SCOTT KLOSOSKY

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

Data Intelligence, Not Obesity
Amplify the Power of Data Without Becoming Overwhelmed

TOPICS / CATEGORIES

Futurist + Trends + Strategy	Sales + Marketing	Global Change + Thought Leadership	Technology + Leadership	Cybersecurity Awareness
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Tapping Technology's Greatest Resource: Wielding Data as a Weapon

Exabyte…petabyte...zettabyte, oh my! The amount of data in the world right now is astronomical. It's mind boggling, and it's exponentially increasing. If data were grains of rice, the surface of the planet would be more than covered in it. How do we make sense of this data? It's an ongoing challenge.

The opportunity to collect data must be balanced with the ability to turn this data into actionable intelligence that improves efficiency and reach. Data gives you a view into your customers that was once inconceivable. You can learn the obvious purchase pattern behavior, but today we have access to demographic, social, and even psychographic data. Is it all too much?

The ultimate process of turning raw data into intelligence is painstaking, but incredibly rewarding. Scott has spent decades helping organizations use data in inspired ways. In this talk, he reveals a process to convert raw data into wisdom, allowing you to make smarter decisions faster, build your own technology halo, and get customers talking.

Scott Klososky has spent decades helping organizations use data in inspired ways. In this program, Scott shows leaders a process they can use to convert raw data into wisdom, allowing them to make smarter decisions faster, build their own technology halo, and get customers talking.

LEARNING OBJECTIVES
✓ Understand the DIKW (Data-Information-Knowledge-Wisdom) Chain and how it helps you discover the truth
✓ Identify the amount of data that is right for your organization
✓ Evaluate how data intelligence tools can help you parse overwhelming amounts of data
✓ Examine creative ways other organizations are using visualization to make data come alive
✓ Reflect on ways you can serve customers more effectively, by using data to better understand them

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