

Rethinking Data: Closing the Gap Between Analysis and Action

8 Tips for Turning Analysis into Action

1. Provide Answers, Not Numbers
2. See More By Looking At Less
3. Make Things Simple To Foster Understanding
4. Add Context To Create Meaning
5. Use Reasoning To Support Your Decisions
6. Be A Prosecutor Instead Of A Mystery Writer
7. Separate Relevant Data From Related Data
8. Design Reports Around Answers Not Data

Creating decision criteria

1. List ten to fifteen **YES** or **NO** questions that drive the decision
2. Organize the questions into a tree with 3-5 main questions
3. Support each main question with 3-5 sub-questions

The 5 Second Rule

If your slides, sentences, statements, or reports cannot be understood in five seconds or less, they are too complicated.

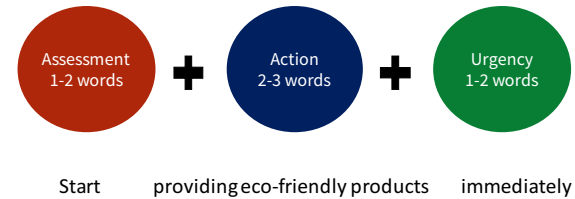
The 1:1:1 Rule

1 idea per sentence/bullet

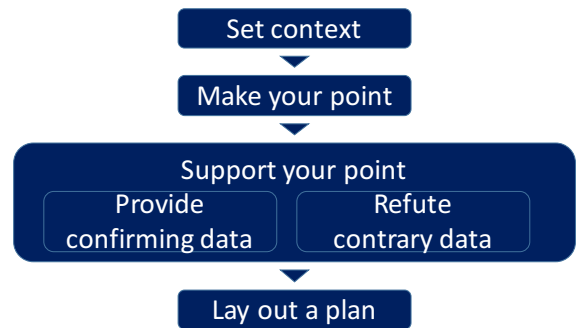
1 theme per paragraph/slide

1 decision/recommendation per report/presentation

Creating a simple, synthesized recommendation



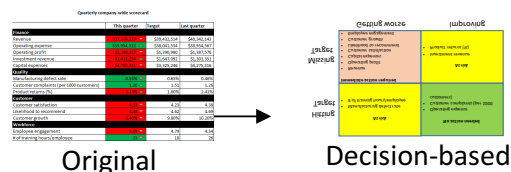
The structure* of a business driven story



* based upon Aristotle's writings in *Rhetoric III*

Creating a decision-based report

1. Define your question/decision
2. List your choices/options
3. Identify the data that you will use to make your choice
4. Determine the rules for making the choice
5. Organize the report around the choices, not the data



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About Brad Kolar

Brad Kolar is a consultant, speaker, and author with Avail Advisors. He helps leaders simplify their decisions, data, and communication.

Brad served as the Chief Learning Officer for the University of Chicago Medical Center. He also served as the Director of learning strategy for Accenture.

Brad earned degrees in Economics (BA) and Communication (MA) from the University of Illinois at Urbana-Champaign. He also has a degree in Computer Science (MS) from Northwestern University.

Six word story

- Consumers are increasingly focused on sustainability
- Consumers are willing to pay a premium for socially and environmentally friendly products
- Consumers want products that are natural and healthy
- Consumers are growing increasingly suspicious of chemicals and other additives in their household products
- Consumers spend more time researching the ingredients and manufacturing processes associated with the products that they purchase

1:1:1 Rule (before)

Inequality runs deeper than thought. New research shows the average pretax income of the bottom 50 percent of U.S. adults has stagnated since 1980, while the share of income of U.S. adults in the bottom half of the distribution collapsed from 20 percent in 1980 to 12 percent in 2014. In a mirror-image move, the top 1 percent commanded 12 percent of income in 1980 but 20 percent in 2014. (Source Crain's Morning Update, June 14, 2017)

1:1:1 Rule (after)

Inequality runs deeper than thought. New research shows that the bottom half of US adults have taken quite a hit. Their average pretax income has stagnated since 1980. Also, their share of income decreased from 20 percent (1980) to 12 percent (2014).

The trend is opposite for the top 1 percent. During the same timeframe, their share of income increased from 12 percent to 20.

Let's keep in touch!



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