

# ANALYTICAL FITNESS AND YOUR DATA DIET

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# HELLO!



 @ZAppleCI @TRCanadaLegal

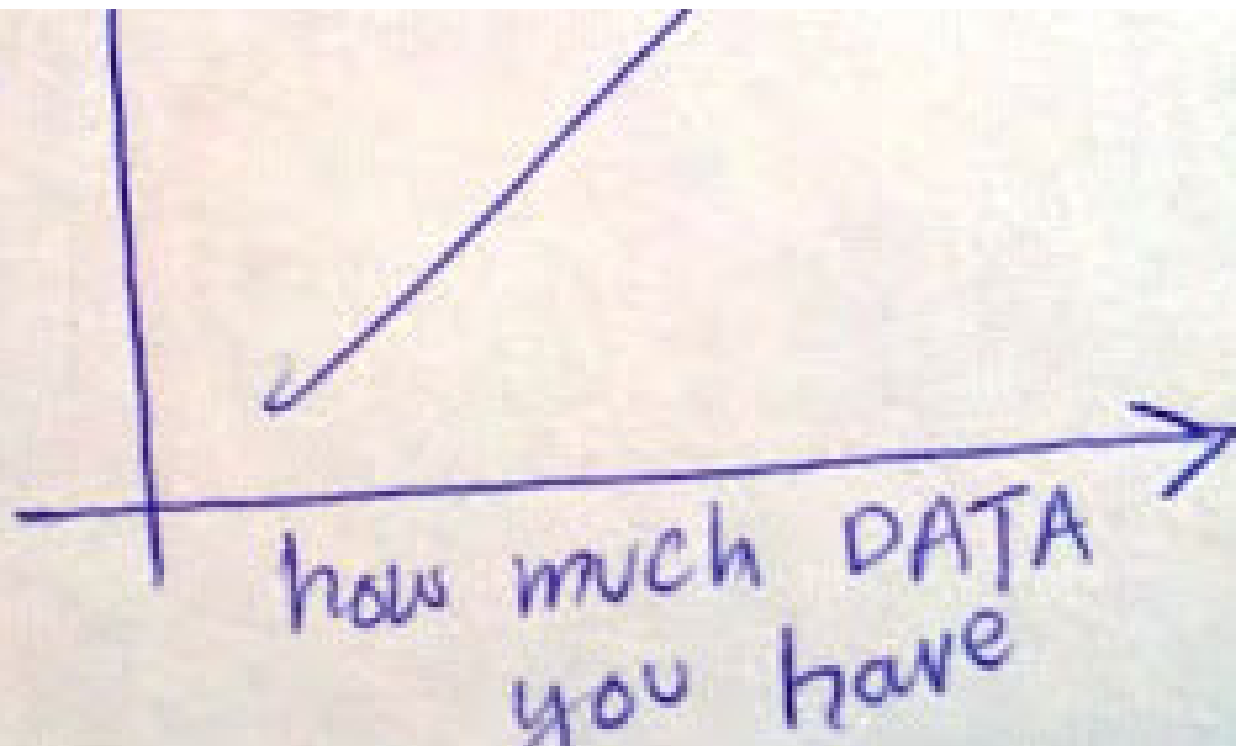
Director, Insights & Engagement  
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## THE FOOD DILEMMA:

We worry about our bodies, the effects on our minds, our activities levels and our mortality.



Confusion



BUT DO WE WORRY ABOUT DATA?

JP Rangaswami, Information is Food



# INFORMATION OVERLOAD



More than 5 billion people are calling, texting, tweeting and browsing on mobile phones worldwide



YouTube users upload 48 hours of new video every minute of the day



571 new websites are created every minute of the day



Brands and organizations on Facebook receive 34,722 Likes every minute of the day



30 Billion pieces of content shared on Facebook every month



Data production will be 44 times greater in 2020 than it was in 2009

The amount of data today is equal to

- Every person in the world having more than 215m high-resolution MRI scans a day
- More than 200bn HD movies – which would take a person 47m years to watch

# FILTER FAILURE

THERE IS NO SUCH ANIMAL AS INFORMATION  
OVERLOAD, THERE IS ONLY **FILTER FAILURE**.

- CLAY SHIRKY

# THE COST OF FILTER FAILURE



Caught on entry =  
cost range of **\$0.5-**  
**\$1**

If cleansed once in  
the system = cost  
range of **\$1-\$10**

If left unchecked =  
cost range of **\$10-**  
**\$100**

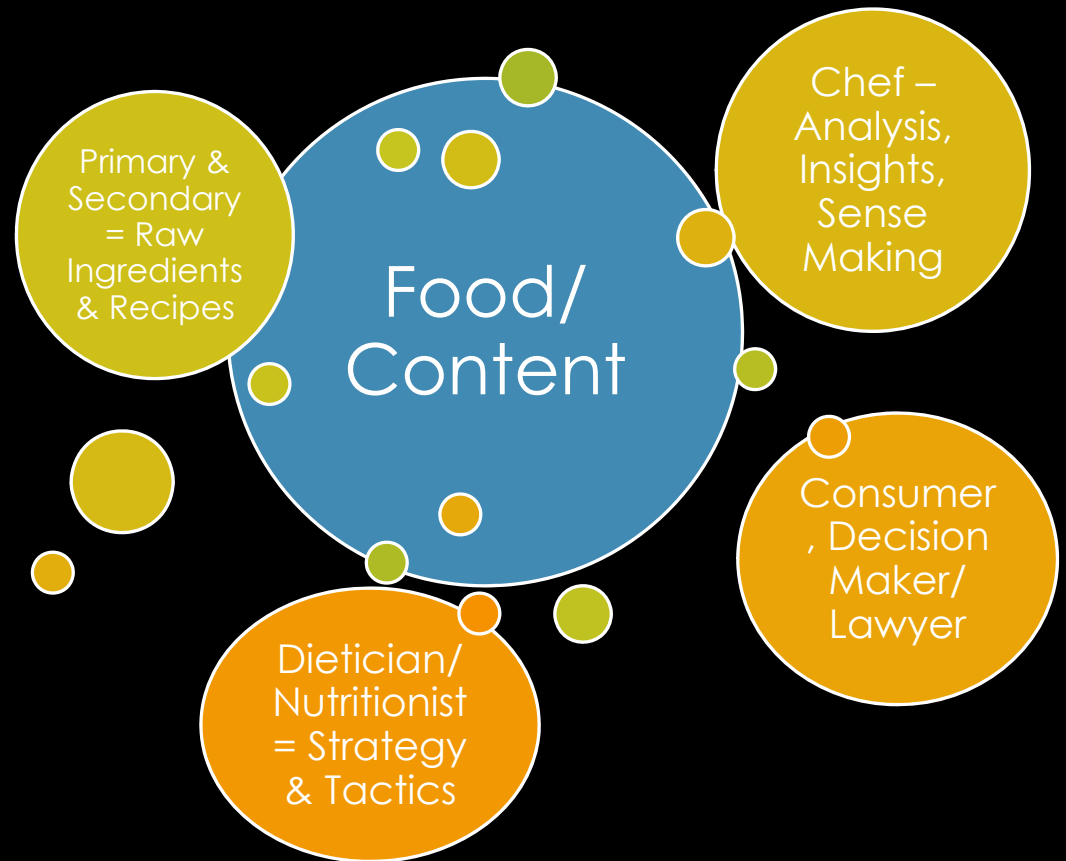




Why do we not treat our information overload the same way we treat food?

# THE DATA FOOD ECO SYSTEM

Overlapping, Fluid,  
Ambiguous Mess from which  
we make sense of the world  
(or the Business Problem)



# COGNITIVE BIAS CHEAT SHEET

## BECAUSE THINKING IS HARD



### 1 TOO MUCH INFO

SO ONLY NOTICE...

- CHANGES
- BIZARRENESS
- REPETITION
- CONFIRMATION



### 3 NOT ENOUGH TIME

SO ASSUME...

- WE'RE RIGHT
- WE CAN DO THIS
- NEAREST THING IS BEST
- FINISH WHAT'S STARTED
- KEEP OPTIONS OPEN
- EASIER IS BETTER



### 2 NOT ENOUGH MEANING

SO FILL IN GAPS WITH...

- PATTERNS
- GENERALITIES
- BENEFIT OF DOUBT
- EASIER PROBLEMS
- OUR CURRENT MINDSET



### 4 NOT ENOUGH MEMORY

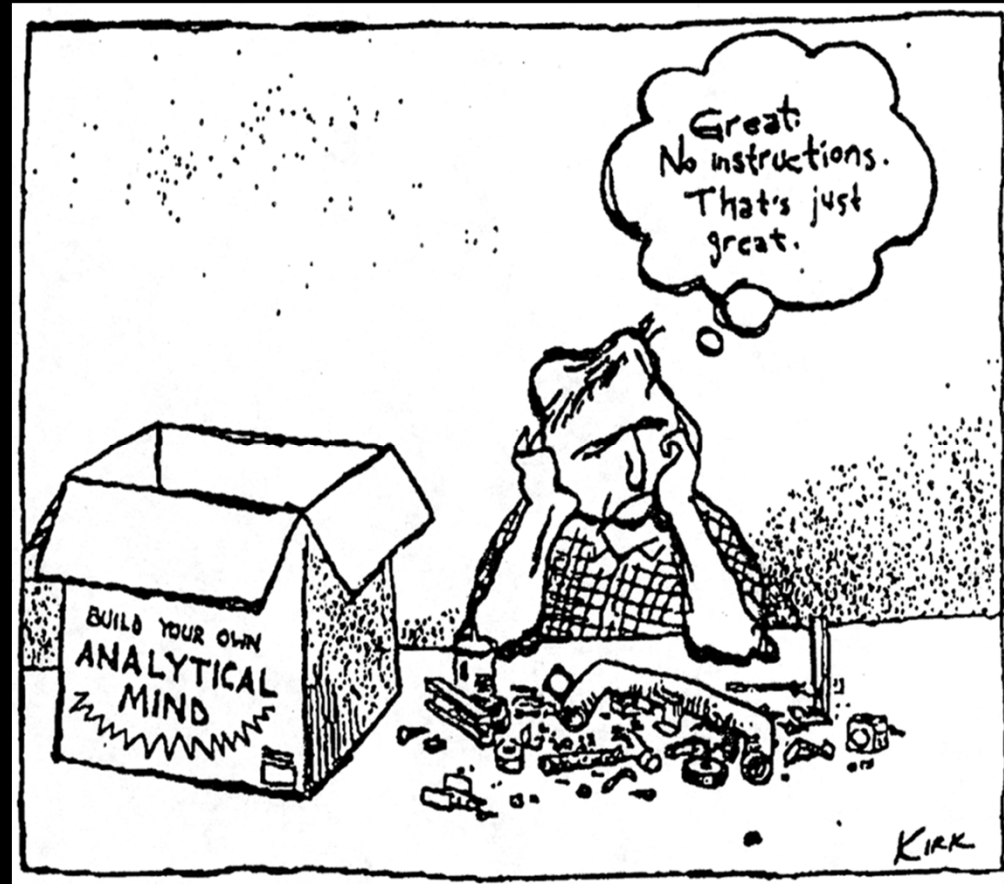
SO SAVE SPACE BY...

- EDITING MEMORIES DOWN
- GENERALIZING
- KEEPING AN EXAMPLE
- USING EXTERNAL MEMORY

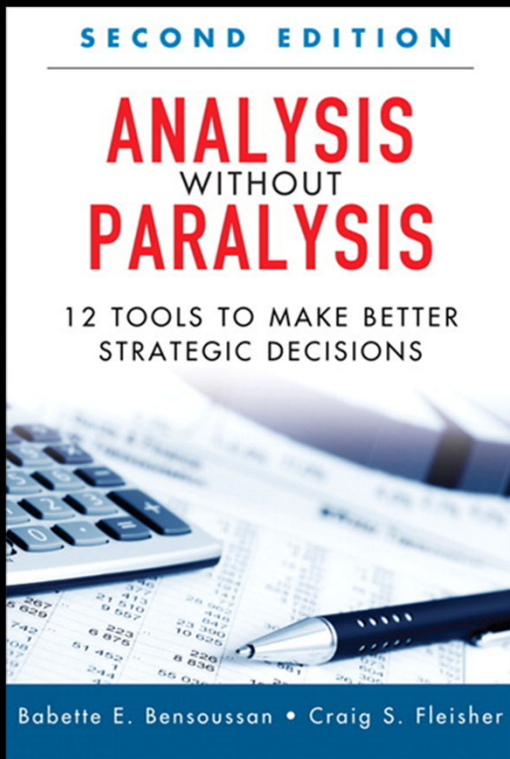
BY @BUSTER  
[HTTP://BIT.LY/THINKING-IS-HARD](http://bit.ly/thinking-is-hard)

<https://www.legalevolution.org/2019/08/the-current-state-of-play-in-legal-innovation-a-new-era-of-evolution-in-the-making-109/>

# Analysis



# Analysis Frameworks



At its most basic definition, an analysis framework is a problem solving tool. It is a way in which information can be assessed and analyzed in a particular context to solve a specific issue.

Not all frameworks are created equally, and not all frameworks are appropriate to answer any strategic question. The framework used to assess data should match the issue.

Filtering made easy(er).

# SHARED FILTERS



# WORKSHOP

WORKING WITH A PARTNER

- WHAT DATA HAVE YOU CONSUMED TODAY?
- WHY?

# FILTERS TAKES TIME & PERSPECTIVE(S)

- Encouraging a sharing culture, takes time but is more full some and accounts for biases, increase accountability.
- Creating embedded subject matter experts by product line, business line or geography makes gathering and vetting easier, better.
- Allowing more (but not too many!) “cooks in the kitchen” allows for different ways of thinking and approaching an issue, or analyzing data;
- Ultimately, shared inputs allows for more and better insights





....THERE ARE TOO MANY LAWYERS INVOLVED IN LEGAL DELIVERY AND TOO FEW LOGISTICS, SUPPLY CHAIN, AND MANAGEMENT EXPERTS, TECHNOLOGISTS, PROJECT MANAGERS, DATA ANALYSTS, AND OTHER PROFESSIONALS/PARAPROFESSIONALS

*Mark Cohen, CEO of Legal Mosaic*

# LAW LIBRARIANS: USING FILTERS FOR TRANSFORMATION

1. Less Can Be More – consider what data you consume and share
2. Create a collaborative culture
3. Remember to include HUMINT in everything you do to increase perspectives
4. Find ways to produce value – increase your analytical fitness with curation
5. Sharpen knife skills across the team – communication, elicitation, presentation
6. Data is quick, intelligence takes time
7. Understand your role in your org, where & what information fits into its eco system
8. Audit and filter your data and its impact on the business
9. Define the value of a robust data strategy to you and your organization & execute on it
10. Disrupt your own process
11. Say Yes selectively
12. Use your network
13. Drive innovation, think differently, be creative
14. Filter

**DIET + FITNESS +  
ACCOUNTABILITY  
= FILTER SUCCESS**

QUESTIONS?  
COMMENTS?

 @ZAPPLECI

**THANK YOU!**