

IT'S A TRIP®

ALBUQUERQUE

CONVENTION & VISITORS BUREAU



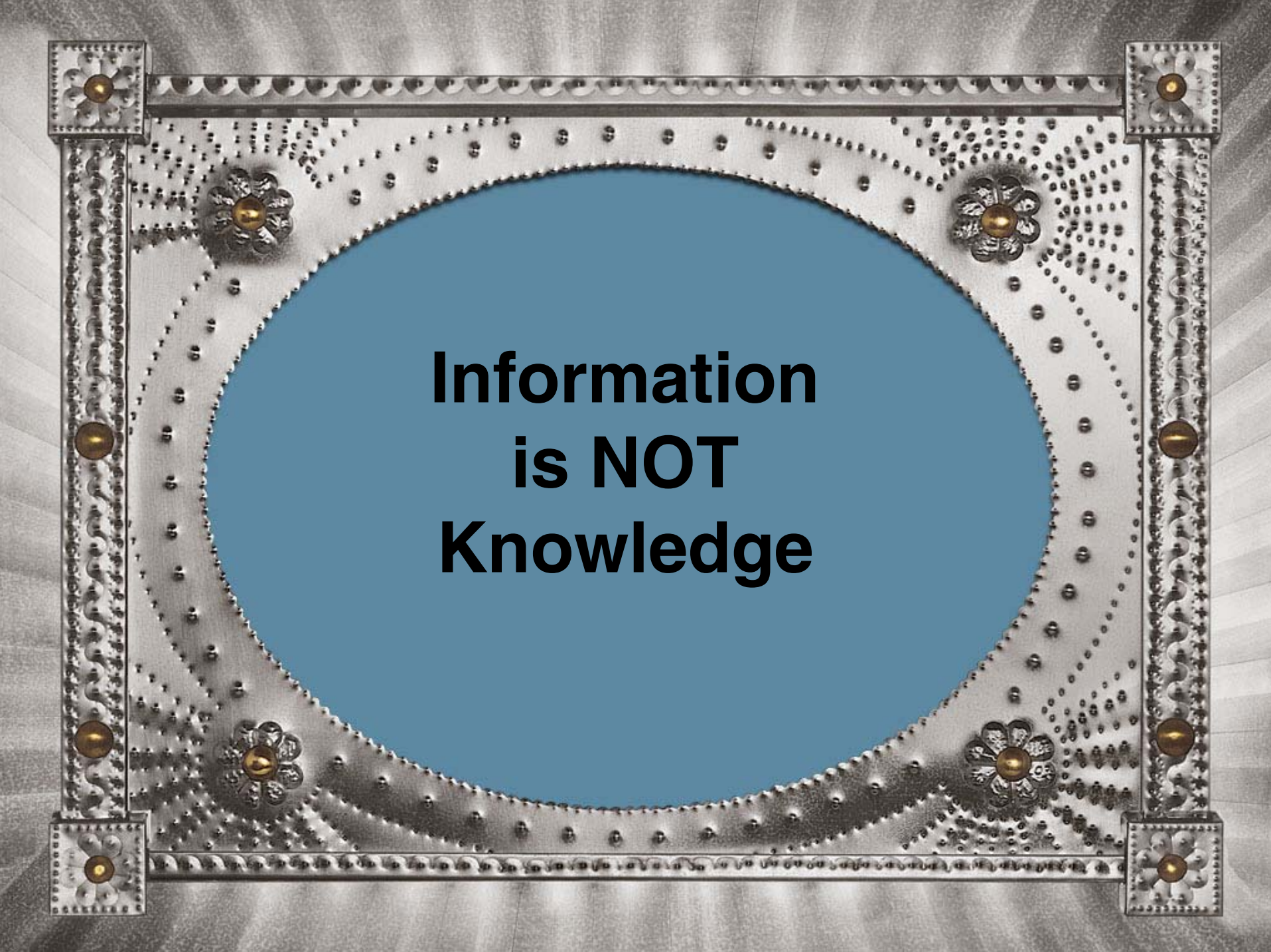
Joni Thompson
ACVB Chief Operating Officer

The image features a highly detailed, ornate silver frame. The frame is rectangular with rounded corners and is heavily embellished with intricate patterns, including floral motifs and a dense array of small, raised dots. At each of the four corners, there is a prominent, multi-petaled flower-like ornament with a central gold-colored dot. The frame is set against a background of light-colored, vertically-oriented stripes. In the center of the frame is a large, solid blue circle. Overlaid on this circle is the text "The WISDOM of DATA" in a bold, black, sans-serif font. The word "WISDOM" is notably larger than "The" and "of", and "DATA" is the largest word in the phrase.

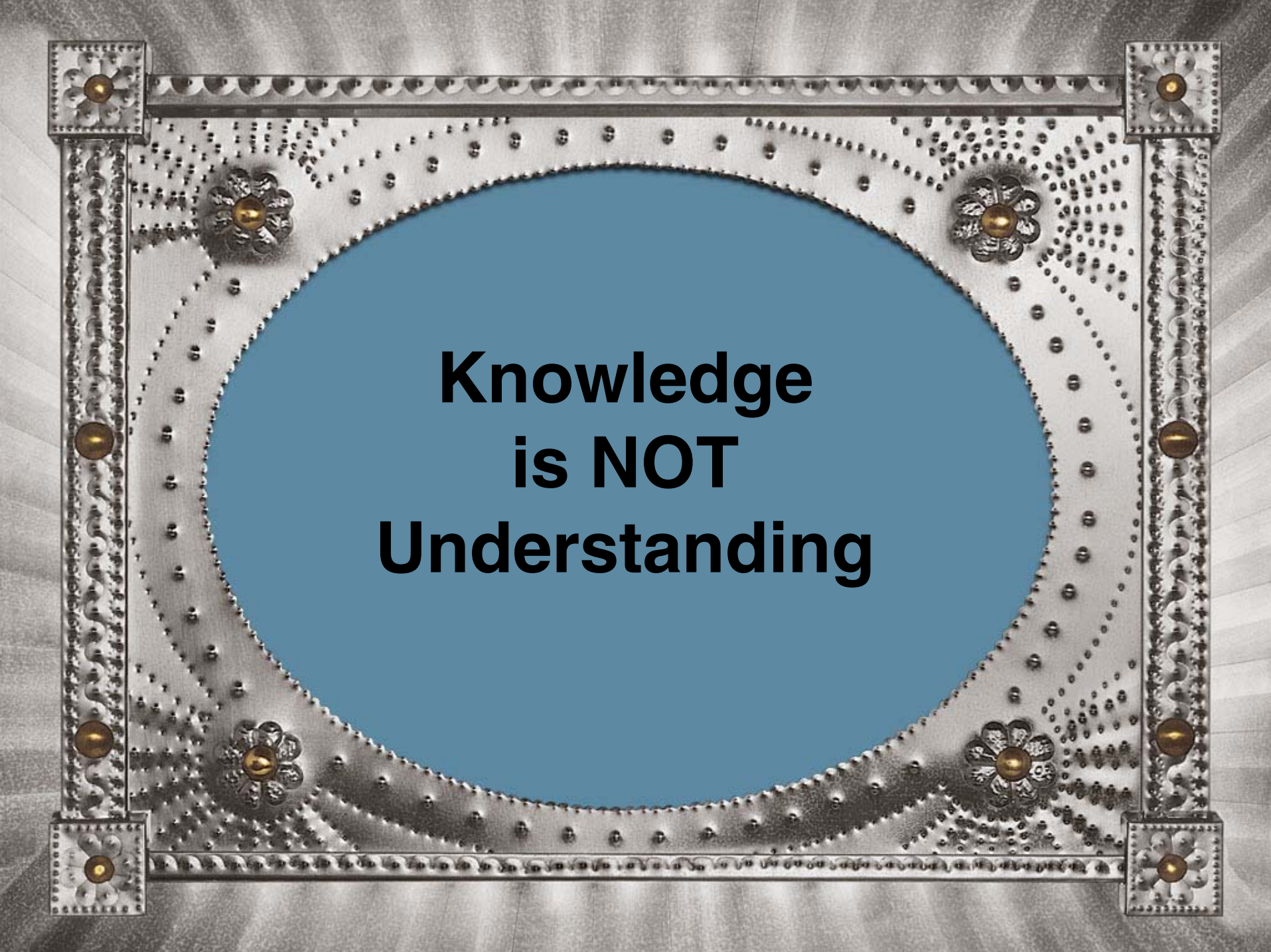
The WISDOM of DATA

A decorative silver frame with a scalloped inner edge and a central blue circle. The frame is adorned with small silver studs and larger, ornate silver floral motifs with gold centers. The text "Data is NOT Information" is centered within the blue circle in a bold, black, sans-serif font.


**Data
is NOT
Information**

A decorative silver frame with a central blue circle. The frame is ornate, featuring a scalloped inner edge, a band of small studs, and four floral motifs with gold centers. The background is a light-colored, textured surface.

**Information
is NOT
Knowledge**

A decorative silver frame with a scalloped inner edge and a central blue circle. The frame is adorned with small silver studs and larger floral-shaped ornaments with gold centers. The text "Knowledge is NOT Understanding" is centered within the blue circle in a bold, black, sans-serif font.

**Knowledge
is NOT
Understanding**

A decorative silver frame with a blue circle in the center. The frame is ornate, featuring a scalloped inner edge, a band of small studs, and four floral motifs with gold centers. The background is a light-colored, textured surface.

**Understanding
is NOT
Wisdom**

A decorative silver frame with a central blue circle. The frame is ornate, featuring a scalloped inner edge, a band of small studs, and four floral motifs with gold centers. The corners are reinforced with square plates, each containing a gold dot. The background is a light-colored, textured surface.

**Wisdom
is NOT
Action**

What is the POINT?

THERE! LOOK OVER
THERE!!



You mean right there?



What is the POINT?





Where do the NUMBERS point?

Numbers => DATA (but BEWARE)

Some will try to leap from DATA to ACTION!

Where do the NUMBERS point?

EXAMPLE: The following are all 'accurate'

of flu cases increased 100%

of flu cases increased by 4

of flu cases doubled

Flu cases as % of population went from

.000002 to .000004

Where do the NUMBERS point?

EXAMPLE: Underlying data for the above statements:

Flu cases went from 4 to 8

How do you think the press chose to frame it?

Where do the NUMBERS point?

TEASER – TV News:

New Mexico swine flu cases doubled

(ours isn't the only news reported in that manner - the following are web articles pulled from google search – +“swine flu” +doubled)

Where do the NUMBERS point?

HEADLINE (Mapleridge.com)

B.C. swine flu cases double to six

Fifth paragraph of article:

None of the six are in hospital now and all are expected to recover.

(At least they included the raw data if the audience wished to INFER the movement from 3 to 6.)

Where do the NUMBERS point?

HEADLINE (breitbart.com):

Canada's first swine flu death, US cases double

The article does not give actual 'data' on US cases – no point of comparison.



Where do the NUMBERS point?

Commit to Integrity in Reporting.

Express the truth; don't distort.

NOTE: Although each of the 'flu' examples were *accurate*, many were misleading.

If there is a possibility of misinterpretation, report the data and let your audience "do the math".

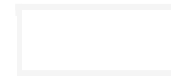
How would that look in the 'flu' examples?

Where do the NUMBERS point?

How do we commit to Integrity in Reporting?.

- Believe that Questions are more important than Answers.
- Don't let the 'simple' or 'obvious' answers stand unquestioned.
- Continue to ask,
 - “Yes, but it is it true?”
 - “What does it *mean*?”
 - “What does it mean *to me*?”
 - “How do you know?”
 - “What's your point of comparison?”
 - “What motivates the 'author'?”

What is the POINT?



So maybe the cat doesn't have it all wrong. Sometimes you do need to take a closer look at the data!

Where do the NUMBERS point?

AUDIENCE PARTICIPATION (true story):

During an audit in Year 1, auditors identified one “internal control exception”.

During an audit in Year 2, auditors identified 6 “internal control exceptions”.

Which Year reflected a ‘more impaired’ control environment? And what was management’s response?

PET PEEVE – Number One
(don't mess with my friends, the numbers)

People who 'abuse' the numbers

Definition of abuse – to put to a wrong or improper use (Merriam-Webster)

Example:

Reporting 100% increase (or *worse* – a **200%** increase) when data moves from 4 to 8

DON'T DO THAT!!!!!!

PET PEEVE – Number One (cont'd)

(don't mess with my friends, the numbers)

Math Lesson – how do you calculate % increase?

Year 1 – 4 cases

Year 2 – 8 cases

% increase = (Year 2 minus Year 1)/Year 1

100% = $(8-4)/4 = 4/4 = 1$ (or 100%)

People commonly mistake *doubling* for 200% increase (200% increase of 4 is 12, not 8)

PET PEEVE – Number Two

(don't mess with my friends, the numbers)

People who misuse Comparative Data

How shall I compare me, let me count the ways...

- “US against THEM” – we spend a lot of time discussing “Who is our COMPARATIVE set?”

Geographical (e.g. Phoenix, AZ?)

Budget size (e.g. Raleigh, NC?)

Someone we can ‘beat’ (PODUNK, USA?)

PET PEEVE – Number Two

(don't mess with my friends, the numbers)

People who misuse Comparative Data

Cautions about comparing to others:

From *The Desiderata* - Max Ehrmann, 1927

If you compare yourself with others, you may become vain or bitter; for always there will be greater and lesser persons than yourself.

PET PEEVE – Number Two (cont'd)
(don't mess with my friends, the numbers)

People who misuse Comparative Data

Cautions about comparing to others:

From Our Childhood - Anyone's Mom

I don't care if Billy does it...I'm not
(everyone together now) Billy's MOM!

PET PEEVE – Number Two (cont'd)
(don't mess with my friends, the numbers)

People who misuse Comparative Data

Cautions about comparing to others:

From Our Childhood - ibid.

I don't care if everyone else is doing it,
would you do it if everyone (all together
now) jumped off a bridge?

PET PEEVE – Number Two (cont'd)
(don't mess with my friends, the numbers)

People who misuse Comparative Data

SO – in spite of the wisdom of The Desiderata,
and the 'pulsing vein' wisdom of our moms....

WE STILL DO IT!!

WHY????

PET PEEVE – Number Two (cont'd)
(don't mess with my friends, the numbers)

People who misuse Comparative Data

Why do we compare ourselves to others?

Have you ever said (or thought) this:

“At least we're not as bad.....”?

PET PEEVE – Number Two (cont'd)
(don't mess with my friends, the numbers)

People who misuse Comparative Data

Personal Digression:

Why I watch Clean House (did you see the one with a houseful of monkeys?)



I may be **THE** mess maker in our house, but we can watch it together and I can say, “AT LEAST I’M NOT..” (I don’t keep monkeys in the closet.)

PET PEEVE – Number Two (cont'd)
(don't mess with my friends, the numbers)

People who misuse Comparative Data

Personal Digression:

Why so many sit on the couch, eating a quart of ice cream and watching THE BIGGEST LOSER.



425 pounds? Everyone together – “At least I’m not.....”

PET PEEVE – Number Two (cont'd)
(don't mess with my friends, the numbers)

People who misuse Comparative Data

Personal Digression:

By the way – that show helps us start to move
from DATA to INFORMATION.

Raw Data would be Total Pounds Lost

Contextualized Data (Information) reports Total
Pounds Lost as a percent of Total Body Weight
and evens the playing field a bit.

PET PEEVE – Number Two (cont'd)
(don't mess with my friends, the numbers)

People who misuse Comparative Data

Personal Digression:

Although it is more statistically representative, an even better piece of information (on the road to understanding) would be percent change in Body Fat....and now I have TOTALLY Digressed.

PET PEEVE – Number Two (cont'd)
(don't mess with my friends, the numbers)

People who misuse Comparative Data

When we jump to comparatives, what do we lose?

PERSPECTIVE!

Especially if our motivation is to 'show well'. We are looking for the conclusion that says, "AT LEAST WE'RE ~~not as bad as that!~~"

PET PEEVE – Number Two (cont'd)
(don't mess with my friends, the numbers)

People who misuse Comparative Data

When we jump to comparatives, what do we lose?

Remember our questions?

“Yes, but it is it true?”

“What does it *mean*?”

“What does it mean *to me*?”

“How do you know?”

“What's your point of comparison?”

“What motivates the ‘author’?”

PET PEEVE – Number Two (cont'd)
(don't mess with my friends, the numbers)

People who misuse Comparative Data

When we jump to comparatives, what do we lose?

We look at comparative data and try to find the 'good news':

If our Occupancy isn't as high as our "set", let's look at ADR or REVPAR or Demand (or our owner's finger!)

Let's try an example

Lodging Industry Report												
	March 2009						2009 Calendar Year-to-Date					
	Occ	% Ch Occ	ADR	% Ch ADR	% Ch RevPAR	% Ch Rooms Sold	Occ	% Ch Occ	ADR	% Ch ADR	% Ch RevPAR	% Ch Rooms Sold
ABQ	56.9%	-17.0%	\$71.23	-3.6%	-20.0%	-13.7%	51.2%	-12.9%	\$71.16	-1.4%	-14.2%	-9.5%
Markets												
	70.0%	-6.1%	\$114.09	-1.8%	-7.8%	-2.7%	62.7%	-8.1%	\$109.36	-1.1%	-9.1%	-4.7%
	53.7%	-11.8%	\$94.41	-5.5%	-16.6%	-10.0%	50.9%	-11.8%	\$94.51	-4.7%	-16.0%	-10.3%
	62.6%	-19.7%	\$108.44	-11.4%	-28.8%	-19.4%	62.5%	-15.0%	\$111.60	-10.6%	-24.0%	-14.5%
	61.1%	-12.9%	\$93.09	-6.2%	-18.4%	-10.1%	59.0%	-13.8%	\$95.19	-4.4%	-17.6%	-11.3%
	57.4%	-11.8%	\$68.43	-3.8%	-15.2%	-7.2%	50.7%	-15.1%	\$67.28	-3.5%	-18.1%	-11.6%
	57.5%	-7.4%	\$77.44	-1.0%	-8.4%	-2.8%	52.9%	-7.5%	\$76.30	-0.6%	-8.0%	-3.7%
	53.6%	-19.2%	\$82.07	-8.2%	-25.9%	-15.7%	50.8%	-16.8%	\$82.95	-4.3%	-20.3%	-14.3%
	56.3%	-11.1%	\$91.11	-4.5%	-15.1%	-8.2%	51.2%	-13.7%	\$90.95	-3.6%	-16.7%	-11.2%
	64.7%	-5.3%	\$79.87	2.6%	-2.8%	4.1%	55.8%	-9.0%	\$75.90	0.2%	-8.8%	-1.5%
	70.7%	-10.6%	\$133.23	-15.4%	-24.4%	-5.2%	63.2%	-14.7%	\$135.08	-16.0%	-28.4%	-9.6%
Average	60.4%	-12.1%	\$92.13	-5.3%	-16.7%	-8.3%	55.5%	-12.6%	\$91.84	-4.5%	-16.5%	-9.3%
US Average	55.2%	-11.6%	\$99.42	-9.6%	-20.0%	-8.7%	51.4%	-10.9%	\$100.13	-7.7%	-17.7%	-8.0%

Source: Smith Travel Research Inc. Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

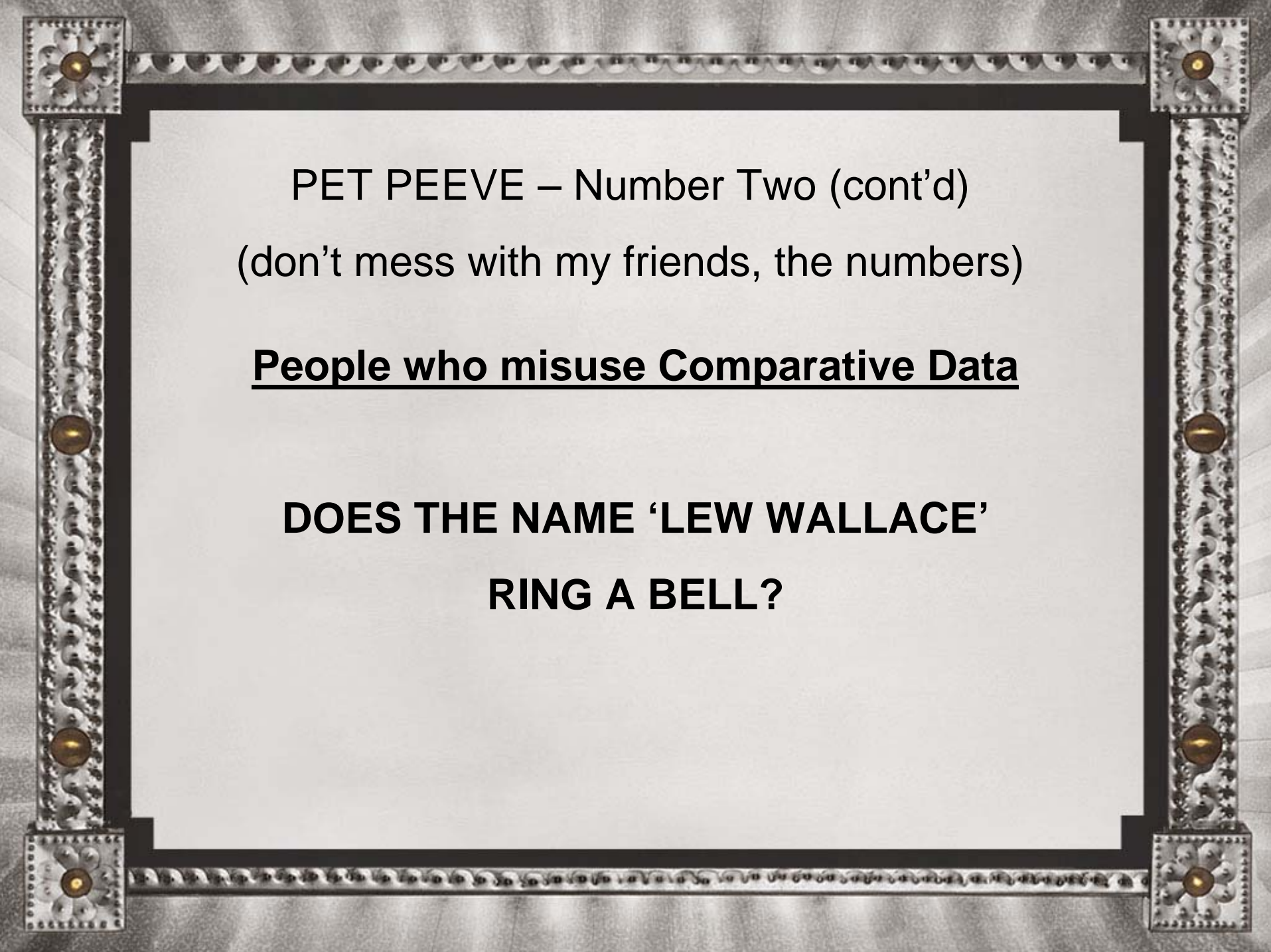
PS – another trick....use EYE CHARTS!

PET PEEVE – Number Two (cont'd)
(don't mess with my friends, the numbers)

People who misuse Comparative Data

What's the WORST thing we can do as a result of analyzing comparative sets?

Conclude that 'whatever they're doing must be working....let's do that!'



PET PEEVE – Number Two (cont'd)
(don't mess with my friends, the numbers)

People who misuse Comparative Data

**DOES THE NAME 'LEW WALLACE'
RING A BELL?**

PET PEEVE – Number Two (cont'd)
(don't mess with my friends, the numbers)

People who misuse Comparative Data

"All calculations based on experience elsewhere, fail in New Mexico."

**Governor [Lew Wallace](#),
Territorial Governor of New Mexico from
1878 - 1881, in a letter to his wife in Indiana.**

PET PEEVE – Number Two (cont'd)
(don't mess with my friends, the numbers)

People who misuse Comparative Data

“How shall I compare me, let me count the ways”

“US vs. US”

OK – let's step back from “others” for now.

What about comparing ourselves to our own
(past) performance?

PET PEEVE – Number Two (cont'd)
(don't mess with my friends, the numbers)

People who misuse Comparative Data

When we jump to comparatives, what do we lose?

(still) PERSPECTIVE!

It's a little nuance, - we are NOW looking for the conclusion that says, "AT LEAST WE'RE not as bad as we used to be!"

PET PEEVE – Number Two (cont'd)
(don't mess with my friends, the numbers)

People who misuse Comparative Data

When we jump to comparatives, what do we lose?

What if last year were a record year (either way – record high or record low)? It's a tough baseline to overcome.

NOTE: Statistical axiom – If you have a record high, fewer people will question it than if you have a record low.

PET PEEVE – Number Two (cont'd)
(don't mess with my friends, the numbers)

People who misuse Comparative Data

Another Personal Digression:

If I see a day-over-day **increase** on the scales (especially if I hit the “scary number”) – I step it up and recommit to healthy eating, lots of water, more cardio, etc.

PET PEEVE – Number Two (cont'd)
(don't mess with my friends, the numbers)

People who misuse Comparative Data

Another Personal Digression:

Sure enough, I'll see a couple of pounds drop off –
still *scary*, but what do I say?

“AT LEAST IT'S NOT AS BAD AS IT WAS”

Or its corollary:

“AT LEAST IT'S GOING IN THE RIGHT DIRECTION!”

PET PEEVE – Number Two (cont'd)
(don't mess with my friends, the numbers)

People who misuse Comparative Data

Another Personal Digression:

AND THEN I CELEBRATE...

PET PEEVE – Number Two (cont'd)
(don't mess with my friends, the numbers)

People who misuse Comparative Data

So how does that relate to comparing our current performance with past performance?

If this year doesn't look too good, look at last year.

If it didn't beat last year, go back five years and see if this is better than any of THOSE years – or an *average* of those years.

PET PEEVE – Number Two (cont'd)
(don't mess with my friends, the numbers)

People who misuse Comparative Data

And, if this IS the worst performance in five years, console ourselves with the fact that NEXT year has to be better (synonyms – rebound, recover, bounce back).

Let's take a look at the next exercise:

...

ABQ LODGERS TAX – THREE YEARS

	FY07 *	FY08**	Monthly Comparison FY07 vs FY08	Cumulative Comparison FY07 vs FY08	FY08 Cum YTD % of Actual	FY09
July	931,453.60	922,864.79	-0.92%	-0.92%	8.02%	921,302.46
Aug	881,561.11	990,994.75	12.41%	5.56%	16.64%	1,081,821.87
Sep	984,776.40	935,872.39	-4.97%	1.86%	24.78%	930,268.51
Oct	1,205,136.96	1,318,157.97	9.38%	4.12%	36.24%	1,133,601.66
Nov	782,023.25	795,981.58	1.78%	3.74%	43.16%	640,502.06
Dec	705,862.23	641,989.16	-9.05%	2.10%	48.74%	713,192.27
Jan	636,487.05	726,176.58	14.09%	3.34%	55.05%	610,726.16
Feb	763,553.85	822,028.91	7.66%	3.82%	62.20%	
Mar	974,262.99	1,053,926.54	8.18%	4.36%	71.36%	
Apr	934,773.03	1,064,204.58	13.85%	5.37%	80.61%	
May	1,009,978.68	1,100,456.77	8.96%	5.74%	90.18%	
Jun	1,000,426.18	1,129,696.29	12.92%	6.40%	100.00%	
TOTAL:	10,810,295.33	11,502,350.31			--	6,031,414.99
Budget:					Budget:	
ORIG	9,699,000.00	11,178,000.00			ORIG	11,450,000.00
ADJ 3/1	0.00	0.00			ADJ	
var @ ye:	1,111,295.33	324,350.31			var @ ye:	
%var@ye	10.280%	2.820%				

* Changes for FY07 based on City of Albuquerque's Lodge's Tax Summary report dated 6/23/08

** Changes for FY08 based on City of Albuquerque's Lodger's Tax Summary report dated 11/25/08

AS PREPARED BY: ALBUQUERQUE CONVENTION AND VISITORS BUREAU, INC.

from information received by: TREASURY DIVISION, CITY OF ALBUQUERQUE; CITY ECONOMIST, CITY OF ALBUQU

Monthly information is subject to change based on updates from City Treasury Department.

PET PEEVE – Number Two (cont'd)
(don't mess with my friends, the numbers)

People who misuse Comparative Data

Another reason we like “comparatives”

Data is easy to come by

Myriads of data sources

People wanting answers become “Data Junkies”

DATA IS NOT WISDOM

...



Where do the NUMBERS point?

Numbers => DATA (but BEWARE)

Graphs => INFORMATION (but BEWARE)

PET PEEVE – Number Three

(don't mess with my friends, the numbers)

People who misuse Graphs

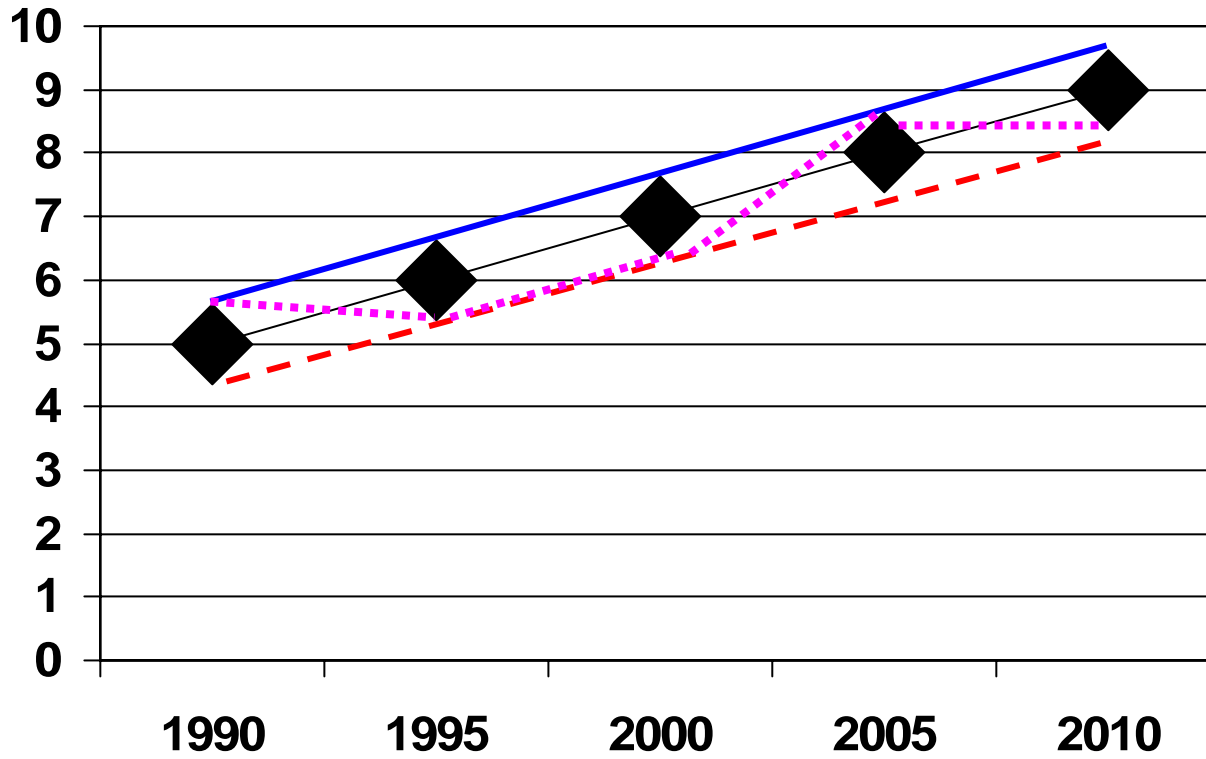
If used correctly, graphs can simplify trend explanations.

HOWEVER...

If a picture is worth a thousand words, you can “abuse” the numbers exponentially.

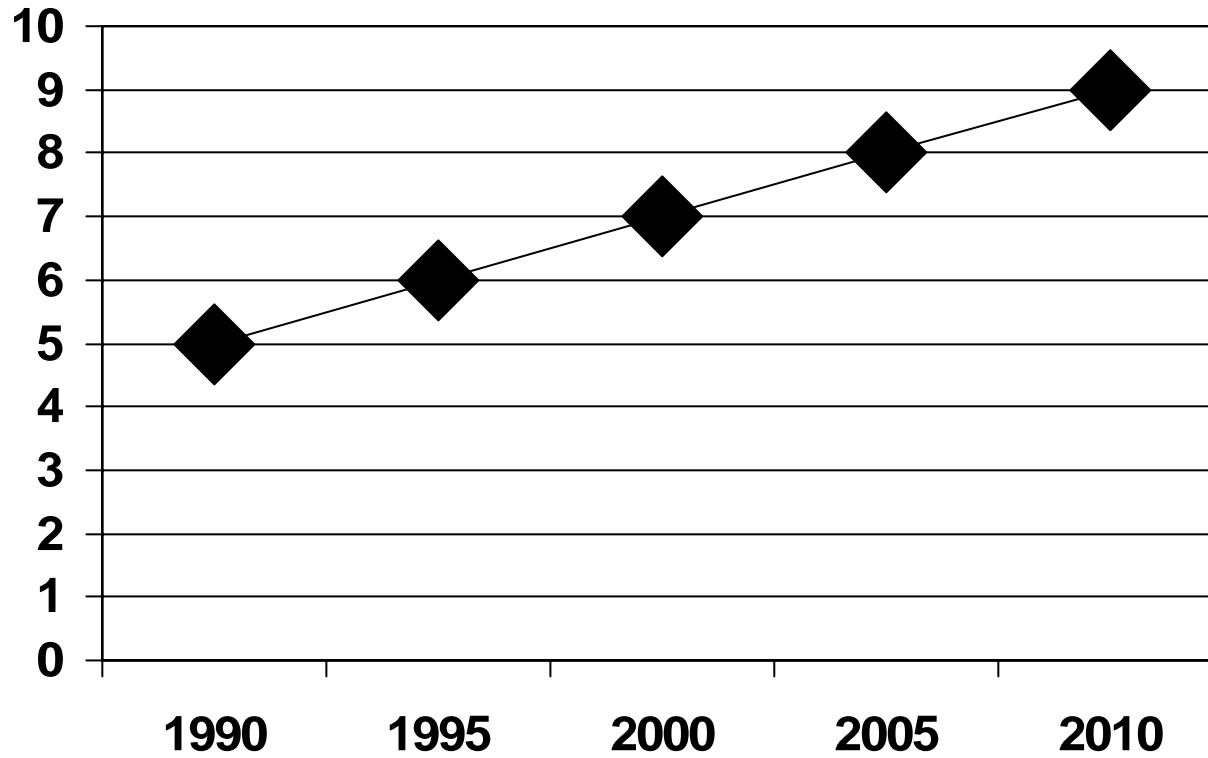
...

What is the POINT?



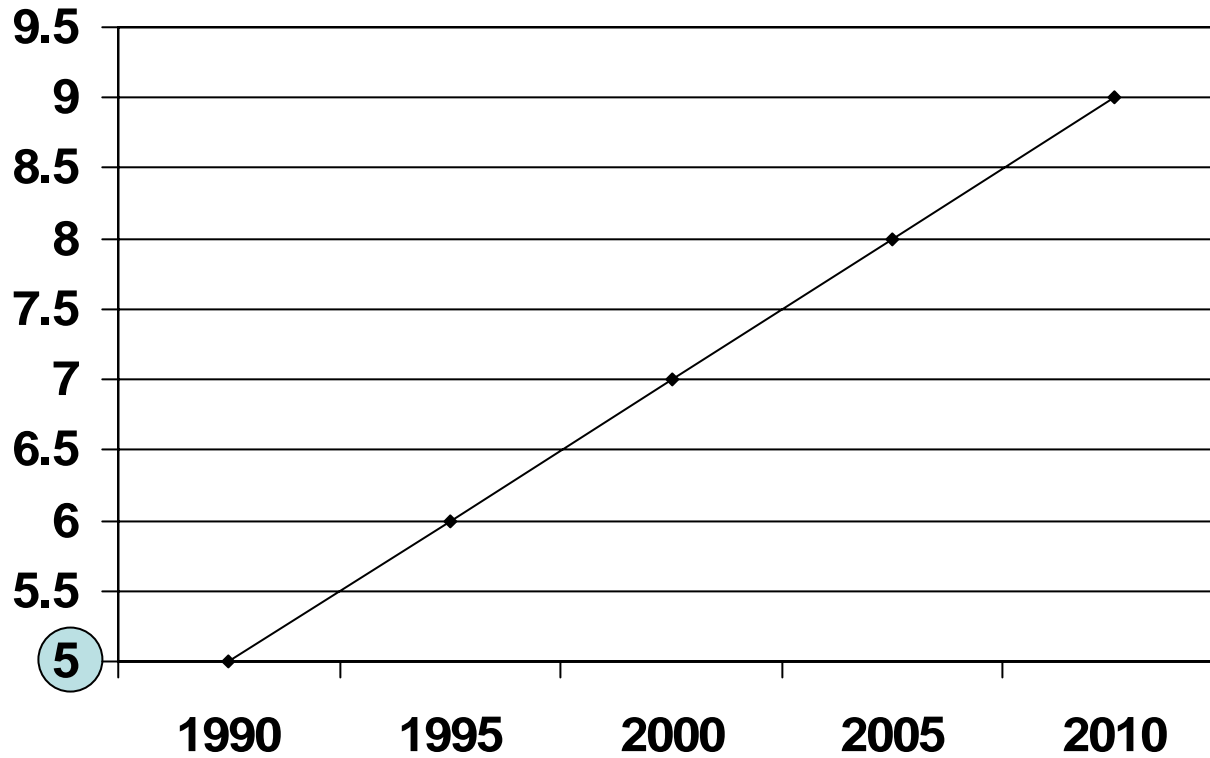
BIG DOT ECONOMICS

What is the POINT?



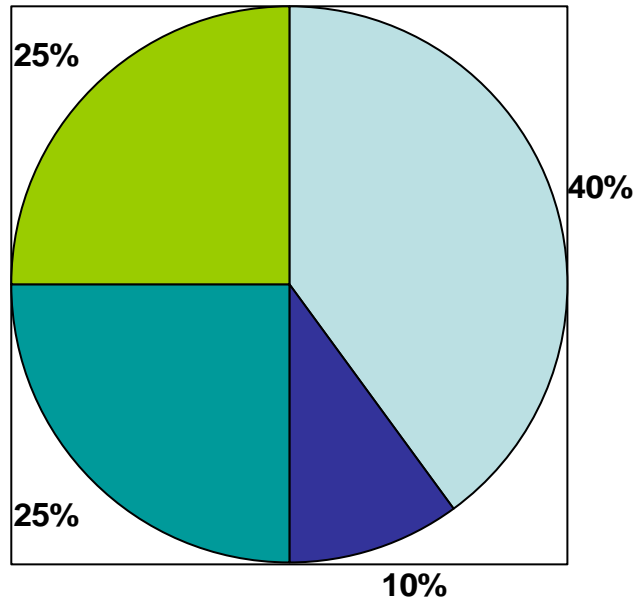
PRACTICE YOUR "SCALES"

What is the POINT?



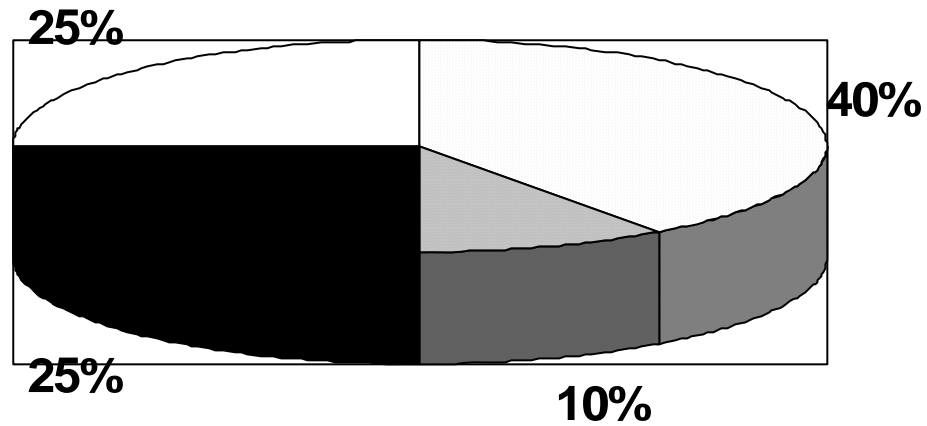
PRACTICE YOUR "SCALES"

What is the POINT?



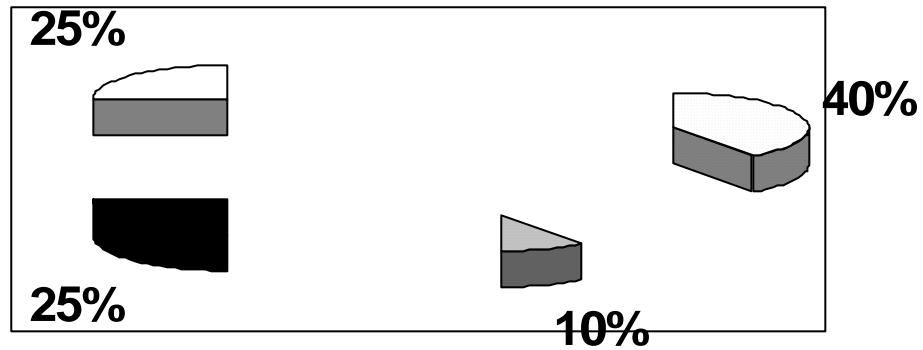
PIE ARE ROUND

What is the POINT?



3-D ILLUSIONS (graphs are not “artistic elements”)

What is the POINT?



THE SUM OF THE PARTS.....?



NOW WHAT?

(don't mess with my friends, the numbers)

If it's not DATA,

if it's not COMPARATIVE SETS,

if it's not even year-over-year performance...

WHAT IS "IT"?!

...



NOW WHAT?

(don't mess with my friends, the numbers)

Not everything that counts can be counted,

and

not everything that can be counted counts.

– Albert Einstein

...

NOW WHAT?

(don't mess with my friends, the numbers)

Data is not “bad”, but it is just a beginning.

Context adds “information”

NOW WHAT?

(don't mess with my friends, the numbers)

FY08 Lodgers Tax over \$11M.

FY09 Lodgers Tax trending toward \$10.5M

Looking at regional and national Lodgers Tax trends

Looking at other industry benchmarks (airport stats, visitor info center stats, attraction attendance stats) helps validate Lodgers Tax data.

Remember This? -

Lodging Industry Report												
	March 2009						2009 Calendar Year-to-Date					
	Occ	% Ch Occ	ADR	% Ch ADR	RevPAR	%Ch Rooms Sold	Occ	% Ch Occ	ADR	% Ch ADR	RevPAR	%Ch Rooms Sold
ABQ	56.9%	-17.0%	\$71.23	-3.6%	-20.0%	-13.7%	51.2%	-12.9%	\$71.16	-1.4%	-14.2%	-9.5%
Markets												
	70.0%	-6.1%	\$114.09	-1.8%	-7.8%	-2.7%	62.7%	-8.1%	\$109.36	-1.1%	-9.1%	-4.7%
	53.7%	-11.8%	\$94.41	-5.5%	-16.6%	-10.0%	50.9%	-11.8%	\$94.51	-4.7%	-16.0%	-10.3%
	62.6%	-19.7%	\$108.44	-11.4%	-28.8%	-19.4%	62.5%	-15.0%	\$111.60	-10.6%	-24.0%	-14.5%
	61.1%	-12.9%	\$93.09	-6.2%	-18.4%	-10.1%	59.0%	-13.8%	\$95.19	-4.4%	-17.6%	-11.3%
	57.4%	-11.8%	\$68.43	-3.8%	-15.2%	-7.2%	50.7%	-15.1%	\$67.28	-3.5%	-18.1%	-11.6%
	57.5%	-7.4%	\$77.44	-1.0%	-8.4%	-2.8%	52.9%	-7.5%	\$76.30	-0.6%	-8.0%	-3.7%
	53.6%	-19.2%	\$82.07	-8.2%	-25.9%	-15.7%	50.8%	-16.8%	\$82.95	-4.3%	-20.3%	-14.3%
	56.3%	-11.1%	\$91.11	-4.5%	-15.1%	-8.2%	51.2%	-13.7%	\$90.95	-3.6%	-16.7%	-11.2%
	64.7%	-5.3%	\$79.87	2.6%	-2.8%	4.1%	55.8%	-9.0%	\$75.90	0.2%	-8.8%	-1.5%
	70.7%	-10.6%	\$133.23	-15.4%	-24.4%	-5.2%	63.2%	-14.7%	\$135.08	-16.0%	-28.4%	-9.6%
Average	60.4%	-12.1%	\$92.13	-5.3%	-16.7%	-8.3%	55.5%	-12.6%	\$91.84	-4.5%	-16.5%	-9.3%
US Average	55.2%	-11.6%	\$99.42	-9.6%	-20.0%	-8.7%	51.4%	-10.9%	\$100.13	-7.7%	-17.7%	-8.0%

Source: Smith Travel Research Inc. Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

Big Dot (YTD Geographic Averages) shows ABQ at average

Remember This – Part Deux?

Lodging Industry Report												
	March 2009						2009 Calendar Year-to-Date					
	Occ	% Ch Occ	ADR	% Ch ADR	RevPAR	%Ch Rooms Sold	Occ	% Ch Occ	ADR	% Ch ADR	RevPAR	%Ch Rooms Sold
ABQ	56.9%	-17.0%	\$71.23	-3.6%	-20.0%	-13.7%	51.2%	-12.9%	\$71.16	-1.4%	-14.2%	-9.5%
Markets												
	70.0%	-6.1%	\$114.09	-1.8%	-7.8%	-2.7%	62.7%	-8.1%	\$109.36	-1.1%	-9.1%	-4.7%
	53.7%	-11.8%	\$94.41	-5.5%	-16.6%	-10.0%	50.9%	-11.8%	\$94.51	-4.7%	-16.0%	-10.3%
	62.6%	-19.7%	\$108.44	-11.4%	-28.8%	-19.4%	62.5%	-15.0%	\$111.60	-10.6%	-24.0%	-14.5%
	61.1%	-12.9%	\$93.09	-6.2%	-18.4%	-10.1%	59.0%	-13.8%	\$95.19	-4.4%	-17.6%	-11.3%
	57.4%	-11.8%	\$68.43	-3.8%	-15.2%	-7.2%	50.7%	-15.1%	\$67.28	-3.5%	-18.1%	-11.6%
	57.5%	-7.4%	\$77.44	-1.0%	-8.4%	-2.8%	52.9%	-7.5%	\$76.30	-0.6%	-8.0%	-3.7%
	53.6%	-19.2%	\$82.07	-8.2%	-25.9%	-15.7%	50.8%	-16.8%	\$82.95	-4.3%	-20.3%	-14.3%
	56.3%	-11.1%	\$91.11	-4.5%	-15.1%	-8.2%	51.2%	-13.7%	\$90.95	-3.6%	-16.7%	-11.2%
	64.7%	-5.3%	\$79.87	2.6%	-2.8%	4.1%	55.8%	-9.0%	\$75.90	0.2%	-8.8%	-1.5%
	70.7%	-10.6%	\$133.23	-15.4%	-24.4%	-5.2%	63.2%	-14.7%	\$135.08	-16.0%	-28.4%	-9.6%
Average	60.4%	-12.1%	\$92.13	-5.3%	-16.7%	-8.3%	55.5%	-12.6%	\$91.84	-4.5%	-16.5%	-9.3%
US Average	55.2%	-11.6%	\$99.42	-9.6%	-20.0%	-8.7%	51.4%	-10.9%	\$100.13	-7.7%	-17.7%	-8.0%

Source: Smith Travel Research Inc. Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

And at least we aren't as bad as **THEY ARE**

HOW DO WE GET TO WISDOM?

(don't mess with my friends, the numbers)

What should we be asking?

If we are UP over last year – why?

Would you expect New Orleans to have a couple of growth years after Katrina Recovery?

If we are DOWN from last year – why?

After ABQ hosted 60,000 bowlers over a period of six months, would you expect a natural pull back the next year?

HOW DO WE GET TO WISDOM?

(don't mess with my friends, the numbers)

What should we be asking?

If we are UP, does that give us any indication of how much better we could be doing?

If we are DOWN do we let that mask the fact that it could be much worse?

HOW DO WE GET TO WISDOM?

(don't mess with my friends, the numbers)

What should we be asking?

When I see the scale go “in the right direction”, that doesn't tell me where I could (or should) be, and might actually hinder my progress.

HOW DO WE GET TO WISDOM?

(don't mess with my friends, the numbers)

HERETICAL STATEMENT:

Because data does come so fast and in such vast amounts, each individual item carries the same weight – it's increasingly difficult to differentiate the gems from the dust.

HOW DO WE GET TO WISDOM?

(don't mess with my friends, the numbers)

HERETICAL STATEMENT:

We drown in data. What we don't do well is

Pause

Reflect

Step Back

Filter

Synthesize

Assimilate

Interpolate

HOW DO WE GET TO WISDOM?

(don't mess with my friends, the numbers)

HERETICAL STATEMENT:

We don't necessarily need to KNOW more.

If we managed the data/info we do have, we'd catapult into Wisdom (and effectiveness).

HOW DO WE GET TO WISDOM?

(don't mess with my friends, the numbers)

HERETICAL STATEMENT:

Good example is Time Management books & seminars. Would you rather *learn* more or be able to apply a fraction of what you've been *taught*?

HOW DO WE GET TO WISDOM?

(don't mess with my friends, the numbers)

HERETICAL STATEMENT:

Find one good kernel of data/information and really work to digest it. Let it become knowledge and understanding. Take it up 30,000 feet for a good look. Let it become wisdom that leads to thoughtful action.

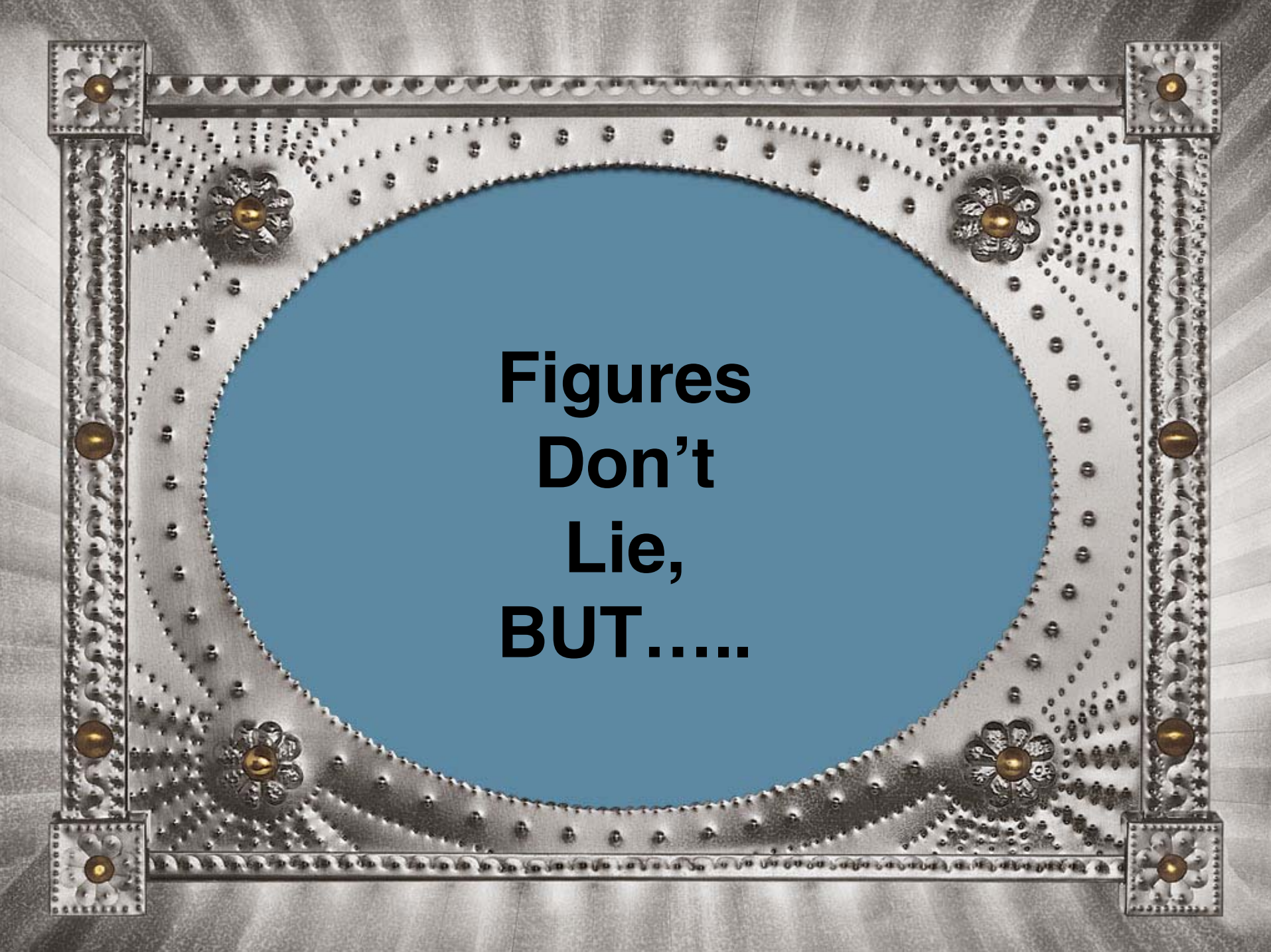


HOW DO WE GET TO WISDOM?

(don't mess with my friends, the numbers)

HERETICAL STATEMENT:

What is your 'kernel' of data?

A decorative silver frame with a scalloped inner edge and a central blue circle. The frame is adorned with small silver studs and larger floral-shaped ornaments with gold centers. The text is centered within the blue circle.

**Figures
Don't
Lie,
BUT.....**

A decorative silver frame with a scalloped inner edge and a central blue circle. The frame is adorned with small silver studs and larger floral motifs with gold centers. The text "LIARS FIGURE!" is centered within the blue circle.

**LIARS
FIGURE!**

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