



If you measure data literacy like a training program, that is exactly what you will get. A training program. Not a transformation.

# Most Organizations Measure Data Literacy Wrong

Counting completions is not the same as creating capability



# The Problem

Training hours. Dashboard adoption. Course completion percentages.

**30 COURSES DELIVERED**

**500 TRAINED**

**4.5/5 SATISFACTION RATINGS**

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**0 DECISIONS CHANGED**



# The Trap

Organizations track what is easiest to count instead of what actually matters



**EASIEST TO COUNT**



**WHAT ACTUALLY MATTERS**



# ACTIVITY

# IMPACT

## What Most Organizations Measure

Counting participation, not capability



courses  
delivered



employees  
trained

4.5  
/ 5.0

training  
satisfaction  
score



+35%

dashboard  
logins

250



certificates  
issued

## What Leading Organizations Measure

Change in Thinking, Behavior, and Outcomes



+27%

Decision Velocity



90%

of decisions backed  
by data



-43%

Rework Rate



Data Confidence  
Index

↑ from 54 to 82



\$2.3M

financial impact from avoided waste / better  
decisions



# The Shift

The question is not  
“How many people completed training”

The real question is  
“Are better decisions happening?”



# The 3-Layer Measurement Framework



Layer 1 asks 'what matters'

Layer 2 asks 'are we moving it'

Layer 3 asks 'by how much'

Organizations that skip any layer end up proving nothing



# Data Literacy Value Drivers



# Free Webinar MEASURING DATA LITERACY IMPACT

Turn measurement from counting participation into capturing performance



**Tuesday November 25, 2025**

11AM Eastern, 4PM GMT, 5PM CET



**Audience:** Data, Learning, and Strategy Leaders



## What You'll Learn

- Differentiate activity from outcomes
- Benchmark data literacy with maturity models & scorecards
- Learn about our Data Literacy Value Framework

Register



**TURNING DATA INTO**  
WISDOM

[www.turningdataintowisdom.com](http://www.turningdataintowisdom.com)

## FROM ACTIVITY TO OUTCOMES THE DATA LITERACY MEASUREMENT LADDER

### IMPACT

Trust • Velocity • Innovation

### INTEGRATION

Behavior • Confidence • Performance

### CAPABILITY

Scorecards • Maturity Models • Qualitative Feedback

### CULTURAL KERNEL

Participation • Completion • Engagement Safety

### FOUNDATION

Baselines • Alignment • Metrics Strategy



# Making Data Literacy Count Learning Pathway

## Step 1 – Learn the Framework

**Article** - Stop Measuring Data Literacy Wrong: The 3-Layer Framework That Actually Matters

**Assessment** - Data Literacy Measurement Self-Assessment

**Tool** - Mapping Current Measurements

## Step 2 – Expose the Hidden Costs

**Article** - The Hidden ROI of Data Literacy: Where Your Organization Is Bleeding Money

**Tool** - Hidden Cost Estimator

**Tool** - Value Driver Cost Mapping Worksheet

## Step 3 – Build the Business Case

**Article** - Building Your Data Literacy Business Case: From Hidden Costs to Actionable Investment

**Tool** - Business Case Builder Toolkit

**Tool** - ROI Modeling Spreadsheet

**Guide** - CFO Presentation Script

Visit [turningdataintowisdom.com](https://turningdataintowisdom.com) to access the Learning Pathway

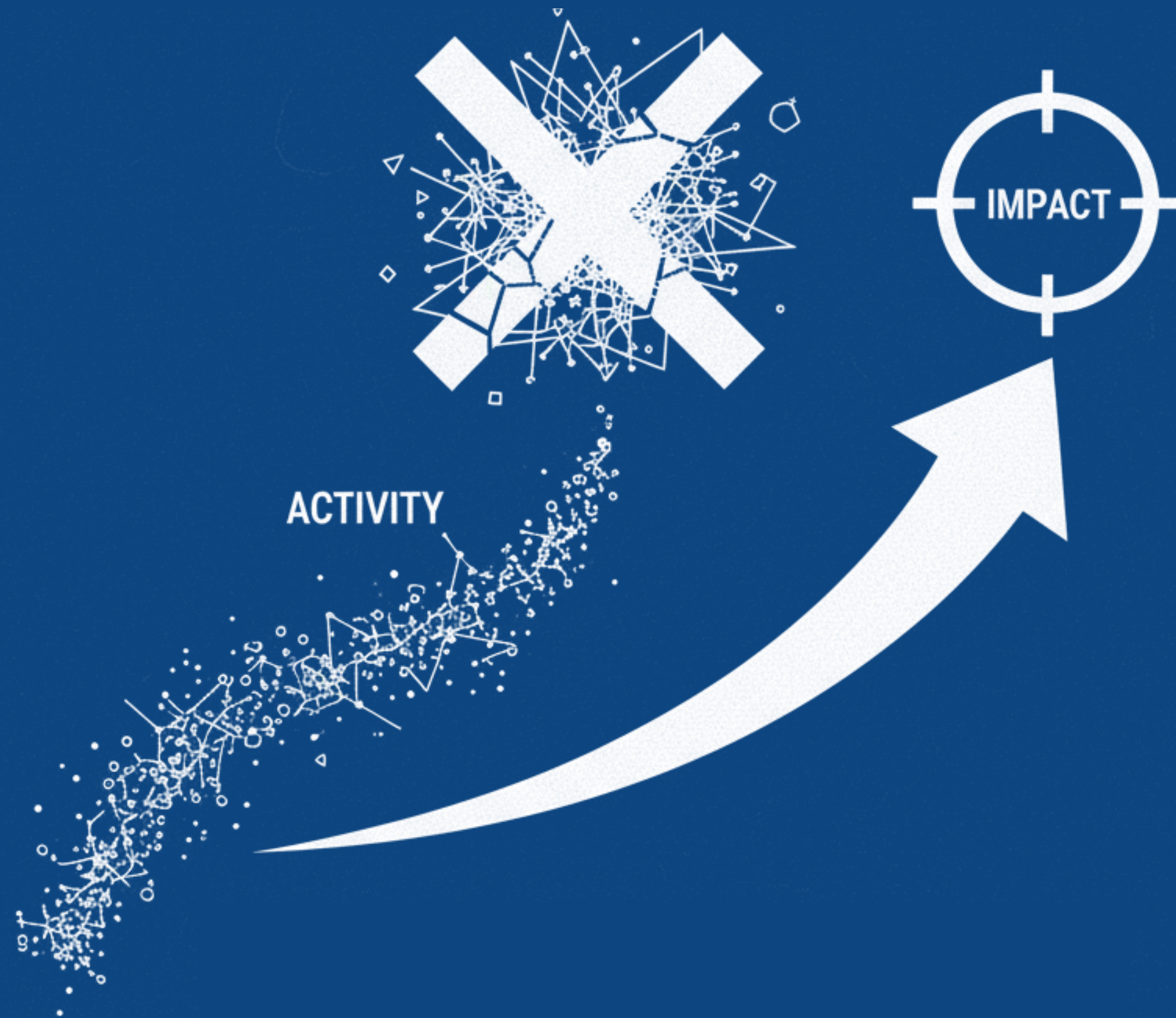
**Access the Learning Pathway**





The enemy isn't low data literacy.  
The enemy is fake measurement  
that keeps leaders blind.

# Stop Measuring Data Literacy Wrong



Learn how to measure what actually matters and stop confusing activity with impact

[www.turningdataintowisdom.com](http://www.turningdataintowisdom.com)

