



MASTERSTART



Delivered 100% online



4 – 6 learning hours per week



12 weeks

**Gordon Institute
of Business Science**
University of Pretoria

Data-Driven Leadership

When data speaks, smart businesses listen.

But only when it's filtered, understood, and put to work does it stop being noise and start driving decisions, direction, and results. Understand the blueprint for fusing data with people, tech, mindset, and process to build unstoppable momentum.

Because real progress happens when everyone understands the 'why' behind data decisions, feels part of the journey, and knows how their actions drive impact. No more gut feel. No more guesswork. Just sharp insight for bold action, and real results.

What will you learn?



Data analysis

Analyse data to identify patterns, extract insights and support strategic business decisions.



Strategic leadership

Lead transformation by aligning data strategies with organisational goals and long-term priorities.



Insight driven-change

Use data to lead change confidently, build adaptable teams and guide strategic direction.



Data-driven decision making

Make informed, evidence-based decisions that improve performance and support innovation.



Business model development

Create or adapt business models using data to unlock value and strengthen your competitive position.



Visionary leadership

Inspire others through a clear, future-focused vision built on data-led thinking.

Contact Us



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register@masterstart.com



www.masterstart.com



Certificate of
Competence

Course outline

 5 collaborative learning sessions



WEEK 1

Orientation

Meet your Industry Expert, Learner Success Coach and other learners



WEEK 2

Module 1

Introduction to data-driven working

Understand how data informs decision-making, enables digital transformation and supports strategic leadership in modern organisations.



WEEK 3

Collaborative Learning

Join the Industry Expert to unpack real-world challenges for module 1.



WEEK 4

Module 2

Success with the Cloverleaf Model

Apply the Cloverleaf Model to connect data, technology and business functions in ways that drive measurable value.



WEEK 5

Collaborative Learning

Join the Industry Expert to unpack real-world challenges for module 2.



WEEK 6

Module 3

Data-driven leadership and change

Lead with confidence by using data to shape direction, influence culture and navigate organisational change.



WEEK 7

Collaborative Learning

Join the Industry Expert to unpack real-world challenges for module 3.



WEEK 8

Module 4

Implementation of data-driven practices

Turn insights into action by applying the right tools, communicating data clearly and embedding ethical practices into strategy.



WEEK 9

Collaborative Learning

Join the Industry Expert to unpack real-world challenges for module 4.



WEEK 10

Module 5

Cultivating continuous improvement

Drive innovation and long-term progress by embedding feedback loops and data-led learning into your organisation.



WEEK 11

Collaborative Learning

Join the Industry Expert to unpack real-world challenges for module 5.



WEEK 12

Final assessment

Data-Driven Transformation Strategy

Who is this course for?

This course is ideal for business leaders, managers and professionals looking to sharpen their strategic decision-making and leadership skills using data. If you are driving digital transformation or want to lead more effectively in a data-rich environment, this course is for you.

The learning experience

MasterStart courses are developed to provide a learning experience that builds competence and professional confidence. This unique online learning approach means you will:



Enjoy full learning support for your course, in the form of a dedicated team of an Industry Expert, Learner Success Coach and Learning Support Coordinator.



Learn from a mix of self-paced study modules, quizzes and interactive activities.



Access resources, audio notes, and a community chat for additional support and discussion.



Engage in collaborative learning sessions to apply what you've learned in practical ways.

All MasterStart courses are aligned to Category-B of the BBBEE Skills Development matrix.

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