

# Sci MATTERS

Science INSIGHT



## THE ACHILLES HEEL OF "I KNOW."

*Quick Wins with John Frith, Vice President, Applied Methods, Urban Science*

Automotive veterans possess valuable tribal knowledge about their business. As things change, however, there is a danger of relying on "what you know" vs. "what the data is telling you."

At Urban Science, we developed and have used the same proven scientific approach for over 40 years. It's outlasted the toughest scrutiny and the harshest critics, and continues to be the industry standard.



Science doesn't care what you think, believe or hypothesize. It simply tells the truth.

## WHO MOVED MY DATA?

Technological advances over the decades have exponentially changed both the amount of data we're able to collect and the speed at which we can collect it. That shouldn't be surprising. What is surprising is how rapidly things have changed over the past two or three years in the ability to get more granular across a wide spectrum of variables.

That's both a blessing and a curse. A blessing, in that analyses can get much more focused than ever before. A curse in that if the person or company doing the analyses isn't an expert at identifying which data fields are signal and which are noise, the results could cost millions. Fortunately, although the data may have moved and become bigger and faster, so has the ability to intercept critical data points and make the data speak to us in ways that can be both accurate and actionable.

## OUT WITH THE OLD.

It's a common-enough challenge. After someone gains a certain level of experience, they're tempted to "see" a situation and jump to the "answer/cause" that they're familiar with and skip the analysis steps. Don't be tempted. Science doesn't care what you think, believe, or hypothesize. It simply tells the truth. Of course, you have to know which questions to ask to get at the truth that can significantly impact your business. That's where experience comes in.

## "I KNOW, BUT..."

Those three words should be used with caution, because they're too often simply a polite way of not wanting to hear a contrary point of view. If you frequently find yourself saying, "I know, but..." instead, try saying, "I know, and..." Your experience and expertise are valuable (the "I know" part), and by augmenting it with "and," you'll find yourself opening up to the possibilities of what science can tell you. In the process, you may discover new insights into what you can confidently measure, what you can actually control, and what matters.

## WHAT'S SO DIFFERENT ABOUT URBAN SCIENCE?

It all comes back to the science. Since our founding, we've been a force for change. Our process of looking beyond what we know to what we discover through science continues to serve us and our clients very well. Our formula for success is one from which we have never deviated: we listen to our clients' most critical needs and find a solution. We're curious, objective, empirical, and determined.

If you'd like to talk to someone about Urban Science and the power of the methodology described in this paper, call or email me. And let us show you how we can apply the power of science to your challenges.

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