

# Distilling Wisdom From Data

## Data

*You already know*

Certain facts. You know other facts right now that may or may not be of use. You know there is more to be known, but not if these facts hold any value for you.

*You need*

Assistance in gathering what you need to know and eliminating the fluff that just gets in the way.

## Analysis

*You already know*

How to organize, collate, and analyze the data you know applies.

*You need*

Help analyzing data from a wider viewpoint using techniques and technologies from closely-related fields. In this way you take advantage of data you already had or could easily acquire but could not previously use.

## Information

*You already know*

What analysis in your industry applies to your business. You constantly keep track of new information that becomes available in your industry, but you may not know how to apply that.

*You need*

Help applying new information from your industry and determining if there is technology available from a wide variety of industries that may apply to your business, and how to apply all this technology.

## Synthesis

*You already know*

How to think about the problem. You know what currently works best; that's what you do. This is your business, in all aspects of the word.

*You need*

Help optimizing the current state of the art as it applies to your business. In doing this you may be expanding the envelope containing your business into other areas, other industries, and other domains.

## Knowledge

*You already know*

What has been successful and what has failed for your business. You know not to spread yourself too thin nor to constrain yourself too narrowly.

*You need*

Help recognizing the potential gleaned from successes in other businesses. The insight from other disciplines can open your eyes to new vistas. You may recognize new opportunities where previously you only perceived needless risk.

## Wisdom

*You already know*

How to avoid the pitfalls of error in your business; you know how to best build on successful endeavors.

*You need*

Suggestions on how to expand and improve your business in areas outside of your current expertise by developing new expertise in those areas. This may mean shifting focus away from business that has been previously successful into new business that may appear risky, but may be even more successful.