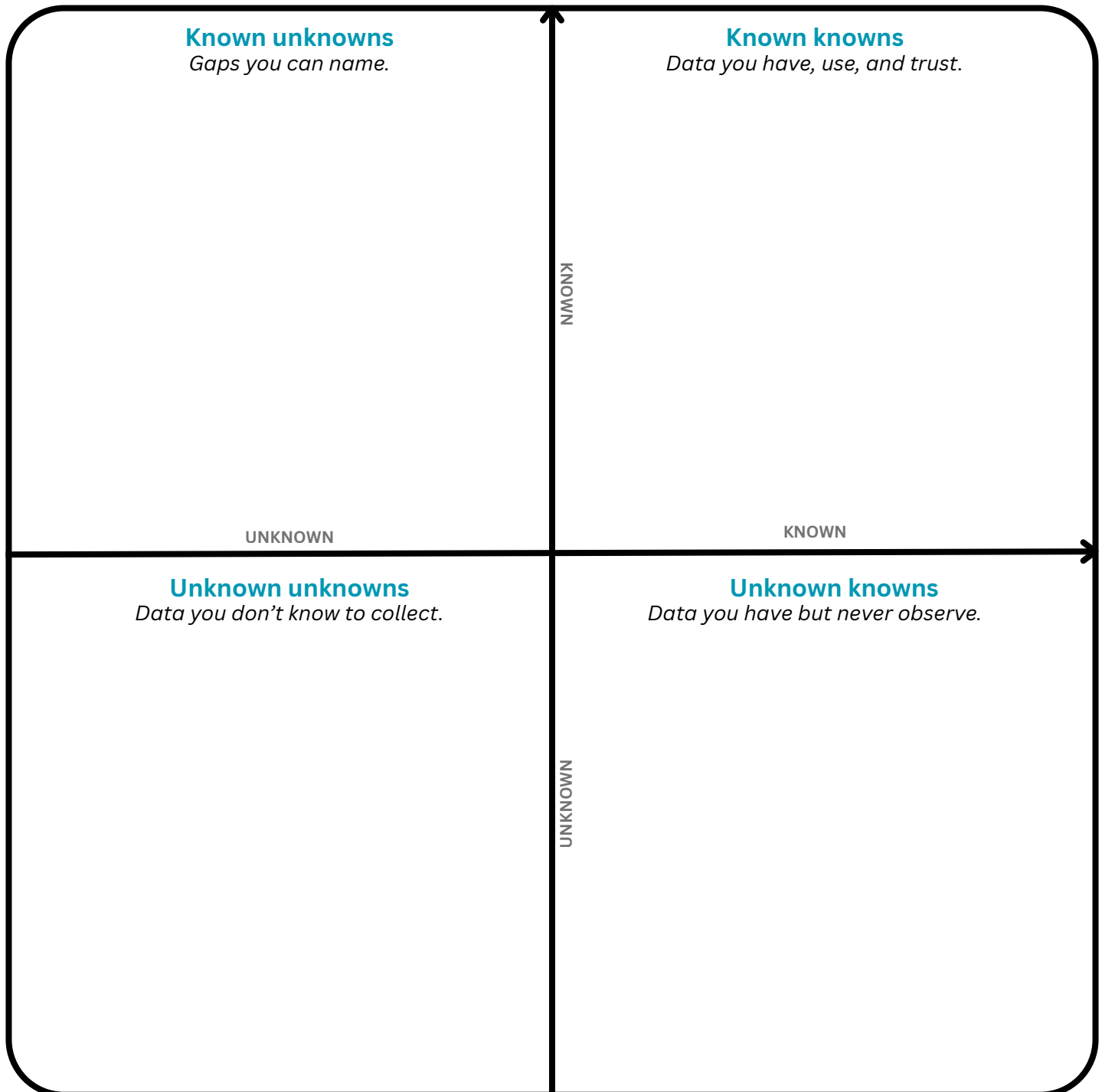


Schrödinger's Data – The (un)knowns quadrant

List your business data in the matching box. The goal is to move data toward known knowns and out of unknown unknowns.

Don't be discouraged, though. *Observing* is the first and the most crucial step. You can fix only what you can identify.



Your name _____
Your department/team _____
Date completed _____