PRAGMATIC DATA
EXECUTIVE BRIEFING
Leveraging Data and AI for Business Results

In today's data-rich environment, large organizations have made substantial investments in AI and data solutions, tools, and talent. However, realizing the anticipated impact from these investments remains elusive. The most common challenges include defining and prioritizing "use cases" strategically, aligning the organization on common language and priorities, and driving meaningful and sustained changes based on insights.

What to Expect

Workshop: Our tailored workshop bridges the gap between organizational silos, creating a data-driven, business-led organization where employees at every level can turn information into actionable insights, driving measurable business results.

▶ **Achieve business results while future-proofing the business.** We don't just tell you why AI projects fail. We provide a proven, practical blueprint with a step-by-step guide that you can use to guide your team and translate business objectives into prioritized "use cases" and successful AI projects while evolving to a data-driven organization.

▶ **Drive organizational alignment.** Foster collaboration between your data teams and business units, ensuring shared objectives, clarity of roles and responsibilities, a common language, and a clear understanding of the objectives and process. Discover strategies for effectively engaging key stakeholders, ensure the organization understands the value and impact of AI initiatives and is motivated to drive change.

▶ **Implement real change.** Attendees will learn how to translate insights and actions into changes required to drive business results – from making data-driven decisions to "activating" the organization and refining the management system to ensure your organization is on-track to achieving the business results.

Attendees: All business and data executives, leaders and managers who have a stake in achieving business results from AI initiatives. Designed for teams of 12-15 to enable open conversations.

Duration: 3 hours

83-92%
of AI projects fail

67%
of executives are "not comfortable" accessing data from advanced analytic systems

95%
of executives believe AI initiatives will fail

This is an amazing course. Its live format provided an efficient environment with instant feedback from both sides. With the instructor's outstanding presenting skills and real-life insights, the course equipped us with a solid framework for tackling every stage of a data project.

– Viorel Cazacu,
Head of Controlling at Inditex

About Pragmatic Institute

Pragmatic Institute is the transformational partner for today's businesses, delivering immediate impact through actionable and practical training. Our data courses serve a diverse audience, including business leaders, analysts, data scientists, and data engineers. Thousands of companies worldwide—from startups to Fortune 500—rely on our models to drive their business and power their strategies.

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