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Remimeo

*Data Series 28R*

(D.S. 28 is cancelled because it could be misinterpreted & I did not authorize its release. The data contained in it would have been written by me as a P/L had I considered them vital to Evaluation.)

**CHECKING EVALS**

In checking over the evaluations of others, there is no substitute for following the hard and fast rule of insisting upon:

- (a) Purity of evaluation.
- (b) Consistency.
- (c) Workability.
- (d) Authenticity of the data.

There are no small rules. To quote one of these "The Situation is the direct opposite of the Ideal Scene." This is not necessarily true and is not a precise definition. A Situation is the most major departure from the Ideal Scene. That's purity by definition.

A Why is not necessarily opposite to an Ideal Scene. But it is of the same order of thing.

Example: Stat of Income Divided by Staff sunk to 15¢.

Ideal Scene: Staff producing under competent management.

Sit: Execs not coming to work.

Why: The ED has forbidden any exec to be paid.

If you look this over it is consistent. But it is not reversals or opposites.

The stat found the area, the Ideal Scene was easy. Search of data found the Sit as the biggest departure. Further search found the Why. Further search and knowledge of the existing scene would get a Bright Idea (which would *not* be sacking the ED who is probably the only one coming to work, but more likely getting the ED and execs into a hello-okay session and resolve their hates and ordering execs be paid at once).

**THE COMMON BUG**

(Orders of Day Item 24 Feb 75)

"I found that getting the Sit was a common bug. Evidently people don't do a real Stat Analysis and get an Ideal Scene, look for its furthest departure and get the Sit and then look for data and find the Why.

"There are many ways to go about it but the above is easy, simple and foolproof.

"It would look like this on a worksheet:

"GDS Analysis to find the area and a conditional guess.

"Ideal Scene for that area.

"Biggest Depart from it for the SITUATION.

|                 |            |              |
|-----------------|------------|--------------|
| "Stats          | Why        | Ideal Scene  |
| Data            | Ethics Why | Handling     |
| Outpoint Counts | WHO        | Bright Idea. |

"If you're very good your GDS Analysis will get confirmed by data.

"The real Why opens the door to handling.

"And you can handle.

"This doesn't change eval form. It's just a working model.

"All good evals are *very* consistent—all on same railroad track. Not pies, sea lions, space ships. But pies, apples, flour, sugar, stoves.

"I think evaluators get dispersed and Q and A with data, lacking any guideline. And so take a near forever.

"Last one I did, the GDS Analysis gave the whole scene and then it got confirmed, all on the same outline as above. That org is still booming!

"It took 6½ hours, *including* doing the majority of the targets!

"It doesn't take days or weeks, much less months!

"It takes hours."

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