TO BEGIN...

INTRODUCTION

Analytics, Excel, and other programs are tools
They will not “solve” it all

The function and goal is the focus, not the tools

Your work can be like art, but you want your audience to get information, not guess it, not marvel at it.

FOCUS ON YOUR AUDIENCE
NON AUDIENCE-FOCUSED DELIVERY

Unfocused “just give ‘em everything!” presentation
Self-centric “Look at what I can do!” construction
Uncategorized and confusing display
The gaudy and flashy replaces beauty and elegance

SAD TO SAY...
This is what we see today

NON AUDIENCE-FOCUSED DELIVERY

Meaningful and focused presentation
Thoughtful user-centric construction
Categorized and simplified organization
Beauty establishes order, and elegance provides flow (“practical minimalist art”)

AUDIENCE-FOCUSED DELIVERY

Beyond Information - The Importance of Presentation & Delivery - Brian Berrellez - April 26, 2016
You want your audience to get information, not guess it, not marvel at it.

**OVERVIEW OF PRESENTATION**

- ORGANIZATION OF INFORMATION
- CONSTRUCTION
- DELIVERY

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**OVERVIEW**

Data, Information, and DIKW

Application / Roles with Information Hierarchy

Quality of Information

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**DATA & INFORMATION … DIKW**

- WISDOM
- KNOWLEDGE
- INFORMATION
- DATA
DATA

Raw Collection of Observations

Data is raw, non-dependent, and fully computational

INFORMATION

Data with Relationship, Context, Domain

Information is data with relational connections: context and domain

DATA & INFORMATION ... DIKW

WISDOM

KNOWLEDGE

INFORMATION

DATA

KNOWLEDGE

Information with Meaning, Applied

Information that has meaning and is applied or utilized, discovering patterns

DIKW... AND VARIATIONS

DECISIONS

WHAT ACTION?

FUTURE

reveals direction

WISDOM

WHAT IS BEST?

reveals principles

KNOWLEDGE

PAST

why?

reveals patterns

INFORMATION

WHAT?

Becomes

given purpose, becomes

given insight, becomes

given meaning, becomes

given context, becomes

DATA

agins, meaning

UNDERSTANDING

Knowledge with Personal Meaning

Through experience and theories, knowledge is explored and evaluated
WISDOM
Evaluated Understanding

Stored knowledge has understanding by a learner. Through personal experience and theory, meta-knowledge has been established to allow for decisions.

HOW DO WE GET THERE?
Theory, Meta Stages, Experience, and Transformation

Knowledge is established through a complicated process. New knowledge is created through transformation.

QUALITY

Quality of data and information is essential and foundational to our knowledge and wisdom.

QUALITY

Bad quality means a misinformed population.

Example: technology folks may not understand the contexts and applications for the data and information. Without collaboration and dialogue with the target audience, this leads to difficult-to-use information.

We want to provide information to impart knowledge and develop wisdom so we can act on well-informed decisions.
QUALITY

Example
Those creating products may not understand the contexts and intended purpose
Lack of collaboration leads to difficult-to-use information or misinformation

QUALITY

Review before proceeding
We need to be careful with what we receive since those who prepared information or imparted knowledge may not have properly related it to our situation

“Why is this important to me?”

You’re creating products to impart information and knowledge

Where to start

In which part are you working?
What is your focus and goal?
WRAP-UP OF ORGANIZATION

Be mindful of where you’re working at in DIKW

Be sure to verify your information

OVERVIEW

What is reporting?
WHAT IS REPORTING?

Gathering findings, Building information, and Presenting to an audience

Keep your audience in mind

SUGGESTIONS

Gathering, Building, and Presenting

This can quickly become a mess

Don’t combine reporting with data gathering or entry
Keep data entry as clean and simple as possible

Programs have reporting functions!

Use Pivot Tables, Formulas, Links, Subtotals

Keep in mind a **distinction** when reporting

**REPORT VS. ANALYSIS**

Reports tell where and what
Analyses tell why - they tell a story

<table>
<thead>
<tr>
<th>REPORT</th>
<th>ANALYSIS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content: Data</td>
<td>Content: Answers</td>
</tr>
<tr>
<td>Focus: Observations</td>
<td>Focus: Insight</td>
</tr>
<tr>
<td>Structure: Tabular</td>
<td>Structure: Document</td>
</tr>
<tr>
<td>Topic: Objects</td>
<td>Topic: Relations</td>
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</table>

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