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SHIFT Training and Consultancy



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Biography
Dr. Khaled Wahba

Khaled Wahba is an adjunct Associate Professor at a number of universities, business and technical schools located in various countries such as Canada, the Netherlands, Romania, Peru, Colombia, Suriname and Egypt.

With more than 20 years of teaching experience in the academic field, Khaled has dedicated his career as a freelance trainer and instructor with a focus on Data Analysis, Decision Making, Quantitative Research Methods, Systems Thinking and System Dynamics. His goal is to share extensive knowledge and experience outside the academic field, targeting corporate and business clients. Individuals trained represent different sectors such as Petroleum, Cement, Banking and ICT.

Khaled completed his BSc and MSc at Cairo University, Systems and Biomedical Engineering Department, Egypt in 1985 and 1989 respectively. He received his PhD from Aachen University of Technology in Germany, Faculty of Mechanical Engineering. Since returning from Germany, he is an Associate Professor in Systems and Biomedical Engineering, Cairo University, Egypt. In addition to over 95 academic and business publications, Khaled co-authored a book in 2007 with Professors S. Jones and B. van der Heijden titled "How to Write Your MBA Thesis". This publication became the standard textbook adopted by the Maastricht School of Management, the Netherlands for MBA students across 22 outreach programs.

Khaled also co-authored various chapters in books in the field of knowledge management. Furthermore, he supervised over 400 theses and dissertations in biomedical engineering, and management. Khaled has developed his own portfolio of training courses that he believes are essential for any organization to understand the complexity of business and the decision making process. His courses such as: KWANTI®, Data Analytics for Impact, Life Design®, Pizzatistics®, Research Skills for Business always provide a framework for participants to help change their mindset and the way they think both professionally and personally.

Beside his interest in training, teaching, supervision and research, for over 6 years Khaled served as the Director and Academic Advisor of a regional education and training institution (RITI), located in Egypt. During his time as Director, RITI was considered the leading provider of postgraduate studies and professional training in the Egyptian market. Afterwards, Khaled served as the CEO of an IT startup company operating in Egypt and the UAE for 4 years. After which, he shifted his career path to extend his experience and knowledge in academia, to corporate and private sector clients. On a consultancy basis, Khaled has participated with the Maastricht School of Management to design and develop a management program for the staff of the Ministry of Irrigation and Water Resources, in Egypt.

Moreover, he is currently involved in building a System Dynamic Model for the adoption of electronic healthcare records in Egypt on behalf of the Ministry of Communication and Information Technology and for the Ministry of Health and Population. Khaled is frequently invited to give talks and presentations in his field both inside and outside Egypt. He was also an active member and board member of various international societies, conferences and academic journals. Khaled currently resides in both Egypt and Canada at various times of the year, and can be contacted at kwahba@kwahba.com



Data Analytics for Decision Making Course (KWANTI1™)

Building the Quantitative Culture

By Khaled Wahba, PhD

About the Course

The most important question that preoccupies the mind of decision makers among many dilemmas, is how we can scientifically make sense out of the data and information to make risk-manageable decisions? To answer this question, more related and not less important questions must be asked first, mainly: Do we have the right data and information to enable us to make the right and the realistic as well as valid decision? Do we have the skilled and trained staff to do the task? Are we following certain strong scientific-sound methodology to make our decisions more robust, valid and feasible? Many more questions became very essential to answer before making the final DECISION. Many corporations nowadays are still missing not only the frameworks and the methodologies for decision making, but also the research culture as enabling environment and climate for making the process of the decision making a natural practice within the corporation and among its staff.

Course Objective and Scope

In many large organizations, there is no compromise on the quality of information in terms of validity, reliability and accuracy. This requires the top management to boost certain culture within the organization that enforces the attitude of “No Information without Validation”. Each employee is responsible of any information they deliver or claim. In order for each individual to make sure that the information in hand is applicable, trustable and ready for decision making, certain methodology should be adopted and followed.

There are lots of appropriate tools that deal with different kind of data with the purpose to extract meaningful information and knowledge for the sake of supporting the decision-making process and understanding own business. This learning experience helps participants understand the essential concepts of decision making process starting by asking the right and valid questions based on the business needs that could be triggered internally by the management or externally by the market.

This training mainly focuses on the essential elements of quantitative concepts and tools in order to enable the participants understand the data and information in hand and understand the application of data analytics techniques. This 24-hour program will include hands-on activities and will require working in groups.

Key Issues to be Covered:

The Methodology of Decision Making: We All Need Framework, “Build The Culture”

- Identifying Business Issues (The Need for Decision Making, is it Internal or External Problem?)
- Stakeholders Analysis (Who are involved? Internal Staff or Customers? Or else?)
- Asking the Right Question?
- Identifying the Key Variables and Factors: Best Practice vs. Theories.
- Developing the Macro-Level Framework (Relational vs. Causality)
- Developing the Micro-Level Framework (Measurements Level)
- Types of Data and Scales (Quantitative, Qualitative)
- Data Collection: What to collect? How to collect?

Quantitative Data Analysis for Decision Making: Thinking Quantitatively

- **Understanding our Data and Estimating the Truth**
 - Sample vs. Population
 - Statistics vs. Parameters
 - Descriptive vs. Inferential Data Analysis
- **Decision Making: Level Zero**
 - Data Representations
 - Descriptive Data Analysis
 - Numerical and Graphical Methods
- **Decision Making: The Next Level**
 - The Pros and Cons of the Point Estimate-Based Decision Making
 - The Necessity of the Interval Estimate Based Decision Making
- **Probability Concepts – Probability Based Decision Making**
 - Type of Probabilities
 - Discrete and Continuous Distributions – The Meaning of Distributions and its applications and importance in Decision Making Process
 - Monte Carlo Simulation for Risk Analysis (optional)
- **Measuring and Quantifying the Impact (Data Analytics)**
 - Differences and Relationships
 - Tools for Assessing the Significance of the Impact
- **Correlations and Linear Regressions for Predictive Model Building**
- **Forecasting Techniques (optional)**

Skills to be Acquired

By the end of this course participants will be able to:

- How to identify and validate the business problem and issue
- How to conceptualize the business problem by developing the appropriate framework
- How to determine the needed data and information for decision making
- How to measure and collect the required data
- How to analysis quantitatively the information in hand for decision making
- How to build simple models for forecasting purpose
- Acquire or/and develop several skills such as, quantitative decision making, problem solving, and critical thinking

Target Attendees

Since this course is not only aiming at providing the data analysis knowledge to the staff, but also at changing the mindset of staff to develop their attitude and their skills towards the decision-making process. Then, this course is meant for wide range of staff with various backgrounds who are working in different functions, whether in finance, operations, human resources, sales, marketing, and customer service. The course objective is to create and develop quantitative thinking culture within the organization for better communication and understanding among staff.

For Registration

An application should be filled and sent to registration@shift-performance.com before the deadline.

Fees

Course Fees: 4,500 EGP

Early-Bird 12% Discounted Fees: **4,000 EGP**

Groups of 3+ participants from the same company: 4,150 EGP

A runner can collect the cash/check for an extra 50 EGP

Duration and Schedule

Duration: 24 Hours

Schedule: 3 full days from 9:00 to 17:00.

Important Note: Participants need to bring their laptop with Microsoft Excel installed during the sessions

Join more than 400 participants from Egyptian and Multinational Organizations who attended the course with exceptional feedback