

# IQ FOR BUSINESS LAUNCHES TO FUTURE-PROOF AUSTRALIAN ORGANISATIONS

## BRAND NEW EDUCATION OFFERING FOR BUSINESSES TO IDENTIFY TRAINING NEEDS

Sydney, 20 March, 2018 – The Association for Data-driven Marketing & Advertising (ADMA) announces the launch of IQ FOR BUSINESS, an innovative new offering that ensures businesses have the right skills within their team, allowing them to take full advantage of today's evolving technology and data advances.

Businesses are increasingly seeing the benefits of leveraging data through technology currently available at their disposal. However, a large majority of businesses are seeing a widening gap between the skills the business needs and the skills that are currently available within the team. Research regularly shows that the primary cause of digital transformation failures is when companies neglect to invest in skills to the same degree as they invest in technology.

IQ for Business provides two key offerings – Skills Assessment and In-house Training:

Skills Assessment is the best way for businesses to identify the skills that they currently have and where they are lacking.

In-house Training acknowledges where the team needs to be upskilled and brings customised learning to you, with relevant, accessible training delivered at your location, allowing your team to apply new skills faster.

Both offerings have been designed to assist companies of all sizes and can be customised to address specific business needs.

"Many businesses are undertaking a digital revolution; however projects often fail due to the lack of people with the right skills to execute," said Richard Harris, MD of IQ. "Our Skills Assessment is the best way for businesses to prioritise their efforts on training in areas where it will provide the most value. We can then customise training to address the skills gaps."

"IQ for Business will evolve your business. While you could look to fix a skills shortage with new hires, a lack of highly-skilled people in the market makes hiring a challenge. Instead, you can invest, upskill and add value to your team with IQ for Business staff training and development and watch your business grow".

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