



# SCOTT KLOSOSKY

Technology Speaker, Author, Consultant  
Founder, Future Point of View

## *The Blueprint for Your Technology Halo* **Harness Data Like the World's Most Successful Companies**

### TOPICS / CATEGORIES

Futurist + Trends  
+ Strategy

Sales +  
Marketing

Global Change +  
Thought Leadership

Technology +  
Leadership

Cybersecurity  
Awareness



## Tapping Technology's Greatest Resource: Wielding Data as a Weapon

Netflix knows the movie you want to watch. Starbucks knows when you want a cup of coffee. Facebook knows everyone you've ever met. You can order from Amazon at the push of a button. How? DATA.

These companies are using data to serve their customers in revolutionary ways. A "technology halo" is when you use technology so effectively to serve constituents that they take notice. When you don't provide this, they also notice. Like it or not, your services are being compared now to the companies listed above.

Data gives you a view into your customers that was once inconceivable. However, turning raw data into intelligence is a painstaking process.

Scott has spent decades helping organizations use data in inspired ways.

In this program, he shares how to use data to more effectively reach and serve constituents.

***Scott walks leaders through the process of turning data into intelligence, how to use data like the world's most successful organizations, and how to get customers buzzing.***

### LEARNING OBJECTIVES

- ✓ Learn how to use the Data-Information-Knowledge-Wisdom (DIKW) chain to make better decisions faster.
- ✓ Maximize the data you are collecting from your customers and team members
- ✓ Build a digital revenue engine to allow data to flow properly throughout your organization
- ✓ Develop a comprehensive list of the types of data you need to collect, giving you insights you've never considered
- ✓ Use data the way leading edge organizations do to make their customer experiences spectacular

### BEST AUDIENCE

Managers, Salespeople, Marketing Executives, C-level leaders, Business Owners, Entrepreneurs, Associations.



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