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## Headline: Facts versus Information

I don't know if you have ever wondered what the difference is between data and information.

Sadly, a balloon crashes just outside town. Paul arrives and tries his very best to help ... He says



*"I can see what happened here, I was driving over the ridge where I saw your balloon travelling at too fast a speed, and with not sufficient altitude to clear the trees that were acting as obstacles in your path. It was inevitable that you were going to have a crash and so you have.... I can see that you have tipped out of your basket rolled on the uneven ground and have caused a compound fracture to you right tibia bone. You have a serious graze on your right forearm and already there is a large bump appearing on your left temple. Your vision must be impaired as you have just removed your glasses and there is farmyard mud smeared on you cheek. It looks like your blood pressure is raised as your face is rather red and flushed and I can see your mood is somewhat gloomy as your teeth are on edge and your hands are clenched into fists."*

After taking a breath Ken replies... *"I can tell you work for one of those Motor Industry Service Company's"*

*"Why yes" Paul says... "How do you know that?"*

*"Easy, you have loads of facts that cannot be denied but none of it is any good to me in my position.."*

*What I need is something useful, something simple, something I can understand quickly. How do I get myself out of this situation? How do I make things improve now?"*

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