

# *Analytics Strategy*

## **An In-Person Public Course**

Instructed by *Charles A. Liedtke, Ph.D.*  
*Strategic Improvement Systems, LLC*

[www.strategicimprovementsystems.com/public-seminars/](http://www.strategicimprovementsystems.com/public-seminars/)

**February 16, 2023**

**Crowne Plaza Minneapolis West in Plymouth, MN**

### **Course Description**

*Analytics* is the collection and analysis of data for decision making. Leaders of organizations have realized that formulating an analytics strategic intent and developing organizational analytics capabilities can accelerate the generation of insights which can be used to delight stakeholders and improve organizational performance. How can Leadership Teams develop and implement a successful *Analytics Strategy*? This course will cover the following topics: *Measuring Organizational Performance, Types of Data, Big Data, Big Data Platforms, Analytics Process, Analytics Strategic Intent, Analytics Visioning, Analytics Roadmap Development, Analytics Strategy Development, Analytics Strategy Implementation, and Data Risk Analysis.*

**Location:** Crowne Plaza Minneapolis West in Plymouth, MN

**Safety:** We will “*distance*” during the classroom training. Masks are optional at this time.

**Date:** In-person Class on February 16, 2023.

**Price:** **\$450** - Payment-in-Full in the Amount of \$450 is Due by February 8, 2023.

**Early Bird Discount: \$400** if Payment-in-Full is Made by January 6, 2023.

**Length:** 4.0 Actual Total Training Hours (does not include breaks and lunch).

**Times:** 8:00 a.m. to 1:30 p.m. on February 16, 2023.

A *Certificate of Completion* will be given to each participant.

### **Course Schedule:**

7:30 a.m.	Networking Breakfast
8:00 a.m.	Class
9:30 a.m.	Break
9:45 a.m.	Class
10:30 a.m.	Break
10:45 a.m.	Class
11:30 a.m.	Lunch
12:30 p.m.	Class
1:30 p.m.	Adjourn



**Strategic Improvement Systems**



### **Course Instructor**

**Charles A. Liedtke, Ph.D.** is the President of Strategic Improvement Systems, LLC, a management consulting company designed to assist leaders in improving the performance of their organization from a strategic perspective. Charles conducts **research**, **consults**, and provides **customized training** on *Strategy, Culture, Quality, Analytics, Improvement, and Innovation*. He has worked with organizations worldwide on strategic improvement initiatives including Fortune 500 companies, privately-held companies, non-profit organizations, government entities, hospitals, and clinics. His most recent research projects were on *Quality, Analytics, and Big Data; Big Data in Hoshin Kanri; Information-Based Customer Value Creation; Advances in Strategic Planning; Shaping Organizational Culture; Visions & Visioning*; and *Advances in Horizontal Interaction*. Charles served as an editor for the Japanese Society for Quality Control on the English version technical standards on *Guidelines for Daily Management* and *Guidelines for Policy Management*. This work made the *best practice* technical standards from Japan accessible to all English speakers.

Charles earned a **Ph.D. in Business – Operations and Information Management** from the University of Wisconsin-Madison specializing in strategy; strategic improvement; and quantitative analysis. Charles also earned an **M.B.A.** and a **Ph.D. Minor in Statistics** from UW-Madison; an **M.S. Degree in Statistics** from Iowa State University; and a **B.S. Degree in Economics** from South Dakota State University.

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## **Registration & Payment Information**

### **To register . . .**

Send an email message with the registration information below to [charles@sisliedtke.com](mailto:charles@sisliedtke.com)

- Name & Title/Position
- Organization
- Email Address
- Payment Preference

### **To pay . . .**

**Price: \$450** Payment-in-Full in the Amount of \$450 is Due by February 8, 2023

**Early Bird Discount: \$400** If Payment-In Full is made by January 6, 2023

There are three ways that you can pay for the course:

1) Mail a check to Charles at the address below with the registration information (above).

Charles A. Liedtke, Ph.D.  
Strategic Improvement Systems, LLC  
6231 Hummingbird Road  
Excelsior, MN 55331

2) Submit a purchase order with the registration information and you will be sent an invoice.

3) Submit the registration information and indicate that you would like to pay by credit card.  
Charles will send you an invoice through PayPal.

A person's registration is transferable to another person until February 15, 2023. There will be an 80% refund (\$360/\$320) for a cancellation until February 8, 2023. There are no cancellation refunds after February 8, 2023.

Price of **\$450** (or **\$400 for Early Bird Discount**) per participant includes:

- 4.0 actual hours of training (in-person)
- Set of learning materials (workbook)
- Food and beverages at the Crowne Plaza Minneapolis West in Plymouth, MN
- *Analytics Strategy* Certificate of Completion

## **Questions**

You can email Charles at [charles@sisliedtke.com](mailto:charles@sisliedtke.com) with questions.

**Privacy Notice:** Registration information will only be used for internal administrative purposes by Strategic Improvement Systems, LLC and will not be shared with any third party.