

Invitation from ASQ Minnesota Section September 13, 2022 Virtual Meeting

DATE:

Tuesday,
September 13, 2022

This is a virtual/online (Zoom) meeting. Log-in information will be provided on the registration confirmation email.

Time:

4:30 to 6:00 pm PDT
(check website to confirm time)

Cost: \$10 for ASQ members and non-members

To register for this online/virtual meeting, click [here](#).

Attendance at this meeting earns 0.5 RUs toward ASQ recertification.

NOTE: Be sure to use the same email address to join the virtual meeting as you use when registering to receive the RUs. You must register for the event and join virtually to receive RUs.

For more information about the Minnesota ASQ Section, click [here](#).

For more information about our local Columbia Basin ASQ section and future upcoming events:
www.asq614.org/

Expanding the Cognitive Horizon of Decision Makers for Better Management



Michael Scofield, MBA
Assistant Professor of Nursing, Loma Linda University

This presentation focuses not just upon raw data quality & data management, but the acquisition, screening, packaging, and presentation of information for strategic decision making. In particular, executive decision makers need to understand what threats are lurking outside their immediate cognition or “bubble.” Three kinds of “cognitive horizons” need to be considered - spatial-geographic, cultural, and economic, and time itself.

The concept of situation awareness is related to getting the “big picture” of reality, which involves seeking and using more data from external sources not previously known about.

Three kinds of situational awareness will be discussed in parallel - personal, enterprise, and nation-state. Information will be shared about how the intelligence community of a nation-state looks beyond its borders (and oceans) to understand the emerging threats to its interests at home and abroad. Similarly, executives (and knowledge-workers) need to cultivate new sources of information and insights about the market and changes in the culture and economy which may affect their success or survival. In addition, consideration must be given to the rapid rate of change in cultural and economic forces, e.g., 40 years ago, no one could have imagined how inexpensive solar panels could be in creating electricity.

The difference between data and information is important, and information for executive decision making must consider the audience’s numeracy, literacy, biases, and vocabulary. What we don’t know *can* hurt us.

About the speaker: Michael Scofield, MBA, is an Assistant Professor at Loma Linda University in Southern California. He has over 20 years of experience in data warehousing, data quality, data architecture, data management and data governance. For the past 24 years, he has spoken on these and related topics to professional audiences in the US, Canada, Australia, and London. Michael has published over 25 articles in professional journals and general publications.