



Learning Objectives

SPATIAL BUSINESS ACADEMY

Assess the need and value of location intelligence throughout an organizational value chain.



Demonstrate understanding of spatial business applications across a range of business function and context.



Apply a series of locational analytical tools and methods for analyzing business problem-solving and informing decision-making.



Effectively communicate locational insights and intelligence through a variety of spatial, visual, and storytelling means.



Assess and articulate the ROI of spatial investments as it relates to business strategy and competitive advantage.