Considering McGilchrist in our Conceptualization of Storytelling and Decision-Making

Focus data

The first take away I had was we need to be able to take this large, chaotic, data and refine it down and present it in a way that allows better understanding. It can be very difficult for a person to interpret unrefined data. We need to be able to visualize our date. As James Haight points out in his article *Business Intelligence, Data Visualization, and the Brain,* that our brains are designed to see patterns not to do raw computation. Data visualization allows us to meet in the middle and allows us to see the patterns in the chaos of unrefined data.

Live Data Vs. Static Data

I came to another take away while watching an interview of Dr. Iain McGilchrist on the YouTube channel Jordan B. Peterson. They were discussing his book, The Master and His Emissary: The Divided Brain and the Making of the Western World. We shouldn’t limit ourselves to static data. We shouldn’t get stuck with just static data (already recorded or historical data), we need to sublimate it with live data (data that is currently being captured) when possible. Static data is great and can get us really close to fully understanding the data. We shouldn’t focus on static data and potentially end up missing what is happening live that could change our whole understanding. We need to supplement it with live data so we can see the changes as they happen and even verify our static data is still good and accurate.

Middle Ground

My third and final take away stims from my second and was just reinforced no matter what I read. There always seems to be a middle ground and we need to find it while telling a story with data. In Dr. Iain McGilchrist original animation video, he discuss that while each side of the brain is good and important but without each side working together you only capture half of what is happening. The idea of supplementing static data with live data is an example of this middle ground. Even further beyond that example, in Jacob Fairclough’s article *Are You Too Focused On Your Data?,* he talks about being “Too Singularly Focused”, “Focusing too Broadly”, and finding “The Middle Path”. When we focus to closely in on specific data, we can become micromanagers and can even miss the patterns in the data. If we just look at that big picture and generalize the data tend to miss the reason something is happening or even out right miss issues, it is always nice to drill down to very specific variables and on the other side it can be nice or even helpful to generalize and look at the big picture. We need to find the middle path, the best combination of both. We need to tell a story with our data that both generalizes the overall narrowing down on specific pieces of data.

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