Thinking Beyond Patterns: Finding Meaning in Your Data

New technologies and analytical methods detect myriad patterns in our data, but what do they really mean and what decisions can they help us make? Is the underlying data reliable? Is it valid for the purpose you are using it? Cognitive technologies distance us from the context of our data, shrouding the meaning behind the patterns and how to apply the information for effective decision-making. New thinking approaches are required to move beyond simple recognition of correlations to insight into why relationships exist. This session will teach methods that give us the ability to discern the inner character of problems, to recognize why interactions occur, and what decisions can be made with the information.

*Optional - This session offers a powerful, live EEG demonstration (visual representation of brain activity) with volunteer audience members, allowing attendees to witness the cognitive patterns that correspond with the most effective thinking approaches.

Major Subjects:
- Moving from "perceiving" to "meaning"
- A new approach to professional skepticism
- How to develop situational awareness
- Why you should know the limitations of your data
- The cognitive science of emotional intelligence
- New brainstorming techniques
- Data screening methods
- Handling abstract, unstructured and extreme data

Learning objectives: Attendees will learn thinking approaches that support deeper insight into the meaning behind information, allowing them to detect unusual patterns, deal with contradictory evidence and to develop skills that boost their understanding of meaning behind complex connections.

Level: Basic
Prerequisites: None
Advanced preparation: Not required
Hours: 1-8. Session available in 1-2 hour keynote format, a 1-4 hour presentation format or 2-8 hour workshop format.
Designed for: Analysts, auditors, governance and compliance professionals, and those working in the IT, HR, legal, and medical professions as well as executives, policymakers and other decision makers interested in gaining deeper insight and clarity of pattern recognition and the meaning behind those patterns.

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