
Data-Driven Decision Making

26 - 30 Jul 2027
Vienna





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Ref.: 1704_5287 **Date:** 26 - 30 Jul 2027 **Location:** Vienna **Fees:** 5700 **GBP**

Data-Driven Decision Making is a 5-day senior leadership course delivered by Mars Training Centre UK in London, Geneva, Amsterdam, Dubai, and Munich, designed for directors and executives who must use data to make and defend significant business decisions.

Every executive team now says it is "data-driven". Very few of them actually are. The gap is rarely about tools and dashboards — it is about how senior leaders frame questions, interrogate evidence, and reconcile data with judgement when the two disagree. This programme is built for the senior leader who needs to lead that work, not delegate it.

Across five focused days, you will sharpen the analytical instincts of a senior decision-maker. You will work with realistic data, study real decisions and how they were made, examine where data helps and where it misleads, and leave with a personal framework for the next significant decision you will own. The week moves from framing questions that data can answer, through reading numbers critically, into decision quality and the interplay of data and judgement, then building an evidence culture in your team, closing with a personal action plan applied to a live decision.

What You Will Learn

- Frame business questions in a form that data can actually answer.
- Read and interrogate dashboards, reports, and analytical outputs critically.
- Distinguish causation from correlation in business decisions.
- Apply core descriptive, diagnostic, predictive, and prescriptive analytics in context.
- Combine quantitative evidence with structured executive judgement.
- Identify common statistical and cognitive errors in management decisions.
- Establish a culture of evidence-based decision-making in your team.
- Govern the quality, ethics, and use of data at executive level.

How You Will Benefit

You will leave with a clear set of habits for using data well, a sharper instinct for when it is being used badly, and a Mars Certificate of Completion.

Your organisation will gain a senior leader who can raise the quality of decisions at the top of the team — and who can tell when a confident-looking chart is hiding a weak conclusion.



Who This Programme Is For

The programme is designed for chief executives and managing directors, chief financial officers and chief operating officers, directors of strategy, planning and performance, vice presidents and general managers of business units, heads of function with significant decision authority, senior public-sector executives, family-business principals and next-generation leaders, and board members and audit-committee chairs. The seniority floor is director level and above.

Delivery is facilitator-led and interactive, mixing teaching with discussion, validated diagnostic tools, applied exercises, and continuous personal feedback from your lead faculty. Successful delegates receive a Mars Certificate of Completion.