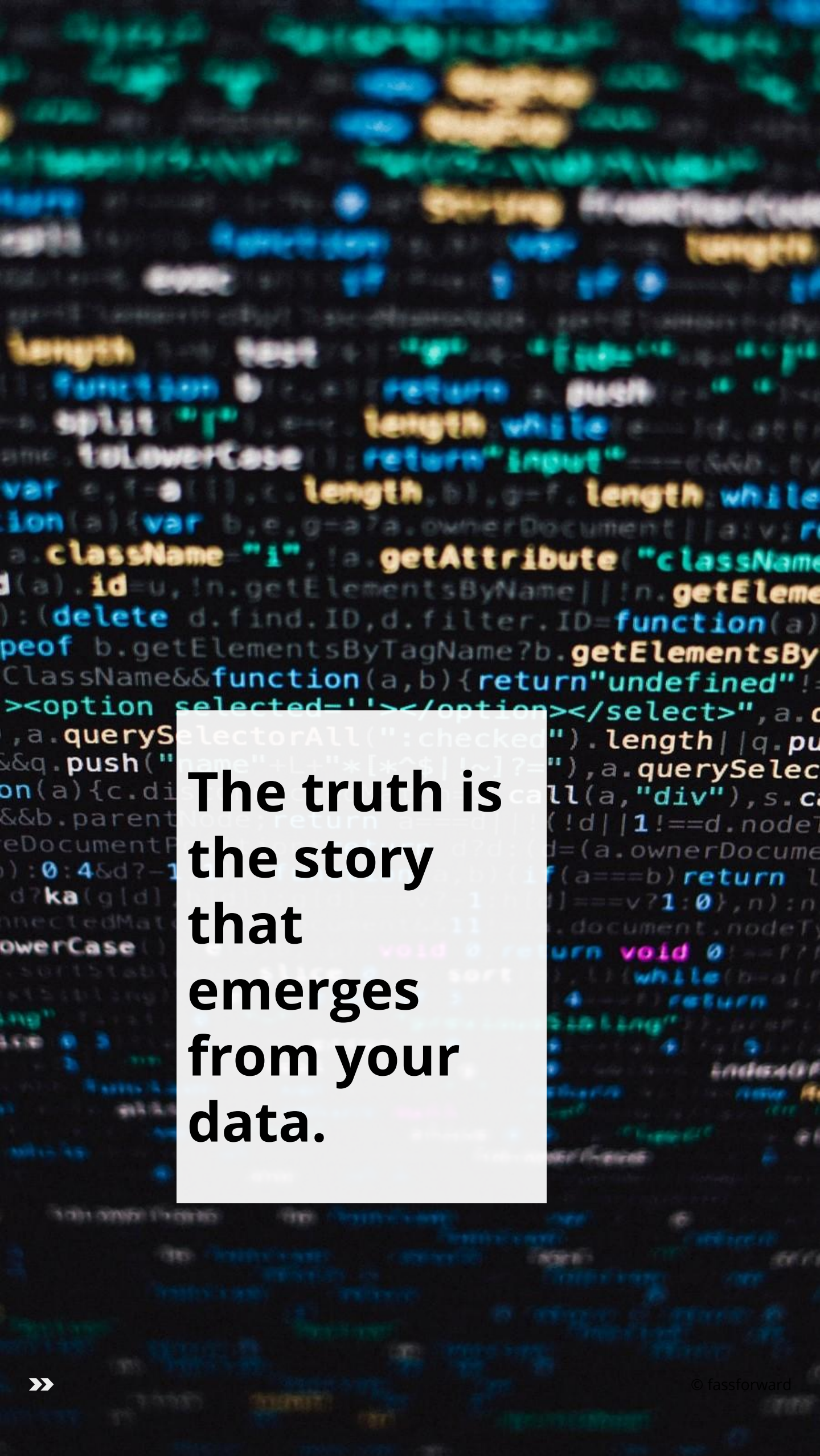


# How to look underneath your data.

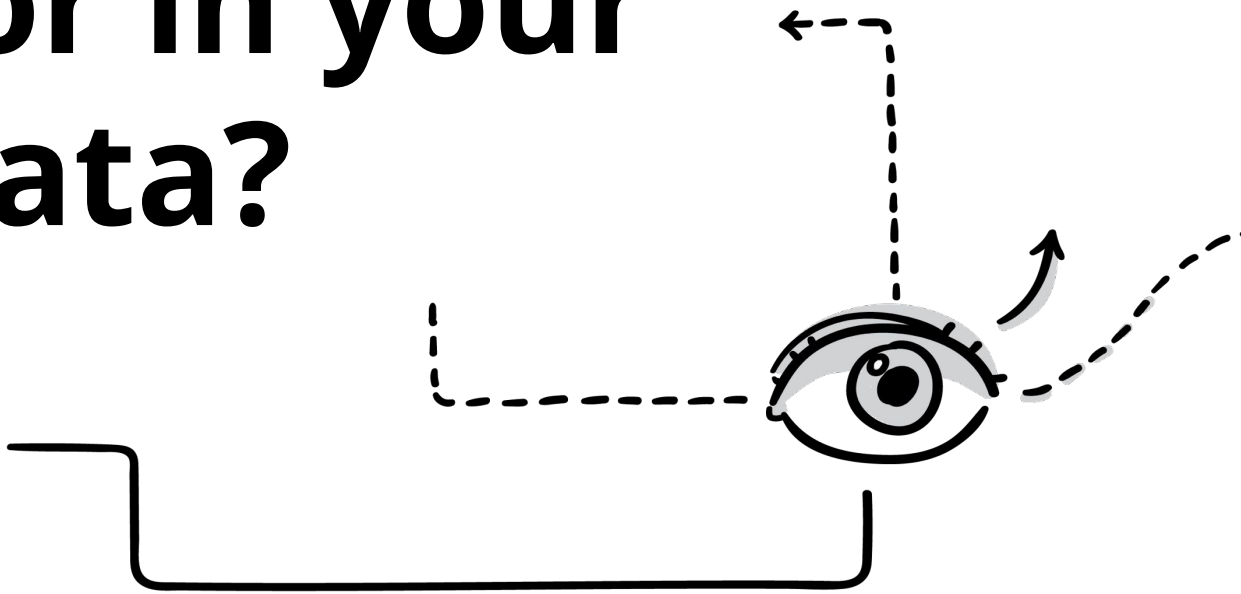
**/Present Data**



**The truth is  
the story  
that  
emerges  
from your  
data.**



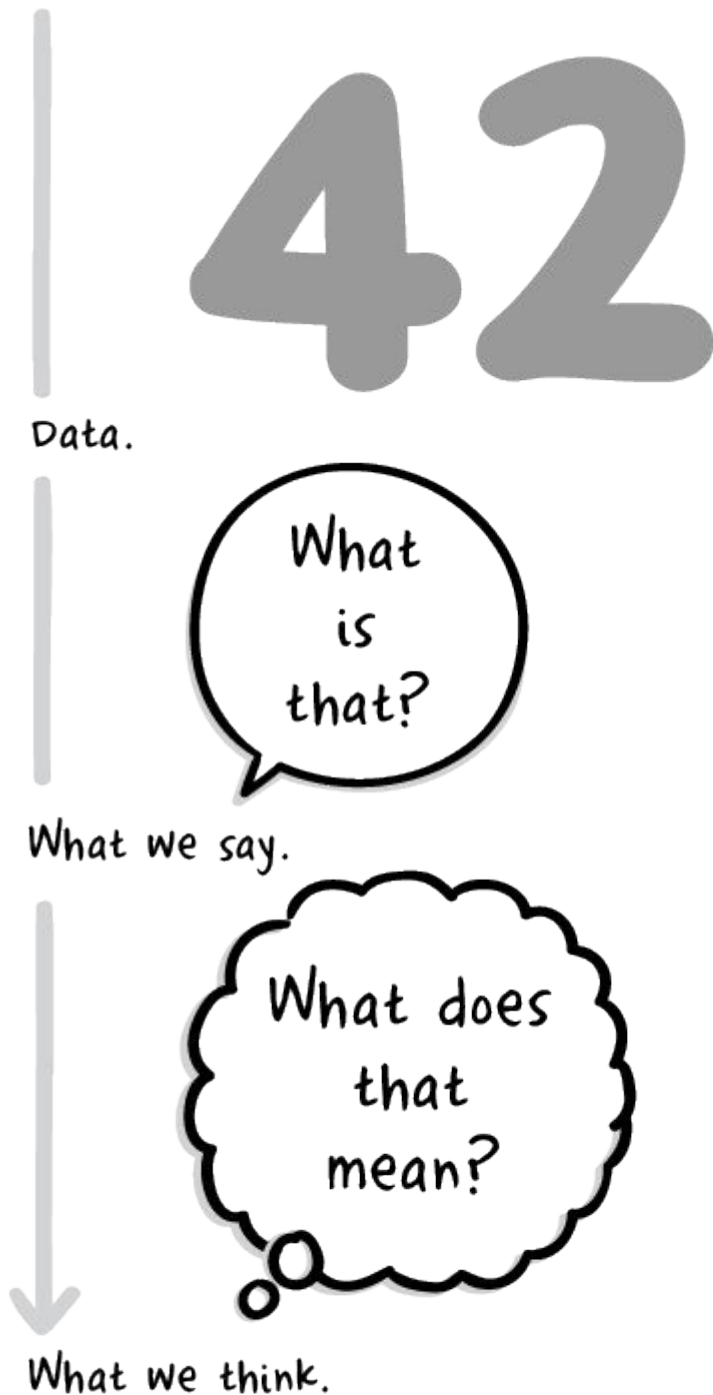
# What are people looking for in your data?



Executives looking at data are making *comparisons*, looking for *trends*, searching for *anomalies* and *correlations*.

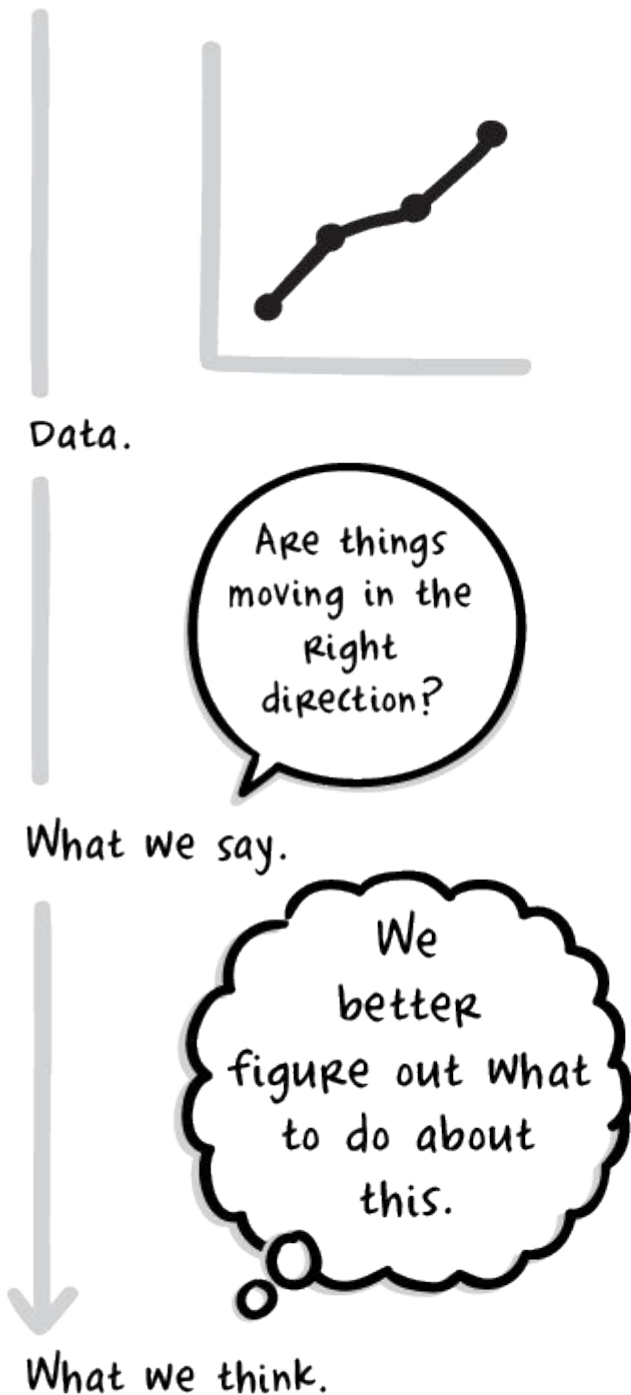
They are tracking against *targets* and searching for *proof*.

# Comparisons.



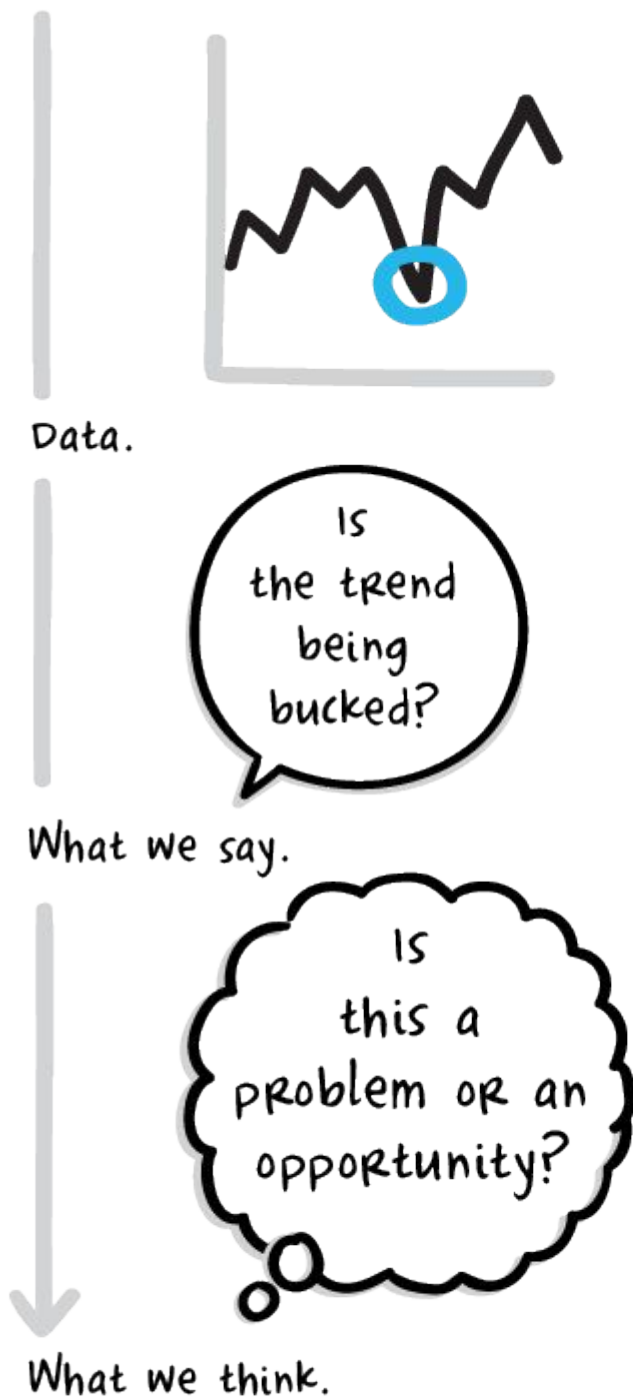
Data on its own doesn't mean anything. It's important to make meaningful comparisons.

# Trends.



We're searching for patterns, trying to predict what will happen next. Show trends.

# Anomalies.



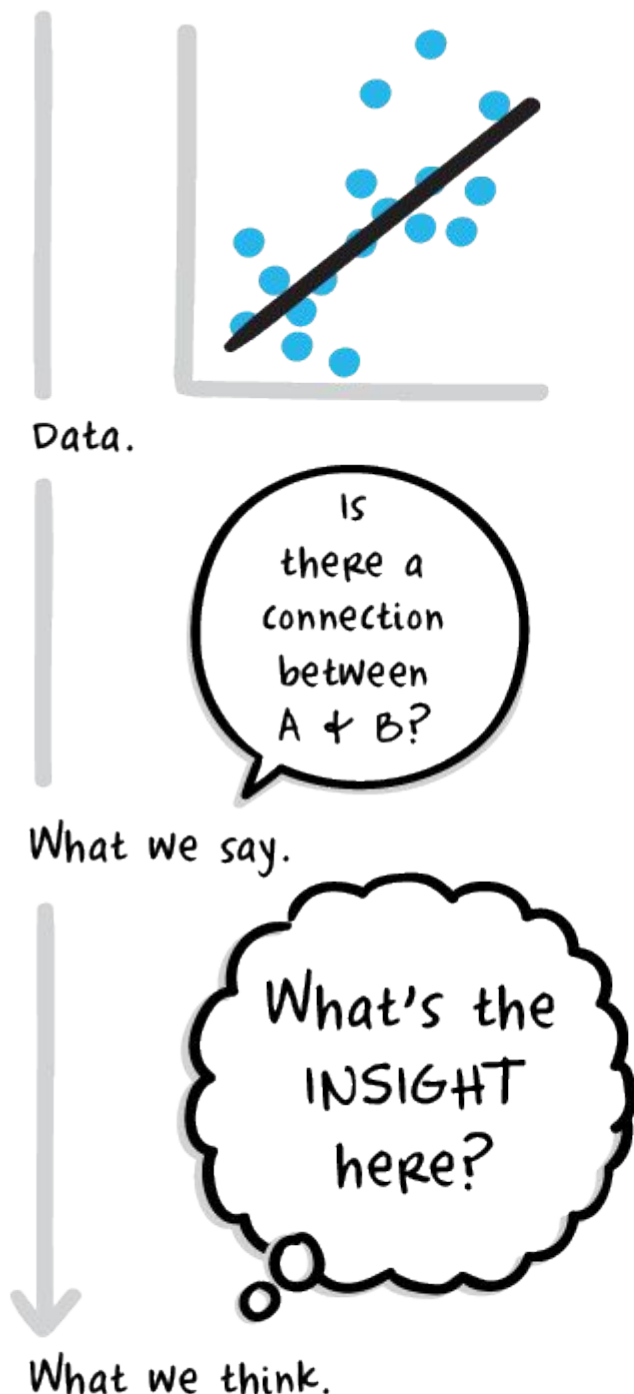
Odd stands out. If you have anomalies in your data, make sure you know why.

# Targets.



Businesses need targets.  
Make sure they're included  
in your data.

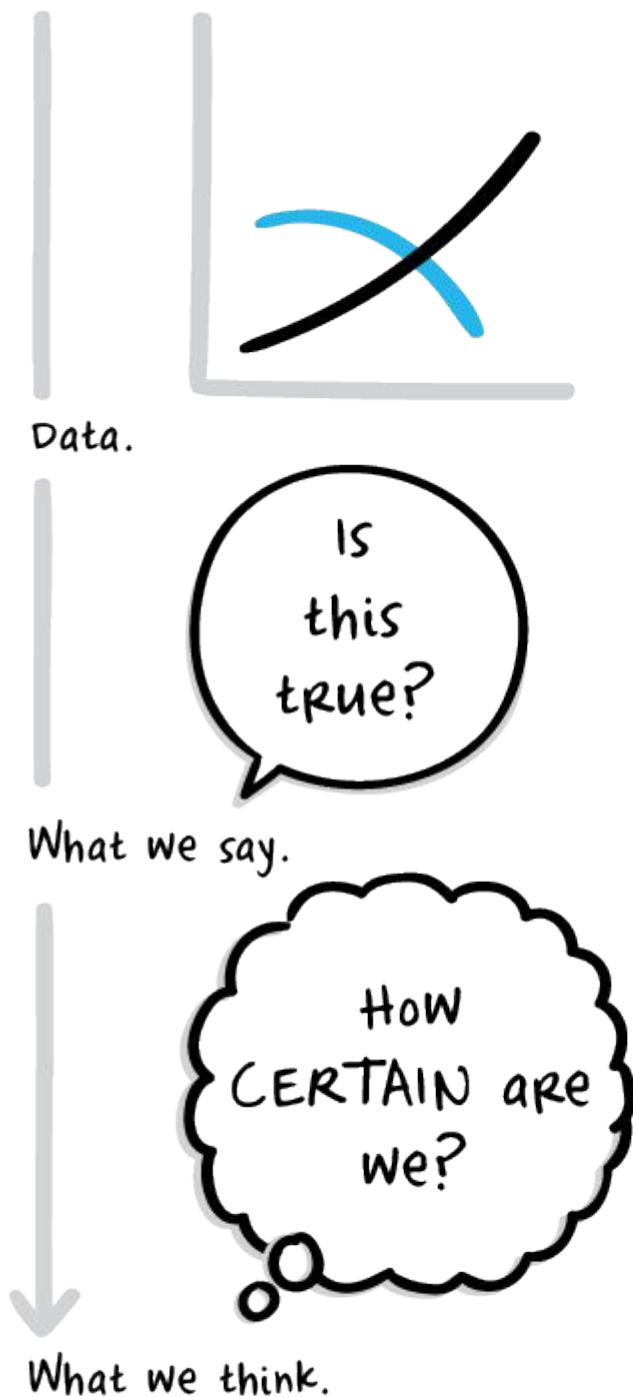
# Correlation.



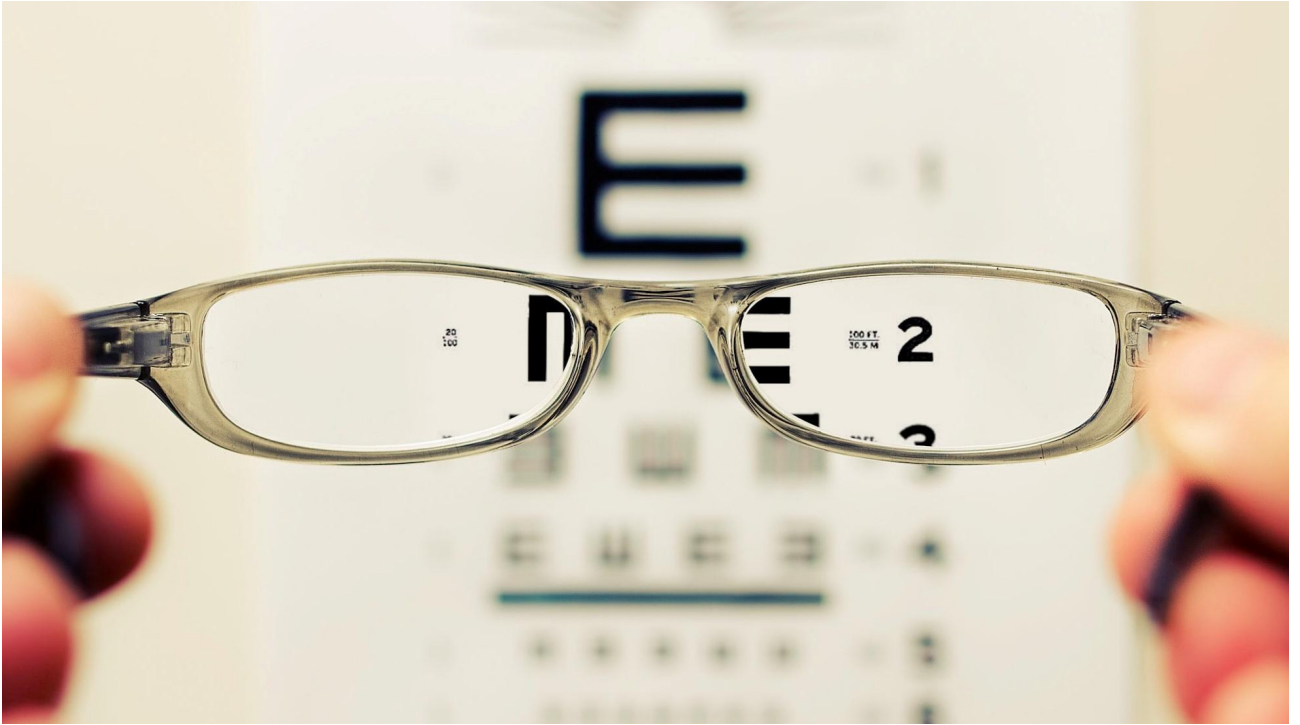
We look for connections, trying to find an insight that will give us an edge.



# Proof.



Cast iron proof is near impossible. Instead, gather evidence that gives *confidence or certainty*.



## Seeing Charts — How to look underneath your data.

It felt like we reached peak big data sometime in 2019. The 800-pound gorilla of data, Google, confirms this. But the trend is still going. Big data is helping driverless cars drive. It's discovering your [... more](#)



The How Company

## About fassforward.

Over the years, clients have come to call us “The How Company” because we keep it practical, outcome-based, and rooted in neuroscience — all to help our clients learn, lead, and communicate more effectively.

We work in two areas:  
Business Leadership and  
Business Storytelling.

Our [Coaching](#) is a thinking partnership to help leaders think differently and create outcomes.

Our [Training](#) programs focus on closing the “Thursday-Monday gap” — the gap between ‘aha’ and practical application at work.