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## Advanced Analytical Competency Is Necessary for Strategic Leadership to Achieve High-Quality Decision-Making

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**Abstract:** This paper is a non-empirical analysis of existing literature on digital leadership competency, data-driven organizations, and dealing with AI technology (big data). This paper will provide insights into the importance of developing the leader's analytical skills and style to be more effective for high-quality decision-making in a data-driven organization and achieve creativity during the organization's transformation to be digitalized. Despite the enormous potential that big data has, there are not enough experts in the field. Many organizations faced an issue with leadership style, which was considered an obstacle to organizational improvement. It investigates the obstacles to leadership style in this context and the challenges leaders face in coaching and development. The leader's lack of analytical skill with AI technology, such as big data tools, was noticed, as was the lack of understanding of the value of that data, resulting in poor communication with others, especially in meetings when the decision should be made. By acknowledging the different dynamics of work competency and organizational structure and culture, organizations can make the necessary adjustments to best support their leaders. This paper reviews prior research studies and applies what is known to assist with current obstacles. This paper addresses how analytical leadership will assist in overcoming challenges in a data-driven organization's work environment.

Keywords: digital leadership, big data, leadership style, digital leadership challenge

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