correlation one

COURSE OFFERINGS

C1 TRAINING

ORGANIZATION-WIDE DATA LITERACY

We are heading rapidly into the data economy. Data is the ultimate digital asset and enterprises have invested heavily in building data analytics teams over the past decade. However, creating sustainable value from data will require all departments within an enterprise to come up the data literacy curve and develop a shared data vocabulary. This is where organization-wide data literacy training programs come in. Data Literacy is an integral part of any digital transformation. Firms are finding that to effectively execute a digital transformation, they must execute a *data transformation*—more effective collecting of data, modeling of data, and making business decisions based on data.

In practice, organizations building their data capabilities often make one key mistake: they have strong data & analytics talent only within their technology or data orgs. This is a flawed strategy. Poor data literacy across the organization will not only hinder the ability of your data science teams to unlock business value, it will also lead to missed opportunities that a well-trained and data literate workforce would have identified

That's because data is not a **vertical**–it is not one job family. Instead, data is a **horizontal**–it is a skillset that cuts across an increasing number of jobs in every department. A marketer is a better marketer with data skills. A product manager is a better product manager with data skills. And so on for operations, engineering, sales, and even C-suite. Data Literacy skills will empower your employees and enable better decision making across your enterprise.

The surest way to unlock the business value of data is with a data-literate workforce–workers who have domain expertise in your industry but also data skills. Not everyone needs to code, but everyone needs data literacy.

Correlation One is the market leader in training solutions for organization-wide data literacy. We offer full range data training, from programs suitable for C-suite executives to programs suitable for non-technical front-line employees to those suitable for technical employees.

OUR TRAINING PHILOSOPHY

Our training philosophy consists of the following principles:

1

We believe in personalized, instructor-led training. Subscriptions to MOOCs and platforms like Coursera simply don't work. Retention rates are low and employees don't understand how to connect their learning to their work. Our courses are 100% instructor-led and personalized. Our instructors include tenured faculty at Harvard and Columbia, and senior industry experts. While the cost of instructor-led training is higher than self-serve content, clients find that ROI is significant.

2

We believe in case-based, business-focused training. All of our content is hyper-practical; each module is a business problem. We don't teach theory in a vacuum. We believe that working professionals must be taught differently from students. We offer curated cases that help learners understand what business problems they can solve with the tools being taught.

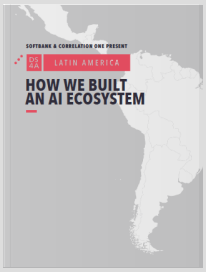
3

We believe training should generate not just learning but business impact. We work consultatively with our clients to embed their actual business challenges as final projects in training programs. Employees going through training work in teams to apply their learning to solve those business challenges throughout the training. This has generated significant ROI for clients (see Case Studies section).

4

We believe in social learning and data-driven culture. Our programs create an environment where your employees are learning from one another. They aren't simply learning specific skills, they are learning-how-to-learn modern data literacy, and often become inspired in the process. Designing a social learning experience where participants help one another learn has downstream benefits for a culture of learning and data literacy far beyond when the training program ends.

CASE STUDIES



READ PDF

TRAINING SOFTBANK PORTFOLIO COMPANY EMPLOYEES

We have a wide range of clients, from 100-person hedge funds to Fortune 500 companies to global governments.

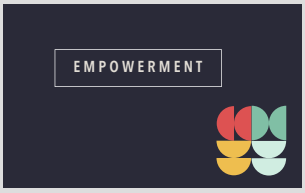
A case study of our work with SoftBank is here. We developed a training program to help its portfolio companies unlock the business value of data by upskilling its employees. The program resulted not only in learning outcomes, but also solutions that employees developed that saved one company $17 million per year and another company over $10 million per year. The CEO of a portfolio company said the program *"dramatically improved the strategic thinking of my team"* and *"resulted in an applicable technology that will transform our company."*

97%
STUDENT RETENTION

100%
WORK COMPLETION RATE

100%
PROJECT COMPLETION RATE

SoftBank Group



PLAY VIDEO

DEVELOPING UNDERREPRESENTED DATA TALENT THROUGH TRAINING

We also have training programs focused on bringing more women and underrepresented minorities into the data & analytics field. Our clients send their own underrepresented employees to get trained in these programs, and hire graduates from our programs, to build more diverse workforces.

A video of our Data Science For All / Empowerment program is here and testimonials and project presentations from a recently graduated cohort is here. Clients for these programs include Accenture, Workday, Johnson & Johnson, and others.

READ PDF

accenture workday. Johnson & Johnson

CASE STUDIES

DEVELOPING A DATA CAPABLE WORKFORCE IN THE COUNTRY OF COLOMBIA

Finally, we have partnered with governments, including the **city of Miami, the city of San Jose and the federal Government of Colombia,** to develop data-literate workforces.

Our work with the Government of Colombia includes training thousands of Colombian citizens each year. We have partnered with local universities and trained local professors to build an **AI ecosystem** in the country. Public sector entities such as the ministry of education and the ministry of justice embed their biggest data challenges–for example, where to build the next hospital in the city of Cali–and our students solve the country's most pressing problems as they progress through the course. See a video of the program here.

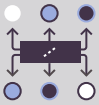
PLAY VIDEO

DEPLOYMENT LOGISTICS

All of our training is virtually delivered. Typically, 60%-70% of a program is synchronous: participants will log-on at a specific time, meet with instructors, teaching assistants and peers and work together learning and solving problems. The remaining portion is asynchronous, in which participants are doing individual assignments or group work to cement their learning. We believe in learning-by-doing, not learning-by-watching.

STEP 1
DISCOVERY INTERVIEW

We begin a training engagement by conducting discovery with key technical and business heads to understand the client's most pressing problems.



STEP 2
IDENTIFY NEEDED DATA SKILLS

We then use our proprietary internal frameworks to map these problems to requisite data skills.

STEP 3
ADMINISTER BENCHMARK ASSESSMENTS

Next, we administer data literacy assessments based on these skills to the client's workforce, to quantify existing skills gaps and recommend the optimal mix of courses for different departments and roles.

STEP 4
DEPLOY CUSTOMIZED TRAINING

Once we align with management on a program mix, we work to determine the best roll-out window and times for the synchronous portion of the course.

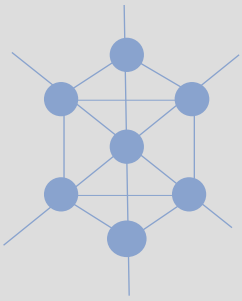
Deployment also depends on whether the client elects for a pooled or private program, as described below.

POOLED VS PRIVATE TRAINING

We have shared classrooms with multiple employers (“Pooled”) as well as single-employer classrooms (“Private”).

In a Pooled classroom, there is a mixture of participants who are employees of participating firms as well as external participants who qualified for merit-based entry into the program. Pooled classrooms make sense for clients who have lower volume training needs (fewer than 50 employees who need training), and clients who are looking to address their recruiting needs by hiring external program graduates. The cost-per-employee for Pooled classrooms is also lower.

Private classrooms make sense for clients with higher volume (more than 50 employees) or fairly specialized training needs, and where needs are recurring and multi-year in nature. Private classrooms are more customized–instead of running on a pre-given schedule, they can be deployed based on the needs of the employer.

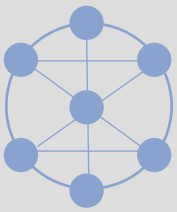


POOLED COURSE

> 50 EMPLOYEES

Need to hire external program graduates

Employees of participating firms as well as external participants



PRIVATE COURSE

< 50 EMPLOYEES

Needs are recurring and multi-year in nature

Deeply Customized

COURSE OFFERINGS

Our offerings cover the full spectrum of data literacy, from non-technical front line employees to technical workers to C-suite executives. Below we list the tracks available, pre-requisites, key skills learned, etc. for Pooled classrooms:

NO-CODE TRACKS

DATA LITERACY

SUITABLE FOR	KEY SKILLS	# OF HOURS
Non-technical employees	• Interpreting Visualizations • Communicating with Data • Quantifying Business Problems • Data-driven Decision Making • Data-driven Culture	60 HOURS SYNCHRONOUS 40 HOURS ASYNCHRONOUS

BUSINESS INTELLIGENCE

SUITABLE FOR	KEY SKILLS	# OF HOURS
• Employees that work with spreadsheets • Business Analysts • Strategy Consultants • Product & Project Managers • Marketing Analysts	• Dashboarding • Setting Up & Querying Simple Databases • Formulating Data Tasks, Converting Data Results into Insights • Analyzing & Manipulating Data • Conducting Surveys & A/B Tests	120 HOURS SYNCHRONOUS 80 HOURS ASYNCHRONOUS

AI FOR EXECUTIVES

SUITABLE FOR	KEY SKILLS	# OF HOURS
C-suite and executives	• What is AI? • How to Effectively Lead an AI Transformation • AI Failure and Success Use Cases • Promoting a Data-driven Culture • Budgeting for AI • Data-driven Decision Making, Bias in AI	25 HOURS SYNCHRONOUS 10 HOURS ASYNCHRONOUS

COURSE OFFERINGS

CODE TRACKS

DATA SCIENCE

SUITABLE FOR	KEY SKILLS	# OF HOURS
Technical employees who want to learn data science and machine learning to solve the hardest data problems	• Full Life-cycle Data Wrangling • Exploratory Data Analysis • Causal Inference • Advanced Linear Modeling • Machine Learning, NLP	180 HOURS SYNCHRONOUS 120 HOURS ASYNCHRONOUS
	PYTHON (WILL BE TAUGHT)	

DATA ANALYTICS

SUITABLE FOR	KEY SKILLS	# OF HOURS
Employees that are tasked with extracting deeper insight from data, or who want to do so	• Building Models, Basics of Cloud Tools • Querying & Modeling Databases • Data Manipulation • Hypothesis Testing & Experimentation • Statistical Inference	120 HOURS SYNCHRONOUS 80 HOURS ASYNCHRONOUS
	PYTHON (WILL BE TAUGHT)	

DATA ENGINEERING

SUITABLE FOR	KEY SKILLS	# OF HOURS
Software engineers who want to learn how data systems work	• Data Architecture • Data Warehousing • Data Pipelining & ETL • Cloud Architecture & Ecosystems • Big Data Processing • Creating Interfaces for Working with Data	180 HOURS SYNCHRONOUS 120 HOURS ASYNCHRONOUS
	PYTHON & FUNDAMENTALS REQUIRED	