

“What We Need to Know Now:  
Essential Learning for People and Organizations  
in the Information Economy”

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# Presentation Topics

- Context of our era: “*A Knowledge Society driven by an Information Economy*”
- Gillette Essential Teachings for People in Leadership
- “Information on a Scale of Knowledge”
- Organizations and People: Add Knowledge-Value to Everything You Touch

# Gillette Essential Teachings for People in Leadership

- Analyze the Problems
- Synthesize the Solutions
- Add Knowledge-Value
- Differentiate through Leadership

# “Information on a Scale of Knowledge” [read from bottom up]

- Wisdom
- Understanding
- Information
- Data
- Facts
- Phenomena [start on the physical layer]

# Ways to Add Knowledge-Value:

- *Phenomena*—“perceptions of phenomena are knowledge”
- *Facts*—Represent phenomena; signify phenomena
- *Data*—Organized facts

[Science is founded on these three basic components]

# Ways to Add Knowledge-Value:

- *Information*—an idea, a concept in the consciousness of the perceiver
  - Data selected, filtered, used to make a decision or reinforce the user’s position
  - “Information is applied data”
  - Information is “News that you use”
  - Information value is intrinsically relative to user (ex: stock prices)

## Ways to Add Knowledge-Value:

- *Understanding*—“recognize, comprehend, surround, select” information
- *Wisdom*—*discern*; make judgements; based on differences
  - Wisdom guides understanding; understanding informs wisdom

# People and Organizations : Add Knowledge- Value to Everything You Touch

- Leaders: seek and deploy wisdom based on knowledge
- Followers: add knowledge value
- Everyone: use information both directions; information is “the key to the battle”



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