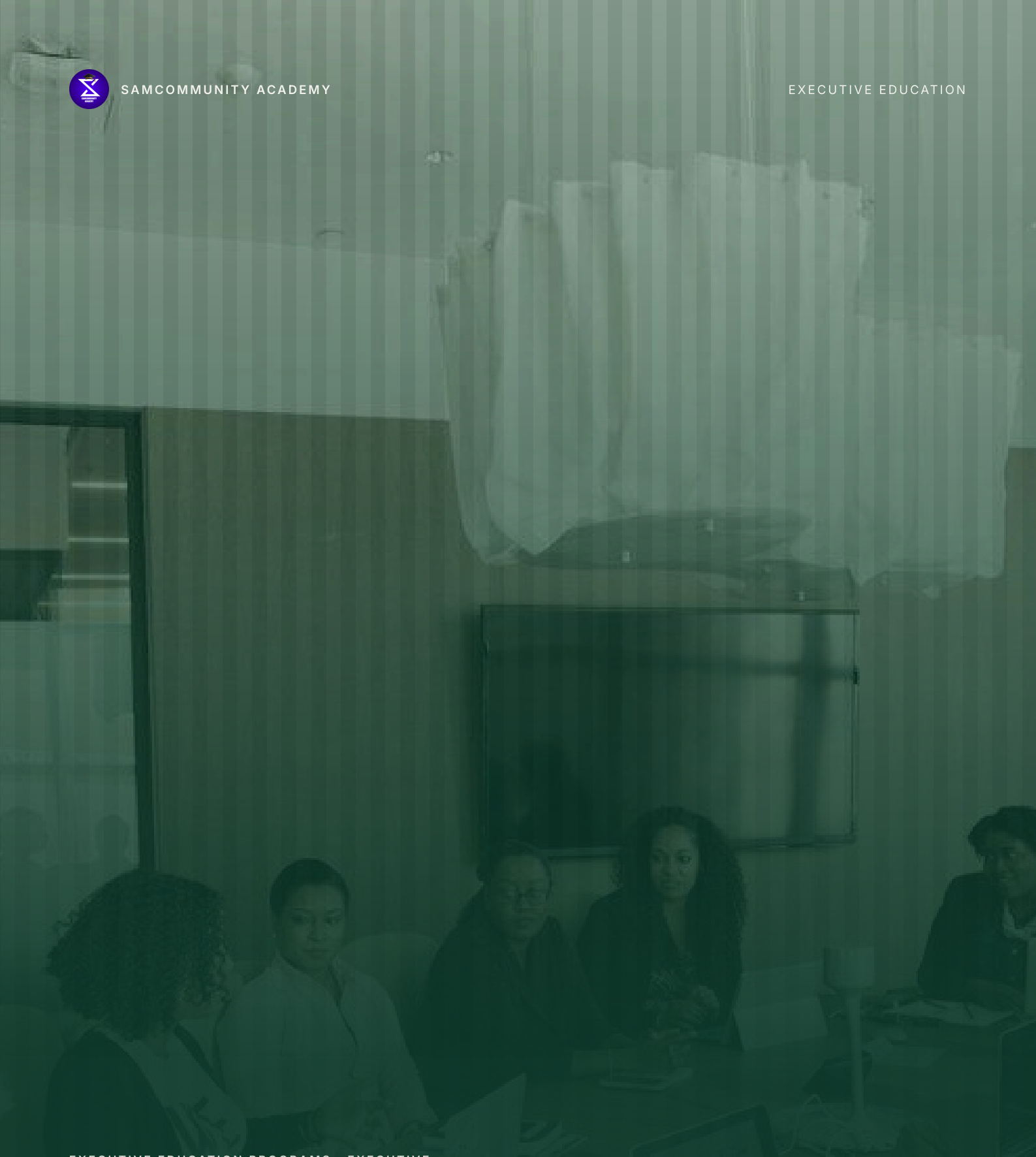


EXECUTIVE EDUCATION PROGRAMS · EXECUTIVE

Data-Driven Leadership

Lead with evidence.

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LEVEL	Executive
DURATION	20 Hours
MODULES	5
CERTIFICATE	SAM-DDL

Why this program

Use data to set direction, make decisions and build a data-driven culture.

Leaders have more data and dashboards than ever, yet decisions are still often driven by intuition, anecdotes or misleading metrics. Using data well requires asking the right questions and recognising its limits. This program helps leaders read and question data, choose meaningful metrics, run evidence-based decisions and experiments, and build teams and cultures that use data responsibly.



20 hours of compact, practical sessions

5 focused modules, built around real work

3 projects plus a capstone presentation



Who this program is for



01

Board members & directors

AI and technology risk governance

02

CXOs

AI strategy, data-driven leadership

03

CISOs & CIOs

CISO leadership program

04

Senior government officials

National security & cyber policy

PREREQUISITES

- Leadership or management role
- Comfort with basic numbers and charts
- No analytics or coding skills required

DESIGNED FOR

- Senior Executive
- Business Unit Head
- Product or Operations Leader
- Analytics Team Manager
- Functional Head (Sales, HR, Finance)

What you'll be able to do.

01 Interpret charts, dashboards and statistical results with confidence

02 Question data quality, sources and analytical assumptions

03 Design metrics and KPIs that reflect real outcomes

04 Use experiments and evidence to guide key decisions

05 Avoid common pitfalls including bias and misleading correlations

06 Build a data-driven culture and effective analytics teams

How the program works

Data Literacy for Leaders

Types of data and sources, Descriptive statistics essentials, Reading charts and dashboards, Uncertainty and variation.

Metrics That Matter

North star and KPI design, Leading vs lagging indicators, OKRs and metric trees, Vanity metrics.

Evidence-Based Decisions

Framing decision questions, A/B testing and experiments, Correlation vs causation, Forecasting basics.

Avoiding Data Pitfalls

Cognitive biases in analysis, Sampling and survivorship bias, Simpson's paradox, Misleading visualisations.

01 · Data Literacy for Leaders	4 hrs
02 · Metrics That Matter	4 hrs
03 · Evidence-Based Decisions	4 hrs
04 · Avoiding Data Pitfalls	4 hrs
05 · Building Data-Driven Teams	4 hrs
★ Capstone · Data-Driven Decision Case	



The curriculum

MODULES 01–03

01 Data Literacy for Leaders

4 HOURS

Practical: Critique three dashboards and identify what each does and does not show.

- Types of data and sources
- Descriptive statistics essentials
- Reading charts and dashboards
- Uncertainty and variation
- Data quality basics

02 Metrics That Matter

4 HOURS

Practical: Build a metric tree linking a business goal to team-level KPIs.

- North star and KPI design
- Leading vs lagging indicators
- OKRs and metric trees
- Vanity metrics
- Goodhart's law

03 Evidence-Based Decisions

4 HOURS

Practical: Evaluate an A/B test result and decide whether to roll out a change.

- Framing decision questions
- A/B testing and experiments
- Correlation vs causation
- Forecasting basics
- Decisions with incomplete data



Curriculum, continued

MODULES 04–05

04 Avoiding Data Pitfalls

4 HOURS

Practical: Spot errors and biases in a flawed analysis report and correct conclusions.

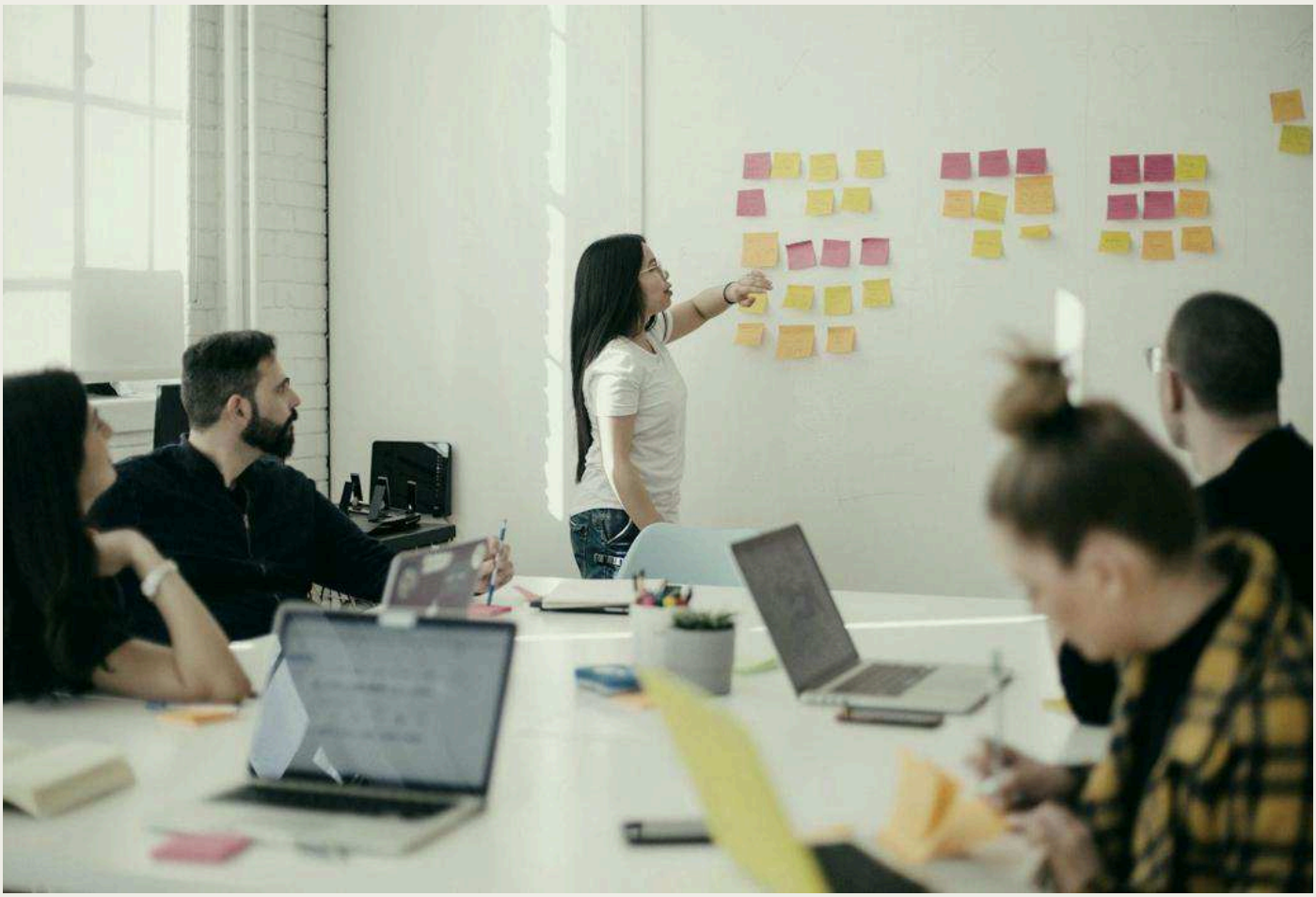
- Cognitive biases in analysis
- Sampling and survivorship bias
- Simpson's paradox
- Misleading visualisations
- AI-generated analysis risks

05 Building Data-Driven Teams

4 HOURS

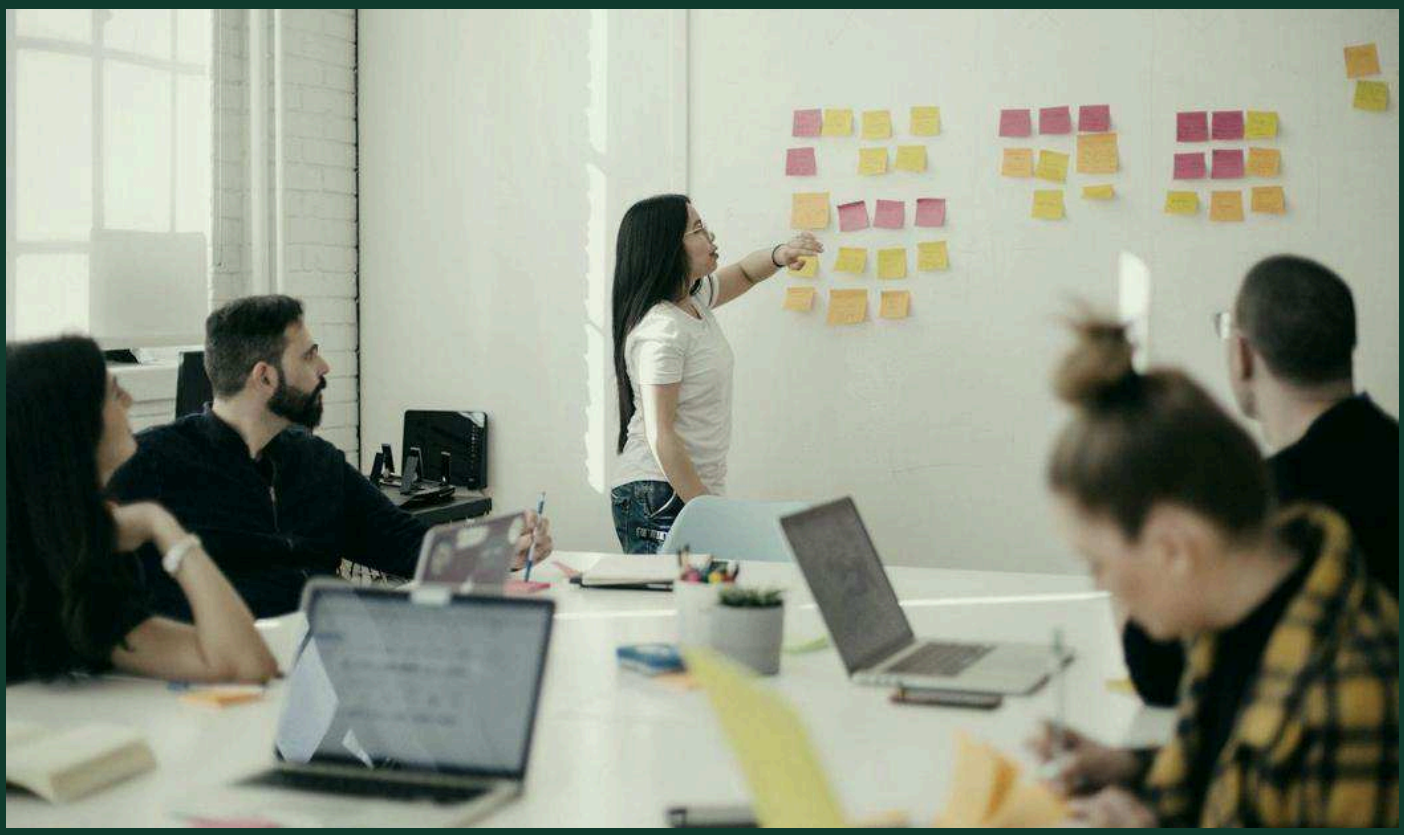
Practical: Create a 90-day plan to strengthen data-driven practices in your team.

- Data culture and leadership behaviours
- Analytics team models
- Working with data scientists
- Data governance and privacy
- Data storytelling



What you'll focus on.

OKR	01
Data Literacy for Leaders	02
Metrics That Matter	03
Evidence-Based Decisions	04
Avoiding Data Pitfalls	05



Projects & capstone

01

Metric Tree Design

Build a metric tree connecting a strategic goal to measurable team KPIs, with definitions and data sources.

02

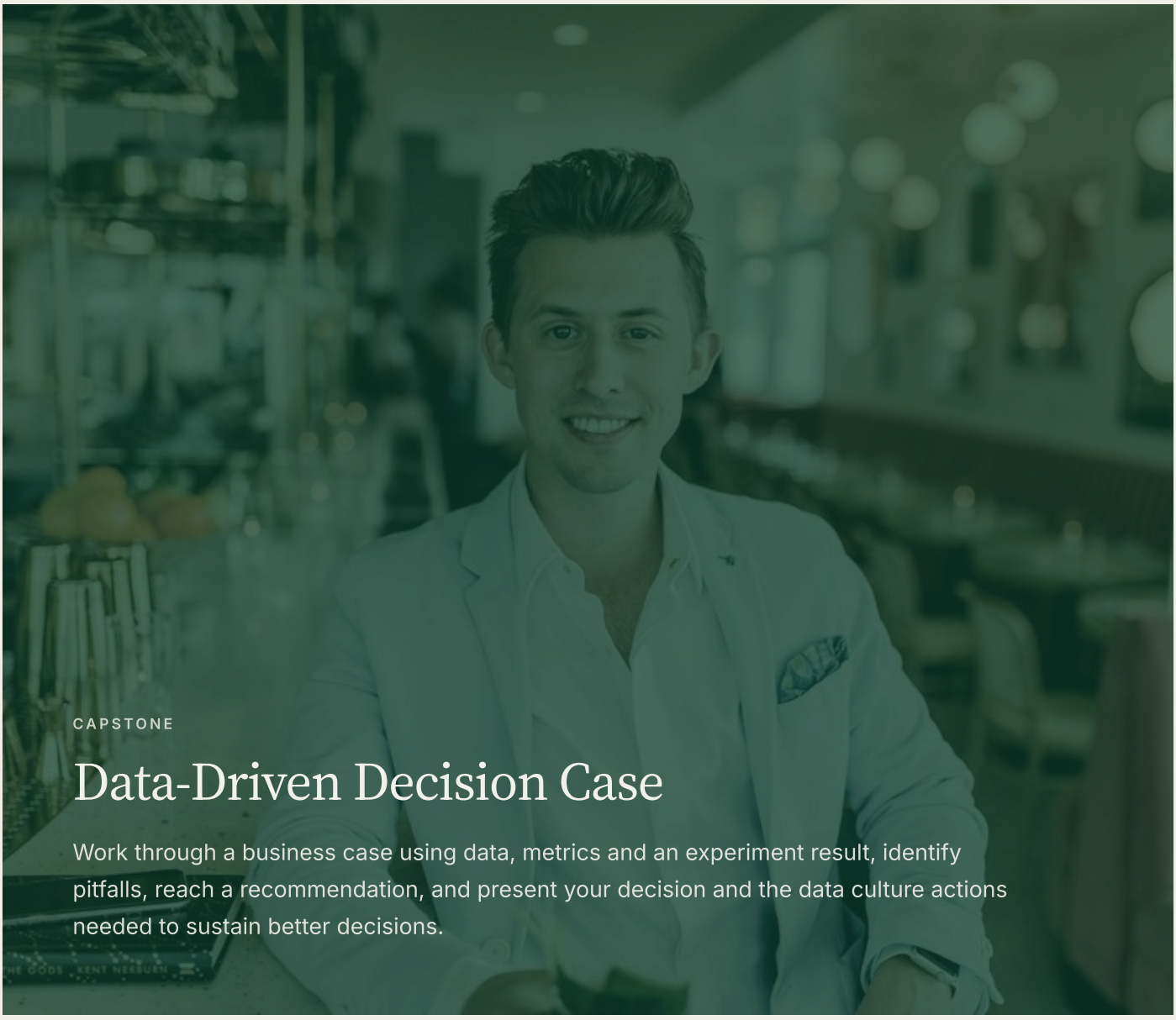
Decision Review

Analyse a past business decision, assessing the data used, gaps, biases and how evidence could improve it.

03

Data Story Presentation

Turn a dataset into a short data story with clear insights, visuals and a recommended decision.



CAPSTONE

Data-Driven Decision Case

Work through a business case using data, metrics and an experiment result, identify pitfalls, reach a recommendation, and present your decision and the data culture actions needed to sustain better decisions.

CERTIFICATION

SAM-DDL

Awarded on successful completion of the program assessments.

- MCQ assessments
- Practical lab evaluation
- Project & capstone review
- Final presentation

HOW YOU LEARN · THE SAM LEARNING FRAMEWORK™

01 Scenario

Real-world attack and use-case scenarios open every module.

02 Apply

Hands-on lab work, CTF challenges and live projects.

03 Master

Assessment, peer review and certification prep.

04 Mentor

Post-program career guidance and support.



Delivery: Instructor-Led (ILT) · Virtual Instructor-Led · Self-Paced Online · E-Learning Licensing · Blended Learning · Corporate Onsite

Where this program fits

Executive

You are here

BEFORE THIS

A starting point — no prerequisite program needed.

UP NEXT

The top of this pathway — explore related programs.



Questions, answered

Do I need prior experience to join?

No analytics or technical background is needed. Comfort with basic numbers and charts is enough; the program focuses on interpreting and questioning data for leadership decisions rather than performing analysis yourself.

How is the program delivered and scheduled?

Delivery is instructor-led, either live virtual or blended with in-person sessions. Batch timings, weekday or weekend options and corporate cohort schedules are confirmed at enrolment, with session materials provided for revision.

What certification will I receive?

Learners who attend the sessions and pass the required assessments receive the Samcommunity Academy SAM-DDL certificate of completion. It recognises the skills demonstrated in the program and is not a third-party vendor credential.

Will I get access to labs, tools and materials?

Yes. Sessions use realistic case studies, board-style simulations, discussion exercises and decision templates. Participants receive briefing materials and reusable frameworks; standard spreadsheet tools are enough for all exercises.

Is career support included?

Learners receive guidance on applying the skills at work, including mentor discussions and, where relevant, resume or portfolio feedback. Samcommunity Academy does not guarantee jobs, promotions or salaries; outcomes depend on individual effort.





SAMCOMMUNITY ACADEMY

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