



March 2014

## Of God and Elephants!

### 1. Data trumps Illusion

In January's News Letter I talked about how illusion can lead us astray particularly in connection with diagnosing issues associated with business change. If you are still not convinced listen carefully the next time someone talks about a problem—I will give you good odds that the description of the issue will be in terms of a favourite solution. Typical phrases are "... if only we could...", "...we just need to..." this sort of language tends to imply our minds are not open to other causes or remedies. So how do we keep an open mind during the diagnosis stage.

I favour W Edwards Demming (credited in part for the Japanese Industrial resurgence after WWII) who notably said "... in God we trust..., everyone else bring data...". The following are good starting points:-

- Do we understand what the customer wants
- Do we know how we are going to deliver it (presumably at a profit)
- How do we know we have delivered it
- All the above at the cost anticipated.

[Read more about what to measure:-](#)



### 2. Joined up measurement or the Elephant in the Room



There is a natural tendency when collecting data to strive for ever more detail. This can be useful but the more detailed our focus becomes the more disconnected the things we are measuring can become from real outcomes. In this context the [Jain parable about 6 blind men describing an elephant](#) is particularly illuminating.

Measurements are of most value when we can link them to real world outcomes. [Read more about the elephant in the room.](#)

### 3. Business Transformers offers a fixed price Elephant measuring service

[Contact Business Transformers Ltd by e-mail](#) ,or by calling 0794 1161321 for a no obligation review and discussion. For more information on change management, business improvement, metrics & KPI's, plus information on funding options check out the [Business Transformers website](#).



To remove your name from our mailing list, please [click here](#).  
Questions or comments? E-mail us at [info@bustrans.co.uk](mailto:info@bustrans.co.uk) or call +44 794 1161321  
Business Transformers Ltd is registered in England 05133660 at Mile House, Lansdown Rd., Bath, BA15SY