

LEVERAGING THE POWER OF INFORMATION AS A 21st 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



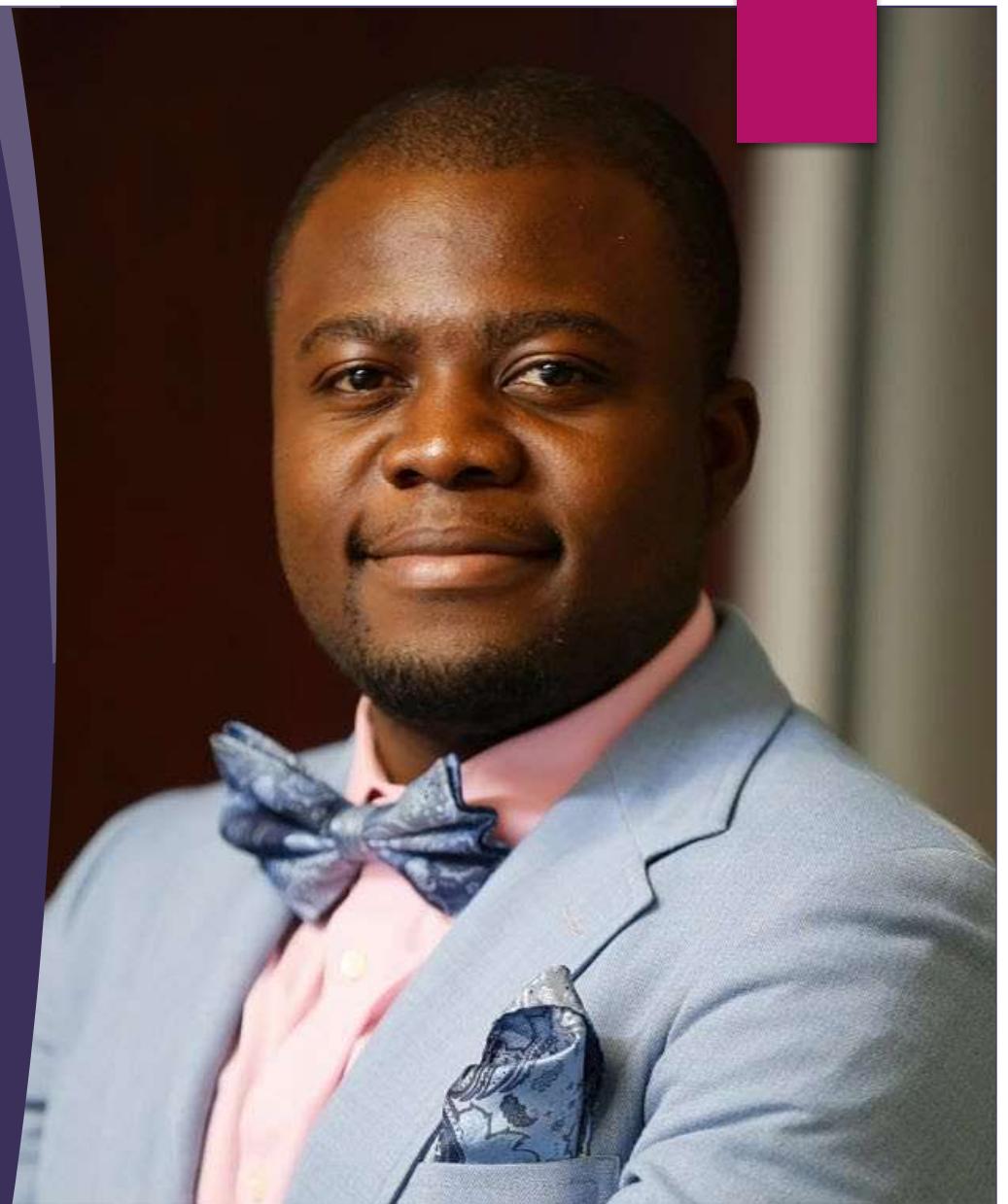
Hobbies: Soccer, Basketball, Mentorship, Volunteering



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:

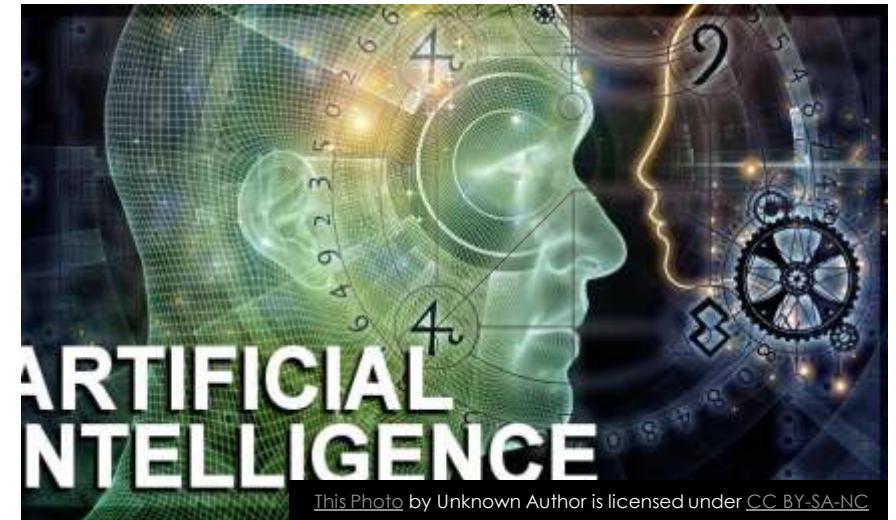
- Newspapers, mailings and contract negotiations had limitations based on geographical boundaries; but today, the invention of the internet and portals have opened leaders to a vast variety of information and opportunities to do business across the globe.

→ 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



The image shows a screenshot of the Huffington Post's Twitter profile and a sample of their tweets. The profile header features a large green 'H' logo. The bio reads: 'The Internet Newspaper - Curated by @kerstinshamberg, @lauralizhibbard, @socialmia, @deanpraetorius, @travelinganna' with the link <http://www.huffingtonpost.com>. The profile has 78,534 tweets, 4,795 followers, and 1,533,432 following. The main feed shows several tweets from the account, including one from Mark Zuckerberg and others about hummingbirds, texting on toilets, and Penelope Cruz. A sidebar on the left provides links to 'Twittear a Huffington Post', 'Tweets', 'Siguiendo', 'Seguidores', 'Favoritos', 'Listas', 'Imágenes recientes', and 'Similar a Huffington Post'.

HOW INFORMATION HAS SHAPED SOME COMPANIES AND LEADERSHIP TODAY

LOGISTICS

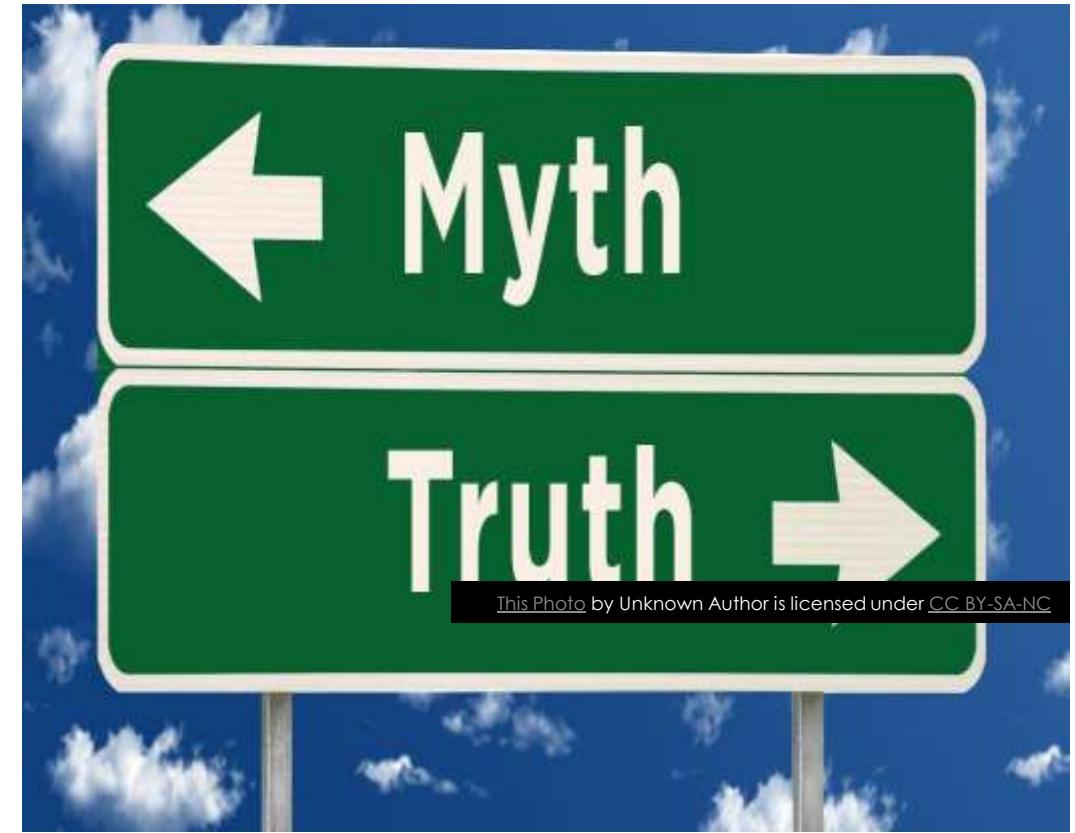
→ UPS

- 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

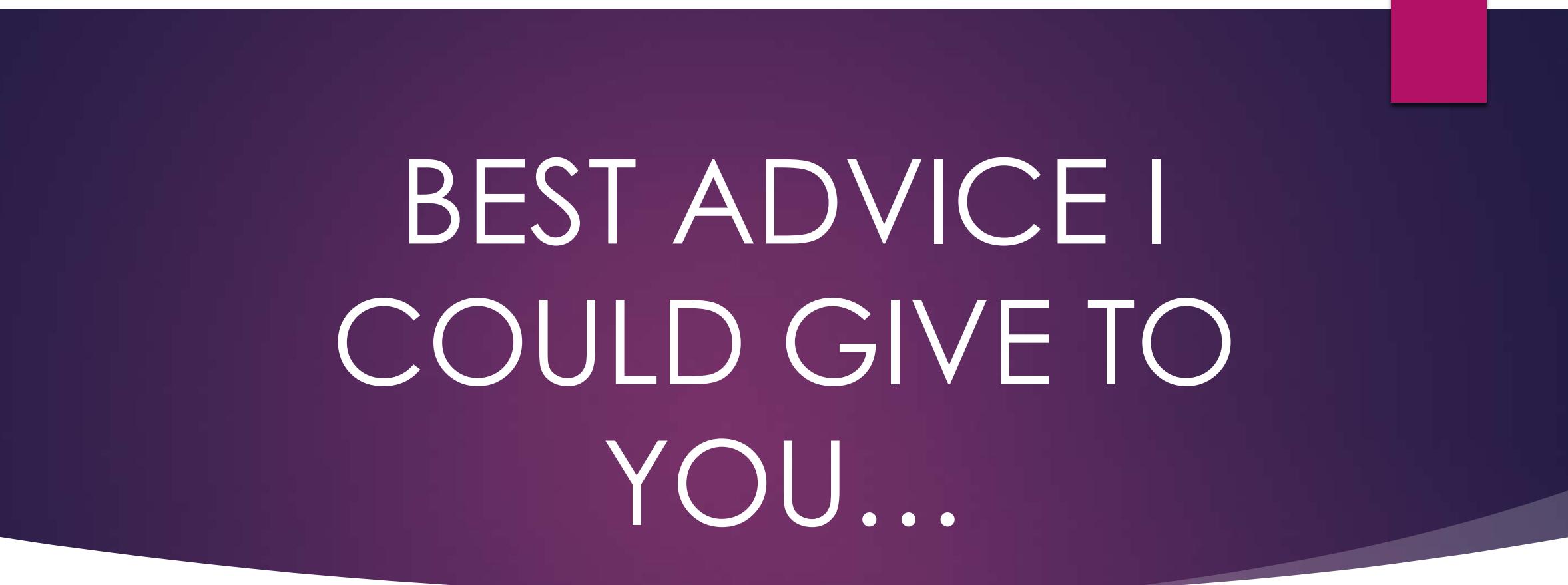
Have a system and plan in place for data governance.

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!

- ▶ For any feedback you may have, kindly contact us at:
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