

## TALE **ACTION** EVENT

Attend our **free Data Strategy event** to discover methods to put your business data to work.

*Do you want to improve business performance? Do you think of your data as a strategic asset?*

Your business data could be the key to unlocking improvements in performance, the opportunity to take your existing production process and develop it. The concept of data strategy allows you to harness and visualize data in an efficient way, to explore patterns and processes.

Data about:

- Your customers – how they act/when you deliver - can identify hotspots, and enable more efficient use of resources
- Your personnel – can be used to optimize performance as part of your workforce management.
- Your company as part of the whole supply chain - can be used to improve timing and reduce dead time.

TALE **ACTION** EVENTS are hands-on sessions: attendance is limited to a small group of delegates. The aim is to prepare action plans, with the focus on practical methods and examples. The methods of working deployed are designed to be appropriate to an SME.



# TALE **ACTION** EVENT

Attend a session with our coach  
seeing practical results in industry



## OUR EXPERT CAN GUIDE YOU TO:

- Create a data strategy
- Help you identify improvements through data visualisation
- Deploy appropriate data management strategies appropriate to different types and sizes of company
- Improve productivity as part of a large supply chain, looking upstream and downstream
- Identify the source of problems experienced by logistics' function and use data to control or mitigate them

This is a TALE **ACTION** EVENT: with a focus on practical methods and examples, delegates should expect to leave with action plans

## WHO IS OUR EXPERT?

**Vania Sena** – Essex Business School, University of Essex

Vania has helped advise a wide range of industries, from start-ups to large organisations.

Her expertise includes the measurement of productivity.

She has worked with TALE to advise SMEs and spoke at the Tilbury Transport & Logistics Event

Your Business Support Facilitator can assist you with booking your place on this workshop.

Alternatively book now on [www.tale.org.uk](http://www.tale.org.uk) or call 01206 764778.

TALE is ERDF funded  
[www.tale.org.uk](http://www.tale.org.uk)