Category

Data & AI

Measuring Data Literacy Maturity & Impact Playbook

Proving the literacy program actually changed decisions, not just that people attended training

- Practitioner
- Intermediate
- Template Included

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- 4 minute(s)

Overview

A framework for measuring data literacy program maturity and genuine business impact — behavioral change indicators, decision-quality outcomes, and maturity stage assessment — rather than relying on training completion or self-reported confidence as the primary measure of a data literacy initiative's success.

Isn't training completion rate a reasonable proxy for data

literacy program success? Completion measures participation, not genuine capability change or behavioral impact — a data literacy program can have high completion rates while producing minimal actual change in how people make decisions, which is the outcome that actually matters.

What does "data literacy maturity" mean in practice, as something

measurable? Progression through observable stages — from individuals occasionally citing data, to teams routinely using structured data review practices, to organizational decisions genuinely and consistently informed by well-interpreted data — covered in the framework below, rather than a vague aspirational goal.

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