

*The New Know
Innovation Powered by Analytics*

by Thorton May

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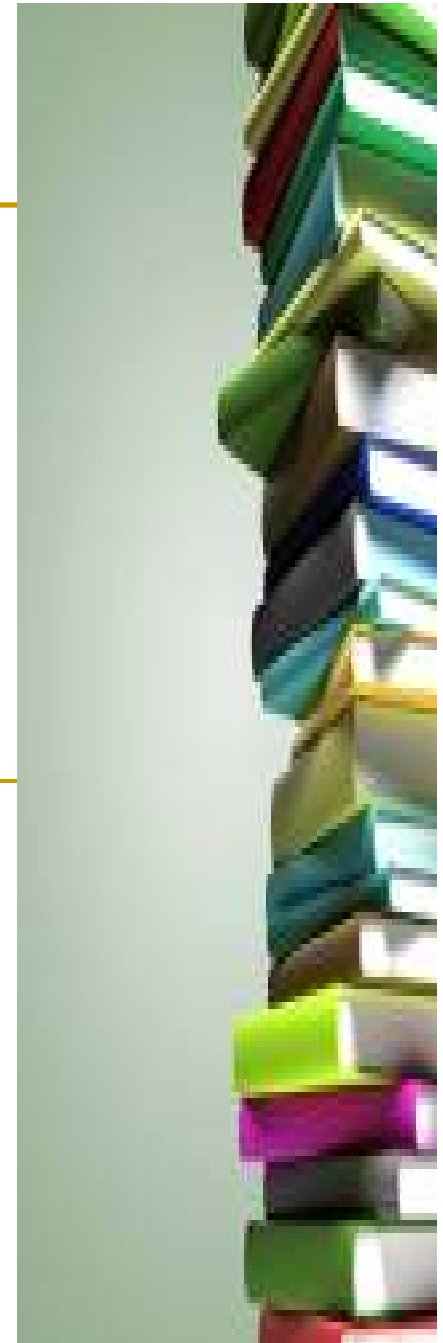
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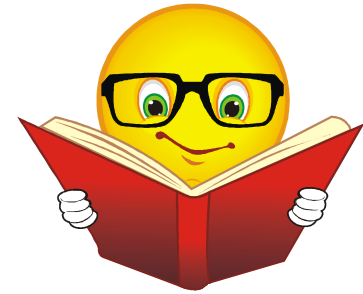
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Book Summary



- *increasing pressure for accountability in all organizations*
- *expectations to do something efficacious with what you know*
- *emerging significance of the “analyst” role in business*
- *a new kind of leadership through analytics*

Backdrop: recent financial meltdown

– what was known or not known?

“It is dangerous and naïve to believe that your organization will, as a matter of course, pay attention to the right things.”

“Mastery of information will differentiate world-class enterprises.”

Author's Qualifications

- Has taught at distinguished business schools
- Writes for widely read technology magazines
- “Futuring” at Think Tanks
- Works the C-suite
- *BA – Dartmouth College*
- *MSIA – Carnegie-Mellon University*
- *Futurist, Executive Director, and Dean - IT Leadership Academy*



Author's Background

Career devoted to

- *understanding past and predicting future human milestones*
- *influencing leaders (business, political, academic, ...)*
- *focussing on strategic importance of IT:*

Power to Know

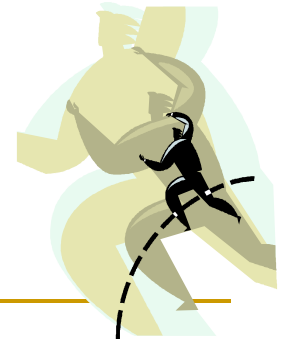
Strengths / Weaknesses

- *excellent perspective to the past, the present, and the future that should be*
- *not a technical “how to” book – more like a history book ahead of its time*
- *accomplishes its goal – provocation to act to know*

easy to read

insightful of expectations of governance

no blame laid for the past



Recommendation



- *Executive & C-suite level – must read*
- *Analyst level – should read*

“Failure to pay attention to paying attention
is one of the top ten career killers”

Learning & Tips



*Data -> Information -> Knowledge -> Insight
-> Action*

“Analyst transforms data into insight!”

“Did you learn anything today?”

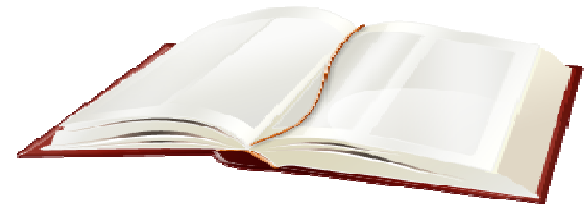
versus

“Did you ask a good question today?”

Learning & Tips

“Innovation is not a synonym for invention.
An invention converts cash into ideas.
Innovation converts ideas into cash.”

Other Books



- *A Guide to the Business Analysis Body of Knowledge (BABOK), work in progress, International Institute of Business Analysis*
 - *The Economics of Innocent Fraud – Truth for our Time, by John Kenneth Galbraith, ISBN 0-618-01324-5*
 - *April Fools – An Insider’s Account of the Rise and Collapse of Drexel Burnham, by Dan G. Stone, ISBN 1-55611-228-9*
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Conclusion

SAS Business Report, April 2010

Quote from Louis Columbus, Industry Pundit

“Analytics Has Always Been Sexy,

SAS Is Making It Strategic”

Questions?

