

HUBBARD COMMUNICATIONS OFFICE
SAINT HILL MANOR, EAST GRINSTEAD, SUSSEX

REMIMEO

HCO POLICY LETTER OF 15 MAY 1970

DATA SERIES-4

DATA AND SITUATION ANALYZING

THE TWO GENERAL STEPS ONE HAS TO TAKE TO "FIND OUT WHAT IS REALLY GOING ON" ARE:

- (1) ANALYZE THE DATA;
- (2) USING THE DATA THUS ANALYZED, TO ANALYZE THE SITUATION.

THE WAY TO ANALYZE DATA IS TO COMPARE IT TO THE 5 PRIMARY POINTS AND SEE IF ANY OF THOSE APPEAR IN THE DATA.

THE WAY TO ANALYZE THE SITUATION IS TO PUT IN ITS SMALLER AREAS EACH OF THE DATA ANALYZED AS ABOVE.

DOING THIS GIVES YOU THE LOCATIONS OF GREATEST ERROR OR DISORGANIZATION AND ALSO GIVES YOU AREAS OF GREATEST EFFECTIVENESS.

EXAMPLE: THERE IS TROUBLE IN THE REFRESHMENT UNIT. THERE ARE 3 PEOPLE IN THE UNIT. DOING A DATA ANALYSIS ON THE WHOLE AREA GIVES US A NUMBER OF OUT-POINTS. THEN WE ASSIGN THESE TO A, B AND C WHO WORK IN THE UNIT AND FIND B HAD THE MOST OUT-POINTS. THIS INDICATES THAT THE TROUBLE IN THE REFRESHMENT UNIT IS WITH B. B CAN BE HANDLED IN VARIOUS WAYS SUCH AS HIS HAT, HIS ATTENDANCE, ETC. NOTE WE ANALYZED THE DATA OF THE MAIN AREA AND ASSIGNED IT TO THE BITS IN THE AREA, THEN WE HAD AN ANALYZED SITUATION AND WE COULD HANDLE.

EXAMPLE: WE ANALYZE ALL THE DATA WE HAVE ABOUT THE BINGO CAR PLANT. WE ASSIGN THE DATA THUS ANALYZED AS OUT (OUT-POINTS) TO EACH FUNCTION OF THE BINGO CAR PLANT. WE THUS PINPOINT WHAT FUNCTION IS THE WORST OFF. WE THEN HANDLE THAT FUNCTION IN VARIOUS WAYS, PRINCIPALLY BY ORGANIZING IT AND GROOVING IN ITS EXECUTIVES AND PERSONNEL.

THERE ARE SEVERAL VARIATIONS.

WE OBTAIN AN ANALYSIS OF THE SITUATION BY ANALYZING ALL THE DATA WE HAVE AND ASSIGNING THE OUT-POINT DATA TO THE AREAS OR PARTS. THE AREA HAVING THE MOST OUT-POINTS IS THE TARGET FOR CORRECTION.

IN CONFRONTING A BROAD SITUATION TO BE HANDLED WE HAVE OF COURSE THE PROBLEM OF FINDING OUT WHAT'S WRONG BEFORE WE CAN CORRECT IT. THIS IS DONE BY DATA ANALYSIS FOLLOWED BY SITUATION ANALYSIS.

WE DO THIS BY GRADING ALL THE DATA FOR OUT-POINTS (5 PRIMARY ILLOGICS). WE NOW HAVE A LONG LIST OF OUT-POINTS. THIS IS DATA ANALYSIS.

WE SORT THE OUT-POINTS WE NOW HAVE INTO THE PRINCIPLE AREAS OF THE SCENE. THE MAJORITY WILL APPEAR IN ONE AREA.

WE NOW KNOW WHAT AREA TO HANDLE.

Example: 70 data exist on the general scene. We find 21 of these data are irrational (out-points). We slot the 21 out-points into the areas they came from or apply to. 16 came from Area G. We handle area G.

EXPERIENCE

The remarkable part of such an exercise is that the data analysis of the data of a period of 1 day compares to 3 months operating experience.

Thus data and situation analysis is an instant result where experience takes a lot of time.

The quality of the data analysis depends on one knowing the ideal organization and purpose on which the activity is based. This means one has to know what its activities are supposed to be from a rational or logical viewpoint.

A clock is supposed to keep running and indicate time and be of practical and pleasant design. A clock factory is supposed to make clocks. It is supposed to produce enough clocks cheaply enough that are good enough to be in demand and to sell for enough to keep the place solvent. It consumes raw materials, repairs and replaces its tools and equipment. It hires workmen and executives. It has service firms and distributors. That is the sort of thing one means by ideal or theoretical structure of the clock company and its organization.

Those are the rational points.

From the body of actual current today data on the clock company one spots the out-points for a DATA ANALYSIS.

One assigns the out-points to the whole as a SITUATION ANALYSIS.

One uses his admin know how and expertise to repair the most aberrated sub section.

One gets a functioning clock factory that runs closer to the ideal.

Military, political and PR situations, etc. are handled all in the same way.

We call these two actions

DATA ANALYSIS,

SITUATION ANALYSIS.

DEFINITIONS

SITUATION - The broad general scene on which a body of current data exists.

DATA - Facts, graphs, statements, decisions, actions, descriptions which are supposedly true.

OUT-POINT - Any one datum that is offered as true that is in fact found to be illogical when compared to the 5 Primary points of illogic.

PLUS-POINT - A datum of truth when found to be true compared to the 5 points.

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