



THE AUSTRALIAN NATIONAL UNIVERSITY

Creative Thinking and Data Analysis: Who in their right mind?

Fiona Sutherland
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“...what is the one key message we can take away from all this?”

College Dean

“...something without any numbers in it ...”

Journalist, Media Office

Data Analysis and Strategic Reporting

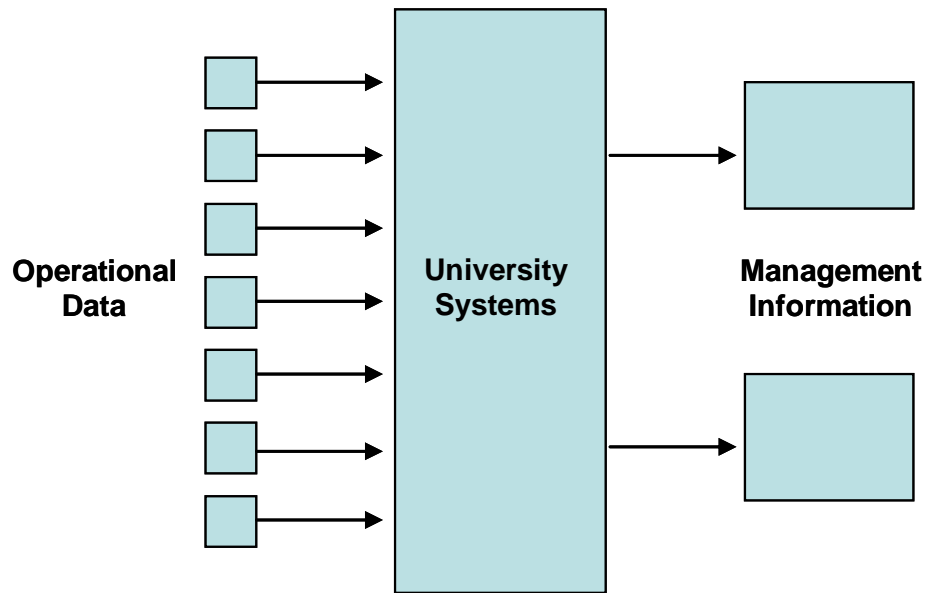


Figure 1. Institution's Data Equation

Creative Thinking

Creativity:

- invention and newness
- visual and aesthetic, art, culture and design

Creative Thinking is creativity applied during the formation of ideas.

Creative Thinking:

- new perspective, fresh ideas
- promotes opinion and influence
- adds value, makes things better
- directional change
- promoting values of an organisation, branding



Creative Thinking and Data Analysis

“ With analysis we are interested in ‘what is.’
With design we become interested in ‘what could be.’ ”

Edward de Bono, Serious Creativity

Strategic Thinking

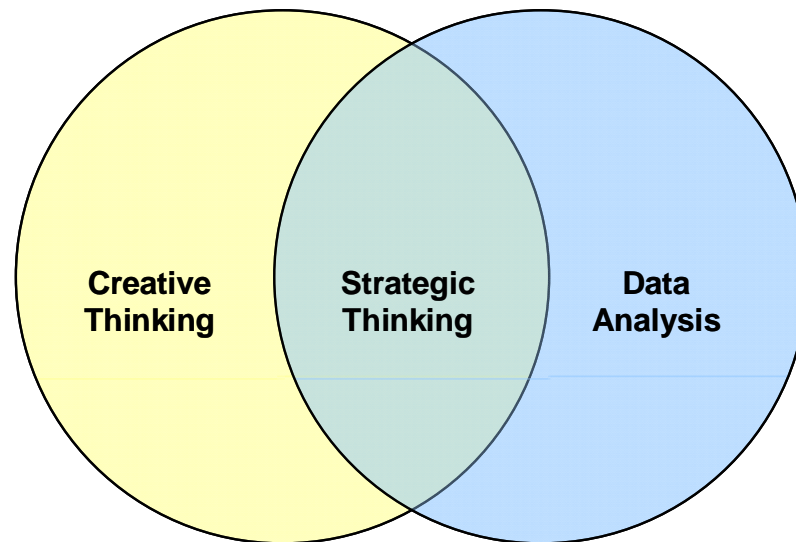


Figure 2. Creative Thinking + Data Analysis = Strategic Thinking

Strategic Thinking

Strategic thinking considers facts while perceiving value

Strategic Thinking

example: making a purchase

Creative thinking: Do I like it?

Analysis:
Does it fit?
Is it the right price?
Would something else be better?

Strategic Thinking

example: establishing a new degree

Creative thinking: Does it sound/look good?

Analysis:
Is there demand for this degree?
What are the resources required?
How does this fit with other degrees?

Our Audience – Key Clients

Key Clients include:

- university executive
- deans and associates
- executive officers and business officers
- student administration and
- other administration and planners.
- media office
- marketing and recruitment.
- government departments
- statutory reporting bodies
- external partner organisations

Our Audience – Who's Eavesdropping?

Marketing, Student Recruitment and Outreach Workers shared with:

- high school students and their friends
- parents
- grandparents
- teachers
- principals
- career's advisers
- communities

Our Audience – Who's Eavesdropping?

Marketing and Media Office shared with:

- the general public
- politicians
- planners
- investors
- communities
- other universities and education providers

Our Audience – Who's Eavesdropping?

Government and Statutory Reporting purposes:

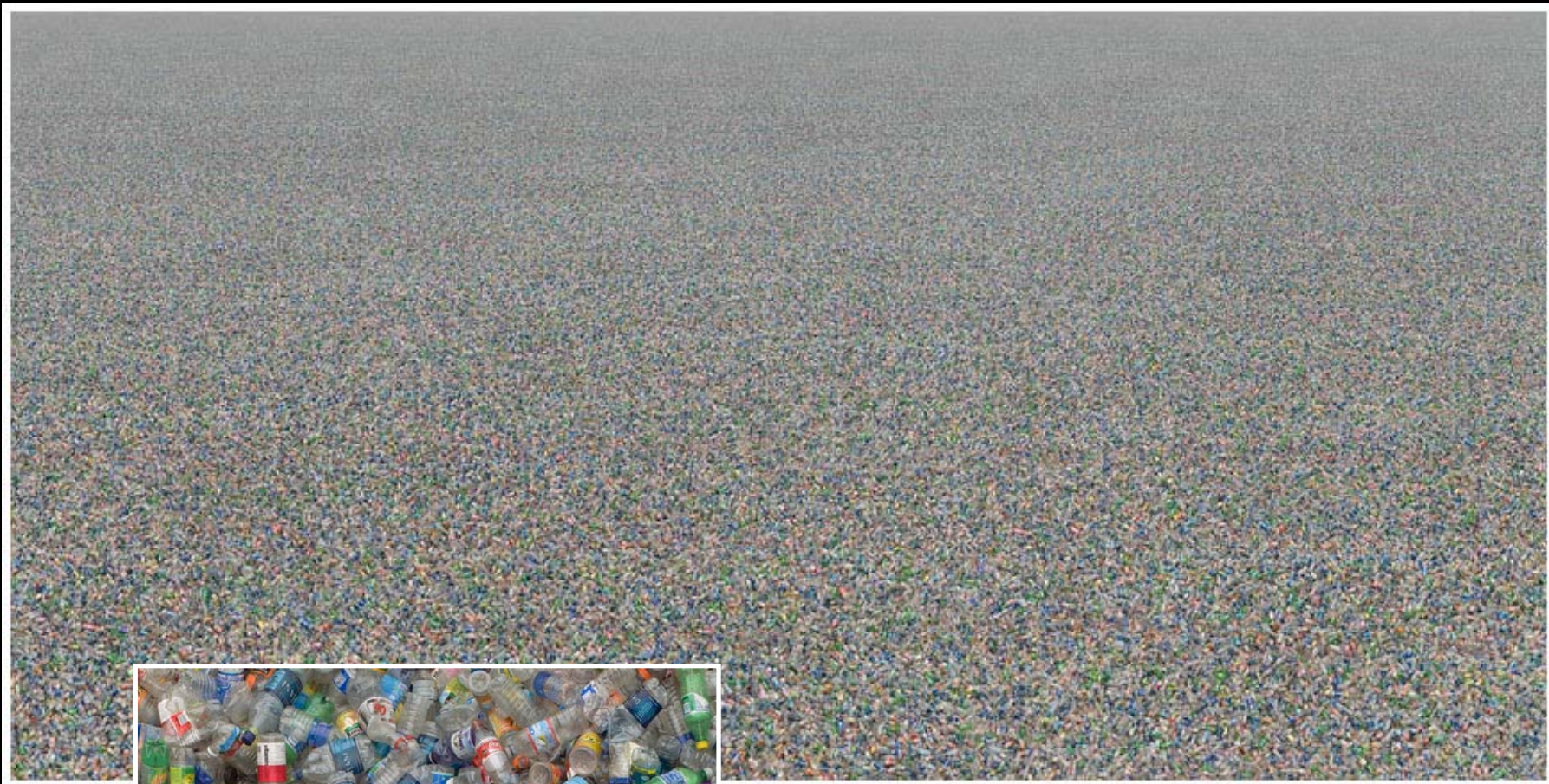
- accessed by other reporting bodies
- included in further analysis and studies

eg OECD reports

Good Universities Guide.

Some Techniques

1. Scale



<http://www.chrisjordan.com/>



UNIVERSITY OF
CANBERRA

1982-2022

40 YEARS

60,000+

GRADUATES

Some Techniques

1. Scale
2. Points of Contradiction

“No.”



Was anything truly extraordinary ever achieved by compromise?
In a word, no.

One look at a BMW and you see design that was not compromised in any way by bureaucracy. As an independent company, we have the freedom to protect great thinking and stand behind the leading-edge concepts of our designers and engineers. And because we can say no to compromise, we can say yes to great ideas.

See what else is unique about BMW >



<http://www.bmw.com.au>

Some Techniques

1. Scale
2. Points of Contradiction
3. Media and Press Releases

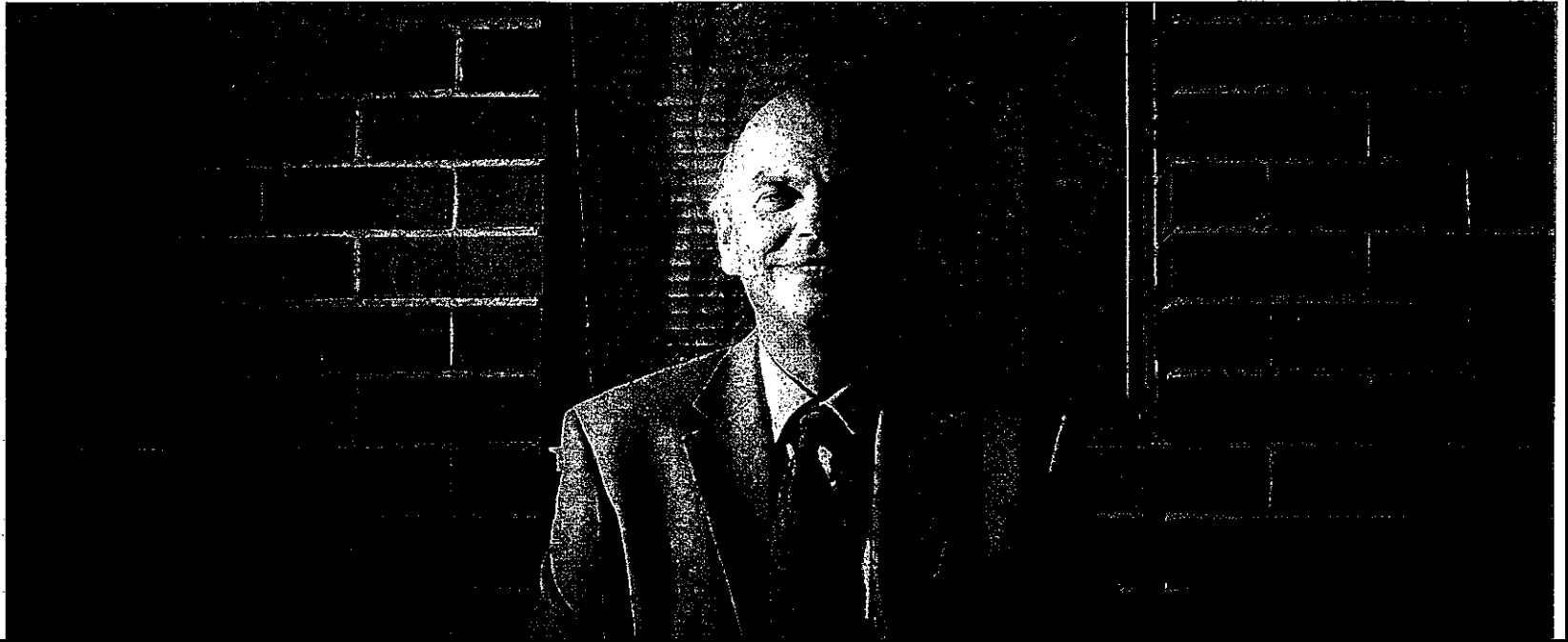
Tips for working with Media:

- journalists don't work with statistics
- numbers alone are not OK
- ensure meaning of data doesn't change
- words should be limited
- paragraphs contain only 1 sentence
- media operate within tight deadlines
- prepare official comments in advance
- press releases can be embargoed
- provide any additional relevant statistics

**Getting into
uni just got
a lot tougher**

Canberra Times, 19 January 2004

ACT's unis find more room at the inn



Canberra Times, 22 January 2009

Some Techniques

1. Scale
2. Points of Contradiction
3. Media and Press Releases
4. Language

Our graduates have employment rates of 96%

Our graduates have high employment rates at 96%

Our graduates enjoy high employment rates at 96%

Some Techniques

1. Scale
2. Points of Contradiction
3. Media and Press Releases
4. Language
5. Anecdotes – Its Personal

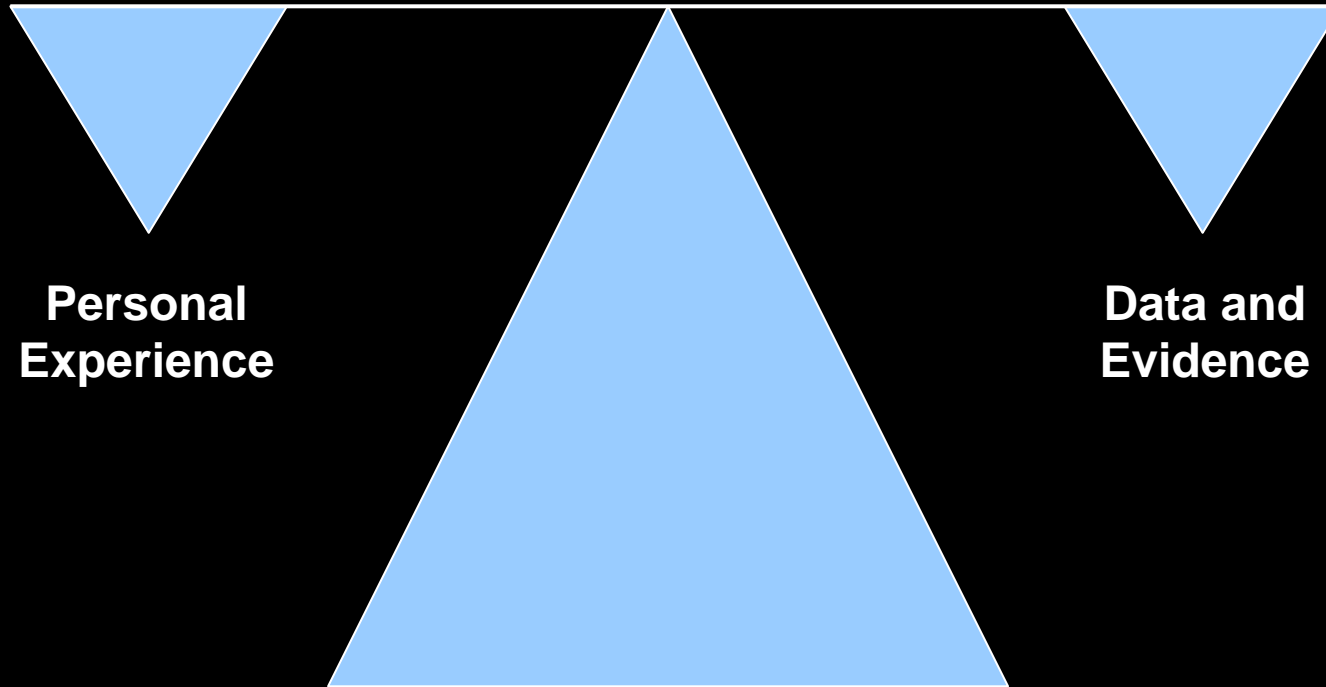


Figure 3. Personal Experience vs Data and Evidence



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