Category

Data & AI

Data Literacy for Non-Technical Leaders Playbook (Lunch-and-Learn Series)

An eight-session, 45-minutes-at-a-time lunch-and-learn curriculum that gives executives the vocabulary and instincts to question data confidently without becoming analysts.

- Executive
- Beginner
- Template Included
- Workshop Ready

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- 7 minute(s)

Overview

An eight-session lunch-and-learn curriculum that builds executive confidence in reading charts, questioning data, and spotting AI hype — 45 minutes at a time, over real business questions.

Our executives are extremely busy — how do we get buy-in for eight sessions?

Frame it as risk reduction, not training: every session is 45 minutes tied directly to a decision the room already makes, using the company's own numbers, with a single-slide takeaway they can forward. Most leadership teams find the framing of "protect yourself from approving a bad decision" more compelling than "learn data skills."

Do we need a data scientist to run these sessions?

No — pair a data team member who understands the dataset with a business leader who can translate why it matters; the business leader's credibility with peers often does more to drive engagement than technical depth would.

What if attendance drops off after the first few sessions?

Protect the 45-minute cap without exception and check whether early sessions used real internal data — attendance almost always drops when a session runs long or feels abstract, not because leaders lose interest in the topic itself.

How do we measure whether the series actually changed behavior?

Track it through the two-question pulse survey after each session, but the real signal is qualitative: are leaders asking data-quality questions unprompted in the operating reviews that happen between sessions. The Solaris Health Group example is exactly this kind of signal.

Can this format work for a fully remote or hybrid leadership team?

Yes — replace the shared lunch with a standing video call and send session materials in advance so the time is spent on discussion, not screen-sharing. The LUNCH framework's constraints (short, real data, no jargon, small homework) hold regardless of format.

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Bring this series to your leadership team

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