability-based cohorts.
- **Diverse learning delivery methods**:
 - Online (live instructor-led via Teams, supplemented by self-paced content)
 - In-person sessions where required
 - Hybrid delivery
 - Self-paced SaaS solution
- **Skill certification** meeting CPD standards, with option to issue digital recognition where applicable (e.g. badges or certificates).
- **Ongoing learning support** including programme success management, strategic oversight, and learner support.
- **Role-appropriate self-paced pathways** for operational or frontline workers, where required.

Learning Content Requirements

The programme includes learning content that supports a broad range of data and AI literacy needs, delivered across live and self-paced formats.

Live learning content covers themes including:

- **Foundations of data and analytics** - such as understanding data concepts, interpreting insights and applying analytical reasoning.

- **Business intelligence and self-service analytics** - including how to work effectively with dashboards, reports and analytical tools.
- **Data governance, data quality and responsible data use** - supporting improved practices and decision-making.
- **Data storytelling and communication** - enabling learners to present insights clearly and effectively.
- **AI literacy** - including introductory, applied and advanced concepts relevant to organisational use cases.
- **Role-based or domain-specific skills** - supporting different learner groups or responsibilities across the organisation.

Self-paced digital learning (SaaS) provides:

- **Flexible, on-demand access** for dispersed and varied learner groups.
- **Content aligned to the same thematic areas** as live learning, enabling scalable reinforcement and self-directed development, including:
 - **Foundations of data and analytics** (core concepts, interpreting data, recognising data quality considerations)
 - **Business intelligence and self-service** (working with dashboards, reports and analytical tools)
 - **Data governance and responsible data use** (awareness of governance principles, data quality and compliance expectations)
 - **Data storytelling and communication** (presenting insights clearly and effectively)
 - **Decision-making with data** (asking effective questions, evaluating insights, applying data to practical decisions)
 - **AI literacy** (introductory and applied AI concepts relevant to organisational use)
- **Supplier capability to create customised self-paced pathways**, if required, in addition to a standard catalogue of modules.
- **Progress tracking and analytics** to support learner engagement and programme reporting.

Enterprise-Wide Masterclasses

The programme can include enterprise-wide learning sessions designed to build awareness and capability across a broad audience. These sessions support large groups, complement other learning formats and address key data and AI literacy themes.

Masterclass topics may include:

- **Data and analytics fundamentals** (understanding data concepts, exploring analytical techniques)
- **Business intelligence and data tools** (practical demonstrations, self-service awareness)
- **Communication and storytelling with data** (presenting insights clearly for different audiences)

- **Governance, quality and responsible data use** (principles that underpin effective and compliant data practices)
- **AI literacy and emerging technologies** (introductions to AI, applied use cases, responsible adoption)
- **Leadership-focused sessions** (data-driven decision-making, leading in a data-enabled organisation)

Masterclasses are designed for wide reach, accessible to varied learner groups and suitable for multinational or geographically-dispersed audiences.

2. Scope and Outputs

The programme produces a set of outputs that support effective planning, delivery, engagement and measurement across the customer's organisational structure.

Outputs should include:

- **Strategy deep dives:** activities to build understanding of the customer's organisational priorities, digital transformation objectives, system-adoption requirements and success measures.
- **Stakeholder mapping:** identification of key stakeholders to support engagement, communication planning and programme implementation.
- **Communications mapping:** development of core messaging themes to support programme awareness and consistent communication across the organisation.
- **Programme identity:** development of a recognisable internal identity to support awareness and engagement.
- **Leadership 1-2-1s:** structured interviews with leaders to understand priorities, challenges and data-related needs, informing programme design and messaging.
- **Learner focus groups:** sessions to surface use cases, terminology, challenges and opportunities that inform programme design.
- **Community activation:** establishment of internal networks or forums (e.g. Data Champions, peer-learning groups) to reinforce learning and cultural adoption.
- **Education customisation:** tailoring of learning content, scenarios or examples to reflect organisational context, audience groups and use cases, where required.
- **Programme launch activities:** activities to introduce the programme, build anticipation and encourage participation.
- **Communication and content assets:** materials such as short articles, internal messages or video content to support understanding of programme themes.
- **Thought leadership materials:** high-level content such as summaries, discussion pieces or insights that reinforce programme messaging and adoption.
- **Accreditation and certification:** recognition aligned to professional standards where applicable.
- **Analytics and reporting:** monitoring of learner engagement, progress and participation to support programme oversight.
- **Enterprise-wide learning session:** large-audience masterclasses or awareness sessions on key data and AI topics.

- **Value realisation outputs:** high-level reporting that evidences progress and impact over time and supports evaluation of programme effectiveness.

4. Coverage (Geographical and Operational Hours)

The programme supports international coverage, accommodating learners across multiple regions and time zones. This includes the ability to deliver live sessions across different time zones, provide content suitable for multinational audiences and support geographically-dispersed personnel.

5. Quality Requirements

Our education demonstrates:

- **Practical applications** with real-world case studies and interactive learning.
- **Live engagement** through instructor-led sessions and event experiences
- **Post-learning support** via dedicated customer and learner success management.
- **Strategic success measures**, aligned to the client's organisational and data strategies.

6. Timelines for Delivery

The programme follows a delivery framework that structures activity from initial assessment through to measurement and continuous improvement. Our programmes demonstrate a proven model based on successful prior engagements.

7. Technical Requirements

We provide:

- Compatibility with existing systems (e.g. communication tools, authentication methods, Data Governance processes)
- Secure hosting
- SSO capability
- Platform analytics
- Compliance with digital, data and data-handling standards

8. Compliance and Security Requirements

Data Literacy Academy meets the following security, regulatory and operational standards:

- Secure data hosting and handling aligned to enterprise security and privacy standards
- Accreditation or alignment with recognised information security standards such as ISO 27001
- Compliance with relevant digital, security and Data Governance policies
- Appropriate organisational policies (e.g. data protection, ethical use, anti-slavery)
- Support for responsible use of data and AI within the programme
- Provision of technical support and reliable platform management