

by Julie Mais
Editor



Deep dive

I've always been one who wants more information. I often joke I would have stayed in college longer had it not been so expensive and studying for tests not required.

I can still remember my inefficiency in doing social studies homework in grade school. In a time before we had a home computer, I could be found lying on the brown carpet in our living room with a copy of *The Volume Library*, a type of encyclopedia, in front of me. With a notebook and pencil nearby, I'd start researching the topic for my report. Too often I would be distracted by a detail and would feel the need to find out more. Soon I would be flipping through the large book and reading about something completely off-topic.

In today's world with the vast internet at my fingertips, I still find myself deep diving into seemingly random topics — from history to pop culture, from music to the economy — getting lost in the name of “research.”

However, I think this is why I truly enjoy my work. I get to learn about interesting people and gain knowledge on so many important topics in the industry. But what would happen if I just collected information, like interviews and

research, and just put in on a page in the *Angus Journal* without context or order? As a reader, you might read the article and be left asking, “What was the point? Why does this matter to me?”

Information without storytelling is just that, information. If you don't know the “why” from the data and numbers, it can be pretty useless. What you do with the information matters.

“Many companies don't have the right processes, governance and technologies in place, so they are spending 80% of their time preparing, cleansing and gathering the data, and just 20% on analysis — the ideal situation is 80/20 the other way,” said Dan Vesset, group vice president, analytics and information

management at IDC, in an article on data storytelling.

Today's Angus breeder has more information available to them than prior generations. But how you use data collected, computed and provided can set you apart.

You can share that information to your customers in a compelling story. Share with them how you've made important data-driven decisions in your operation with their needs in mind. Help them sift through the information overload and find a solution for their herd. **AJ**

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Take the 2022 Readership Survey

The *Angus Journal* continues to evolve along with the needs of Angus breeders. Help set the tone for future content, and help us to provide better editorial and educational information by participating in a readership survey.

For subscribers, a paper copy of the survey was included along with this issue. Please consider taking a few minutes to answer our questions. To save on postage, the survey is also available online at www.surveymonkey.com/r/2022AngusJournal.

To thank you for your time and participation, respondents completing the survey by May 15 will be entered in a drawing to win one of three prizes including the grand prize — a \$5,000 Angus MediaSM marketing package. Two more lucky participants will get a \$500 gift card to Greeley Hat Works or \$500 to shop at Rios of Mercedes.

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