



# LEVERAGING THE POWER OF INFORMATION AS A 21<sup>st</sup> CENTURY LEADER

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# BIOGRAPHY



**Name:** Kofi Opoku, MBA, LSSG, CLP



**Occupation:** Operational Excellence and Management



**Educational Background:** International Business, Management, Leadership; Minor in Economics, Lean Methodologies



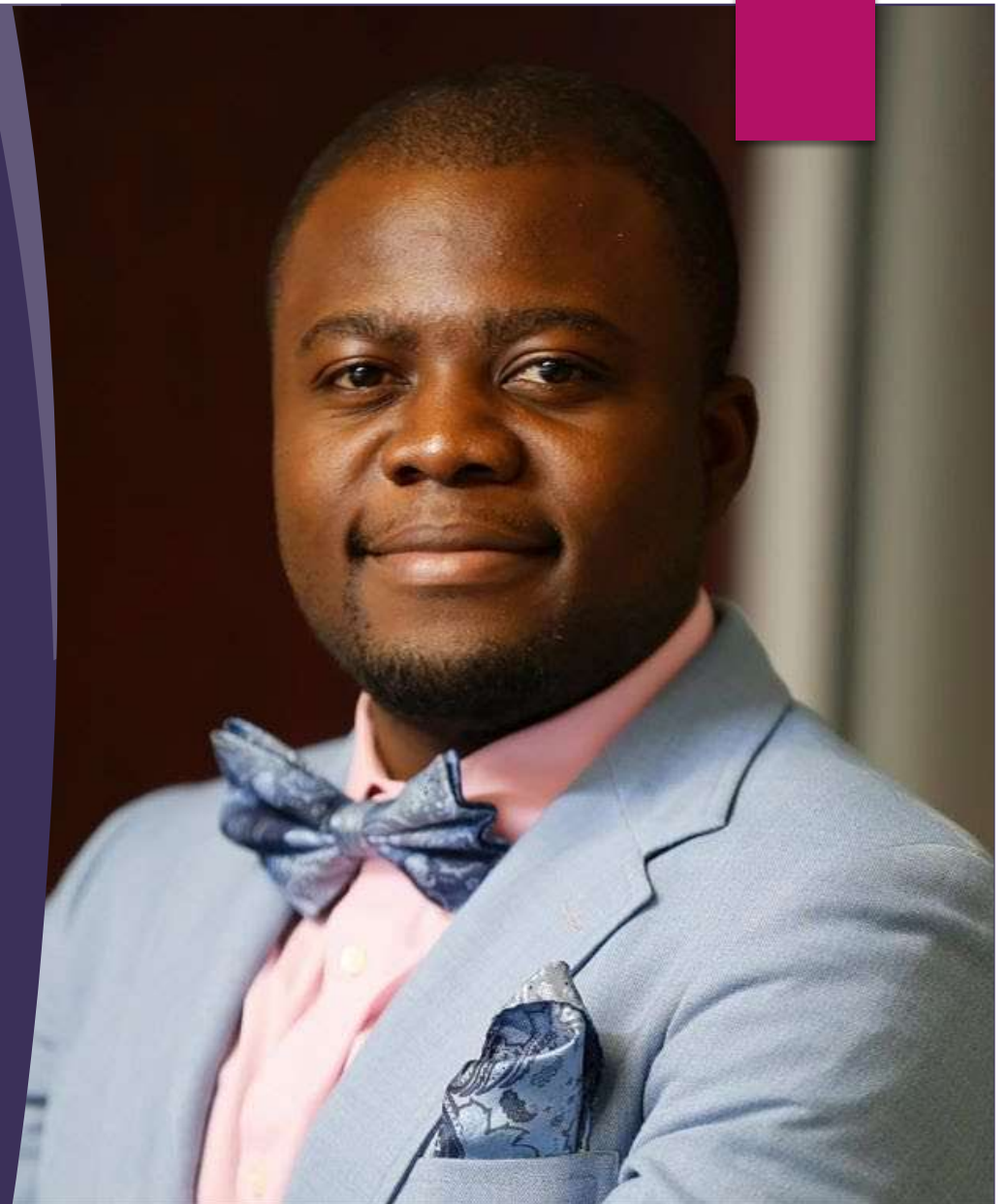
**Hobbies:** Soccer, Basketball, Mentorship, Volunteering



**Personal Engagements:** Missionary, Mentor, Author, Speaker



**Favorite Quote:** *A ship is safe at the harbor; but that's not what ships are made for.*



# WHAT IS INFORMATION:

- Knowledge that can be obtained through study, investigation, or instruction
  - Examples: News, Research Findings, Records, Semiotics(sequences & processes)
  - It involves the communication or reciprocity of knowledge (often times shared between two or more people)
  - It is usually expressed in the context of social situations, which requires a language that is understood by the conveyer and the receiver.



# Two main Categories of Information



Quantitative: information (data) obtained based on quantifiable measures and metrics; often expressed in numbers and percentages



Qualitative: information (data) obtained based on descriptive approaches; often derived through interviews, focus groups, etc



Both Qualitative and quantitative data are equally important in decision-making for leadership

# EVOLUTION OF INFORMATION

## → TIME:

- Printing Press in 1440 by Johann Gutenberg to new age laser printers that give you instant needed information
- Companies could take days to share feedback and performance to shareholders; but today, many companies have adopted real time information such as Google, Adobe, Lukoil etc.

## → ACCESSIBILITY:

- Newspapers, mailings and contract negotiations had limitations based on geographical boundaries; but today, the invention of the internet and portals have opened leaders to a vast variety of information and opportunities to do business across the globe.

## → WHY IS THIS IMPORTANT?

- *Leaders who are able to gain access to needed information and act in a timely fashion are those who are leading change.*

# AI & INFORMATION EVOLUTION FOR LEADERS

- AI enables real-time data analysis, helping leaders make faster, smarter decisions.
- Machine learning uncovers trends and insights that humans might miss.
- AI-powered tools automate routine tasks, freeing leaders to focus on strategy.
- AI improves information accessibility by integrating data from multiple sources instantly.
- Leaders use AI to monitor markets, competitors, and internal performance in real time.
- Organizations leveraging AI are more agile and better equipped to lead change.





## HOW INFORMATION HAS SHAPED SOME COMPANIES & LEADERSHIP TODAY

### MEDIA:

- Huffington Post- The number one online news site in the United States
  - Leadership changed strategy from a reactionary mode to running the business based on data
  - Improved user experience, real time social interactions/preferences, and optimize traffic to their page
  - Content relevance began to grow among a wider demographic.
  - CEO credits their success to a heavy reliance on data/information



# HOW INFORMATION HAS SHAPED SOME COMPANIES AND LEADERSHIP TODAY

## LOGISTICS

### ➔ UPS

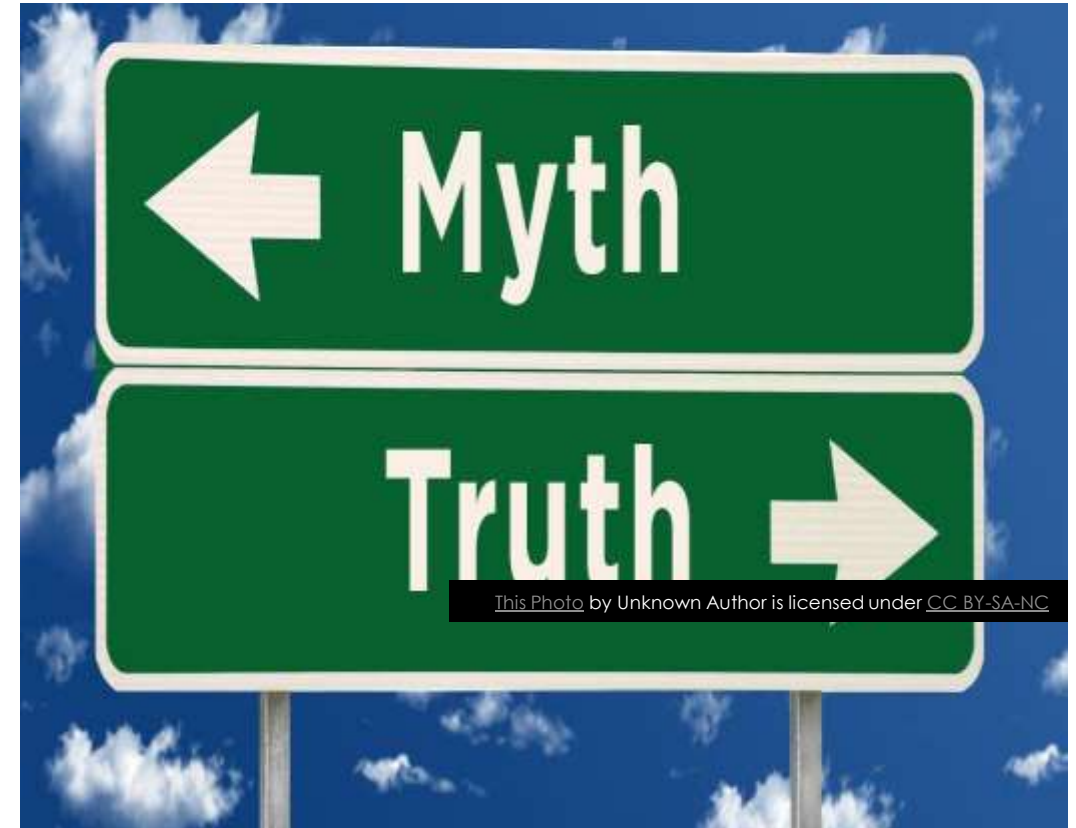
- ➔ 4 billion items shipped per year through 100,000 vehicles
- ➔ Leadership started using information to optimize their fleets on routes, engine idle time, and predictive maintenance
- ➔ They have saved 39 million gallons of gas and saved 364 miles on their fleets
- ➔ Their next step is to apply this approach to their planes
- ➔ AI Powered Route Optimization (ORION) analyzes real time data like traffic and weather to create the most efficient delivery routes.





# MYTHS & TRUTHS ABOUT INFORMATION...

- Myth: Information is Power
  - Truth: The application of information is power
- Myth: You need a lot of information as possible to make the right decision
  - Truth: You need the right information. More data is not always better
- Myth: "We have always done it this way"
  - Truth: Leaders who lead change, evolve through knowledge



# HOW CAN I LEVERAGE INFORMATION AS A LEADER...

- Have a clearly identified problem
  - Problems are opportunities in disguise...they point us to exactly what we need
- Have a clearly defined goal
  - It controls conversations and keeps a group on the main focus without running into a rabbit hole

***Leaders who do not have clearly defined problems, often times miss out on the most critical information that is needed.***



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# HOW CAN I LEVERAGE INFORMATION AS A LEADER...

- Know your business/ market/ territory
  - Do your due diligence
    - Disney's failed attempt in France, and MacDonald's failed initial attempt in India
    - What can you learn from other competitors or similar leaders in the industry in that space?

***The right approach with the wrong information can be costly to your organization, and can impact your influence***



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# HOW CAN I LEVERAGE INFORMATION AS A LEADER...

- “Go with your 7’s”- Craig Groeschel
  - More information can lead to slow decision-making.
- It is better to act on a good piece of information than to wait for the perfect scenario
- Sometimes, limitations birth creativity

***Millennial leaders suggest that their greatest struggle in decision-making is the availability of options.***



# 3 Key Traps to Avoid with Information as a leader



## Assumption Trap

Resting on unconscious biases and beliefs without any significant basis



## Anchoring Trap

Relying on yesterday's information and hoping that it applies to today's needs



## The Judgmental Detective

Looking for information to support your beliefs rather than going in with a curious mind

# 3 KEY QUESTIONS TO ASK WHEN UTILIZING INFORMATION



Is it the Relevant  
information I need ?



Is it the right amount of  
information needed to  
help me make the right  
decisions



Am I asking the right  
questions about the  
data ? (Trust and verify)

# BEST PRACTICES...

Have

Have a clearly defined objective and let it serve as your driver for information.

Have

Have a system and plan in place for data governance.

Look

Look at your information as a driver for behavior and conversations; Leaders who are able to speak to relevant information are often able to drive behaviors that can yield sustainable results.

Keep

Always keep yourself up-to-date with new ways, tools and processes within your industry; and find out how those new paths could help you to stay relevant



# BEST ADVICE I COULD GIVE TO YOU...

***YOU ARE ALWAYS ONE PIECE OF INFORMATION AWAY FROM A  
GREAT OPPORTUNITY, OR A BIG PROBLEM AVOIDED.***



# THANK YOU FOR YOUR TIME!

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