Top Tips for Turning Information into Insights

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Information is a commodity!

Can you be replaced?
Our clients are drowning in information!
What’s Your Value?
SHOW AND TELL
Information → Insights
Wisdom

Knowledge

Information

Data
Info Analyst

Patterns
Information flow
Comparisons
Relationships
Format for usability
“SO WHAT?”
Where do I start?
#1 START WITH THE BASICS
Listen and learn

Reference interview
Informational interviews
Project follow-up
$64,000 QUESTION

HOW WILL THE INFORMATION BE USED?
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Today's date

Name
Company
Address
Address

Re: XXX Research

Client name,

Following is the Market Profile for XXX project. In this phase, we focused on the following:
- Question1
- Question2

We found that [Summary paragraph]

One issue that we discovered [Enter any conflicting reports, other issues]

Please let me know if you have any questions. Again, thank you for this opportunity to work with XXXX.

Sincerely,

Marcy

Marcy Phelps
#2 KISS (KEEP IT SHORT & SIMPLE)
“Linda Cooper exercise”

Why are you including this in the report? (In 1-2 sentences)
Executive Summary

One page
Address questions/summarize answers
Include links to more info
Add your observations
A Los Angeles County judge on Thursday referred to arbitration the case of a Canadian engineer who contends that NBC Universal stole his idea and business strategy to launch Hulu, the website that shows TV programs and movies.
#3 A PICTURE IS WORTH...A LOT!
Something to remember...........

#Inspiration

"When words are both true and kind they can change the world."
Add meaning to [boring] numbers

Worldwide Ethernet Semiconductor Revenue Forecast ($ million)

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Ethernet</th>
<th>10 G Ethernet</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>3,009.9</td>
<td>492.2</td>
</tr>
<tr>
<td>2008</td>
<td>3,424.9</td>
<td>872.3</td>
</tr>
<tr>
<td>2009</td>
<td>3,734.9</td>
<td>1,284.6</td>
</tr>
<tr>
<td>2010</td>
<td>3,919.2</td>
<td>1,621.4</td>
</tr>
<tr>
<td>2011</td>
<td>3,973.3</td>
<td>1,947.2</td>
</tr>
<tr>
<td>2012</td>
<td>4,041.6</td>
<td>2,201.7</td>
</tr>
</tbody>
</table>
Create a dashboard
Tools for charts/graphs

Excel Chart Wizard

ChartGizmo.com

Google Developers Chart Wizard (http://snipurl.com/27mnhv5)

DIYChart.com
Concepts → Diagrams
Tools for diagrams

SmartArt (Excel, Word, PowerPoint)

Gliffy.com

Microsoft Visio
(http://snipurl.com/27mnn39)

SmartDraw.com

OmniGraffle for Mac
(http://snipurl.com/27mnmt8)
### Data Maps

**Shaded area map**

<table>
<thead>
<tr>
<th>County</th>
<th>State</th>
<th># of companies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adams</td>
<td>CO</td>
<td>14</td>
</tr>
<tr>
<td>Arapahoe</td>
<td>CO</td>
<td>11</td>
</tr>
<tr>
<td>Boulder</td>
<td>CO</td>
<td>10</td>
</tr>
<tr>
<td>Broomfield</td>
<td>CO</td>
<td>0</td>
</tr>
<tr>
<td>Denver</td>
<td>CO</td>
<td>23</td>
</tr>
<tr>
<td>Douglas</td>
<td>CO</td>
<td>26</td>
</tr>
<tr>
<td>Jefferson</td>
<td>CO</td>
<td>18</td>
</tr>
</tbody>
</table>
Pushpin map
Tools for data maps

Microsoft MapPoint (http://snipurl.com/27mniz8)

Google Fusion Tables (http://snipurl.com/27mnk8r)

Click2Map.com

Mapland (www.softill.com)

SmartDraw.com

Choosing the Right Graphic [http://snipurl.com/289v0je](http://snipurl.com/289v0je)
### COMPETITION AT-A-GLANCE

(Follow links for more details)

<table>
<thead>
<tr>
<th>COMPANY</th>
<th>SERVICES/PRODUCTS</th>
<th>MARKETS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Type 1</td>
<td>Type 2</td>
</tr>
<tr>
<td>Client Company</td>
<td>1-1</td>
<td>1-2</td>
</tr>
<tr>
<td>Company A</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Company B</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>

**Codes:**
- 1-1 =
- 1-2 =
- 2-1 =
- 2-2 =
- 2-3 =
- I-1 =
- I-2 =
- S-1 =
- S-2 =

**Compare → Matrix**
Create a timeline

Jeff Zucker Career Highlights

- 2000: Becomes President NBC Entertainment
- 2001: Rated down-Zucker bashed
- 2002: Becomes CEO NBC Television Group
- 2003: Hululanches Zucker takes "swipe at Apple"
- 2004: Becomes Pres & CEO NBC Universal
- 2005: Leno debacle
- 2006: Leaves NBC-Comcast
Include images

search.usa.gov
Flickr.com advanced search (snipurl.com/256ipl)
Google Images advanced search (snipurl.com/256igw)
iStock.com
#4 BRING IN THE POWER TOOLS
### Data mining

<table>
<thead>
<tr>
<th>County</th>
<th>Construction</th>
<th>Manufacturing</th>
<th>Real Estate</th>
<th>Women-owned</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Count</td>
<td>Sales ($Mil)</td>
<td>Count</td>
<td>Sales ($Mil)</td>
</tr>
<tr>
<td>Mecklenburg</td>
<td>22</td>
<td>799.7</td>
<td>31</td>
<td>803.5</td>
</tr>
<tr>
<td>Cabarrus</td>
<td>1</td>
<td>26.0</td>
<td>3</td>
<td>91.3</td>
</tr>
<tr>
<td>Union</td>
<td>0</td>
<td>0.0</td>
<td>0</td>
<td>0.0</td>
</tr>
<tr>
<td>York</td>
<td>2</td>
<td>53.9</td>
<td>5</td>
<td>204.4</td>
</tr>
<tr>
<td>Iredell</td>
<td>2</td>
<td>67.4</td>
<td>12</td>
<td>573.7</td>
</tr>
<tr>
<td>Gaston</td>
<td>1</td>
<td>28.6</td>
<td>13</td>
<td>420.4</td>
</tr>
<tr>
<td>Catawba</td>
<td>1</td>
<td>57.1</td>
<td>18</td>
<td>564.9</td>
</tr>
<tr>
<td>Totals</td>
<td>29</td>
<td>1,032.7</td>
<td>82</td>
<td>2,658.2</td>
</tr>
</tbody>
</table>

Source: Hoover's
Analysis frameworks

SWOT
PEST Analysis
Timeline Analysis
Porter’s Four Corners
Early Warning Systems
SWOT ANALYSIS

- **Helpful**
  - to achieving the objective

- **Harmful**
  - to achieving the objective

- **Strengths**
- **Weaknesses**

- **Opportunities**
- **Threats**

- **Internal origin**
  - (attributes of the organization)

- **External origin**
  - (attributes of the environment)
Political Factors
- Government type and stability
- Tax policy
- Changes in the political environment
- Regulation and de-regulation trends
- Levels of corruption

Economic Factors
- Stage of business cycle
- Impact of globalization
- Labor costs
- Likely changes in the economic environment

Social Factors
- Population growth rate
- Population health, education and social mobility
- Lifestyle choices and attitudes toward socio cultural changes

Technological Factors
- Research and development activity
- Impact of emerging technologies
- Impact of technology transfer
Business and Competitive Analysis: Effective Application of New and Classic Methods, by Craig Fleisher & Babette Bensoussan

Strategic Analysis Tools: Topic Gateway Series No. 34, Chartered Institute of Management Accountants, [http://snipurl.com/289ulko](http://snipurl.com/289ulko)
Using insights

FAQs
Issue briefs
PowerPoint
Cheat sheets
Include on intranet, create portal
#5 Create a report toolkit

Templates - Word, PP
Word Styles
Chart gallery
Map gallery
Branded!
“There is a simple way to package information that, under the right circumstances, can make it irresistible. All you have to do is find it.”

Malcolm Gladwell
*The Tipping Point*
Thank you!

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