Category

Data & AI

Upskilling Programs: 30-, 60-, 90-Day Data Literacy Curriculum Playbook

A structured three-phase curriculum — Foundation, Application, Fluency — that takes a cohort from spreadsheet anxiety to independent, confident data use in ninety days.

- Practitioner
- Intermediate
- Template Included
- Workshop Ready

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- 7 minute(s)

Overview

A structured 30-60-90 day curriculum that ramps a cohort from spreadsheet anxiety to confident, independent data use, with baseline assessment, weekly modules, and a capstone project.

How large should a cohort be for this to work well?

10-25 participants is the sweet spot — small enough for peer review and manager check-ins to stay personal, large enough to sustain a peer-learning dynamic and justify the coordination overhead of running weekly modules.

What if participants are at very different starting skill levels?

Split the Foundation phase into two tracks based on the baseline assessment rather than forcing a single pace — Marlow & Finch's cohort did exactly this after their first week revealed wide variance, and it prevented advanced participants from disengaging.

How much manager involvement does this actually require?

Three short 20-minute check-ins at days 30, 60, and 90 — not daily oversight. That small, structured touchpoint is consistently the difference between skills that transfer back to the job and skills that stay in the training environment.

Should the capstone project use real company data or a sample dataset?

Always real data from the participant's own team, even if it's messier and requires more facilitator support. A generic sample dataset produces a polished presentation but rarely produces the kind of finding — like Marlow & Finch's stockout pattern — that proves the skill is actually usable.

How do we measure ROI on a program like this?

Combine the rubric-based skill movement from baseline to capstone with a 6-month follow-up survey of actual on-the-job usage, and where possible, tie at least one capstone finding to a measurable business outcome, the way the supplier lead-time discovery did in the example above.

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