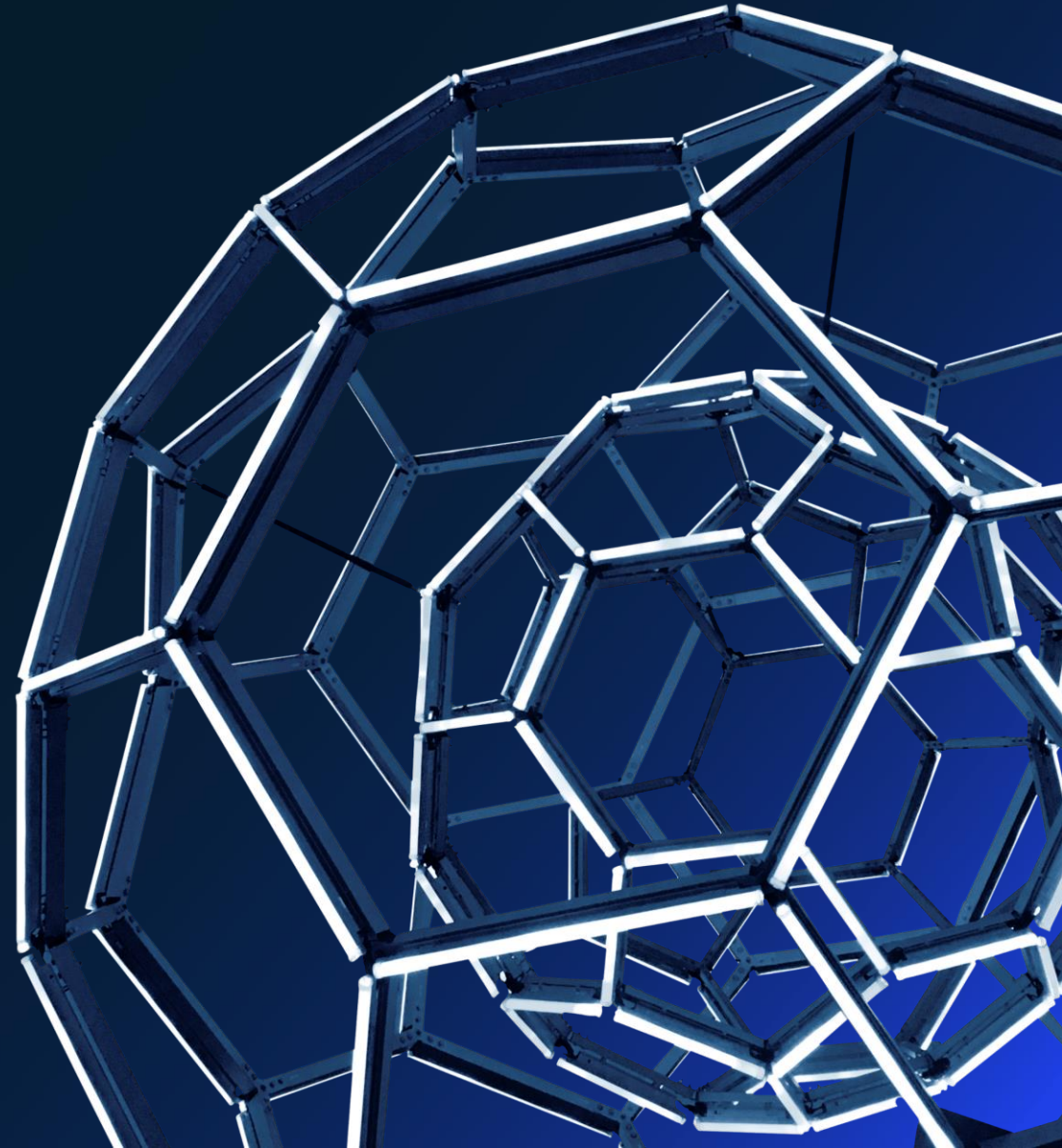


McKinsey
& Company

Analytics Leadership Forum

MCKINSEY ANALYTICS ACADEMY



Executives play a critical role in delivering value and building long-term capability in analytics

- 1** Finding **opportunities** and being curious to understand how to use data to solve business challenges
- 2** Actively nurturing and growing **capability** in their divisions
- 3** Inspiring their teams through **compelling stories**, vision and role-modelling
- 4** Fostering **close collaboration** between analytics and the business
- 5** Avoiding value leakage by quickly **spotting and addressing “red flags”**

“Information is the oil of the 21st century, and analytics is the combustion engine”

**– Peter Sondergaard,
Executive VP at Gartner**





Analytics Leadership Forum (ALF) is a learning program that enables executives to transform their organizations

An event for 20-25 senior leaders (executives and business unit leaders)

Packed with cutting-edge content, immersive exercises, and thought-provoking conversations

An opportunity to share experiences and learn from peers across industries

Facilitated by experts from around the world

Key themes

Appreciating the transformative power and disruptive potential of advanced analytics

Designing, deploying and scaling an end-to-end analytics transformation

Developing and leading an analytics-driven organization

The ALF journey is a blended, digital experience extending beyond the in-person session

ALF includes access to

McKinsey Analytics Academy online learning modules

Analytics Quotient (AQ) organizational diagnostic

McKinsey Analytics publications (e.g., Crossing the Frontier)

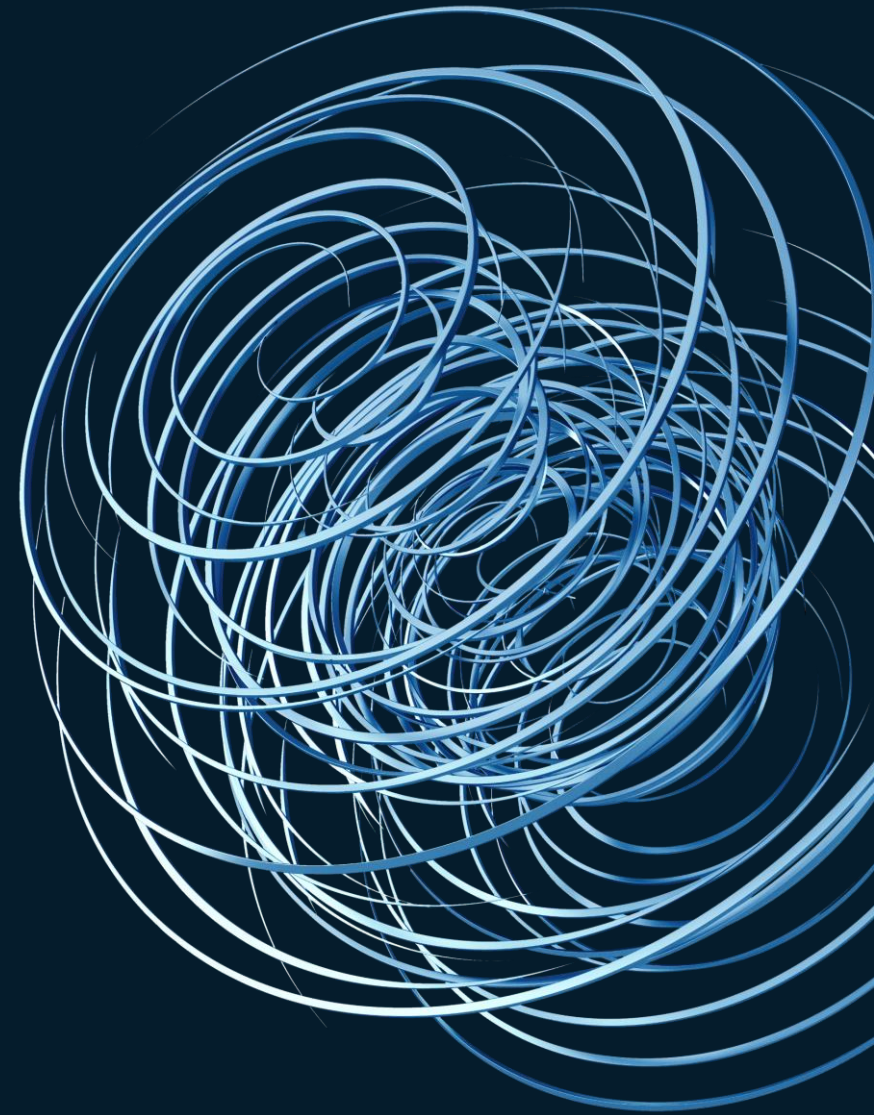
Sustaining the momentum

Continued coaching from McKinsey advisor (accompanies you to the event)

Takeaway workbook with all program exercises, key content, and reference material

Individual debriefs of AQ

ALF alumni community



Analytics Leadership Forum – Day 1

Subject To Revision

Time	Topics	Description
09:00 - 09:45	Welcome	Welcome, group introductions Objectives, agenda, expectations
09:45 – 11:00	Value of Advanced Analytics/ Artificial Intelligence	What is advanced analytics? What makes advanced analytics so disruptive now? Importance of thinking about this as a journey, in order to realize full impact
11:00 – 11:15	Break	
11:15 – 12:00	Science of the possible – Part 1	Break-outs for roadshow – explore use cases, capabilities with data scientists and AI experts
12:00 – 12:45	Lunch	
12:45 – 13:30	Science of the possible – Part 2	Break-outs for roadshow – explore use cases, capabilities with data scientists and AI experts
13:30 – 14:15	Use case workshop	What is a use case? Understand its important elements Generate a set of use cases for your organization Practice prioritizing your set of use cases in terms of feasibility and impact; know how to scope one use case thoroughly How to think about the use case roadmap
14:15 – 15:00	Data and modeling	Understand what data and modeling choices exist and their trade-offs
15:00 – 15:15	Break	
15:15 – 17:15	Use case simulation	End-to-end use case immersion with a senior data scientist Experience the key elements of the data science process – from setting the target variable, structuring the data, modeling and validating, to creating actionable insights
17:15 – 17:30	Wrap up	Takeaways from Day 1, outstanding questions Provide feedback
18:30	After hours	Participant dinner

Analytics Leadership Forum – Day 2

Subject To Revision

Time	Topics	Description
08:30 - 08:45	Welcome	Welcome back, recap Day 1 Preview the day
08:45 – 09:40	Organization & talent	How to organize for analytics? What are the different models that exist? Coordination across BUs/functions, importance of governance Different roles critical for success of an analytics organization and how they work together Where to find and how to recruit and retain analytics talent?
09:40 – 10:00	Break	
10:00 – 10:50	Data transformation	Data strategy, architecture, governance Data risk
10:50 – 11:40	The Spiderman code	Ethics of doing and applying advanced analytics Group discussion
11:40 – 12:20	Lunch	
12:20 – 13:05	The last mile	Challenges to adoption; preventing value leakage Best practices for leading change and scaling analytics in an organization
13:05 – 13:30	Own vision & action plan	Develop your vision statement for analytics in your organization Develop your action plan
13:30 – 14:00	Conclusion	Review learnings from the program, intentions Provide feedback

We have trained business leaders across the globe



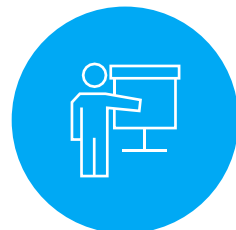
Analytics Academy holds executive workshops in our analytics hubs in Boston, London, Madrid, Sydney and elsewhere that empower business leaders to innovate with advanced analytics.



500+ senior executives and board members



110+ organizations represented



40+ McKinsey experts and university faculty

McKinsey Analytics Academy can help accelerate your analytics capability building journey

Our vision

Analytics Academy will accelerate a step change in your organization's analytics performance...

...by fostering a new level of dialogue, collaboration, leadership, and execution in an accelerating and customer-centric world;

...unlocking potential of individual and institutional capabilities;

...and fundamentally changing the speed, depth, and scale at which your organization extracts value from technology

Our value proposition

Tie capability building to the biggest value creation levers in the business and to the roles most critical for driving those levers

Develop a community where colleagues learn from each other according to best practices for engaging adult learners

Provide access to best in class faculty and practitioners with both depth of digital expertise and knowledge of our clients' business context and priorities

Deliver an ecosystem that brings together the best of McKinsey's experience with world class insights, expertise and assets from leading technology firms, startups and academic institutions

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