



Alternative

DATA

for ambitious leaders

Alternative data – it is all the rage in financial services. But what about alternate data for business leaders and managers?

Don't they need it too!

Every day we hear about BIG data, but there is another type of data that could actually be more important for many managers. It is Alternative Data!

Alternative data is data that you don't have already, data that offers an alternative perspective, challenges the orthodoxy and illuminates new opportunities or challenges.

Faced with information overload and attention deficit, simply providing more of the same data is not enough. Leaders need data that will illuminate what they cannot see.

In a VUCA world it is difficult to predict what is around the next corner. Embracing complexity and fast-change requires not just traditional, but alternative data too.

Pitstop ANALYTICS

Alternative DATA

You don't have already

Provides an alternative perspective

Challenges the orthodoxy

Illuminates new opportunities & challenges

Could even alter your world-view!

There is standard data – the type of data that everybody has. But alternative data means alternative sources, metrics, and variables. It means alternative reporting too – that is going beyond data tables and traditional reporting, so as to bring data to life and to engage stakeholders in the process. It requires data modelling and visualization.

Alternative data is in the news because it provides financial analysts with new insights to maximize returns. But it can also help leaders to maximize returns too. That includes the [Return on Talent Employed™](#) – a measure of how successful the organization is at harnessing the talent and skill of its people.

Alternative DATA

Alternative VARIABLES

Alternative SOURCES

Alternative METRICS

Alternative REPORTING

Here is a short list of some of the Alternative Metrics provided by Pitstop Analytics™:

Alternative METRICS

Return on Talent Employed™

Return on Collaboration™

Agility-Rigidity Index™

Performance DESIGN Index

Performance DYNAMICS Index

Stra-cution Score™

These alternative metrics are part of [a new breed of KPIs for a VUCA world](#). They are future-focused metrics, called KPPIs (Key Performance & Potential Indicators). These metrics are tied to the sustainability of performance and the potential for future innovation and growth. This is possible because alternative data

tracks variables that matter, but may have been [previously considered un-measurable](#). It includes those listed overleaf.



To measure messy, un-measurable and even the unknown requires alternative data sources too. These include being able to gather insights from across your organization (and in particular it's outliers), but also in respect of your peers, as well as those industry vanguards (i.e. the greatest and the best).



As Alternative Data, Pitstop Analytics™ doesn't just confirm what leaders already suspect but reveals what they cannot otherwise see. In a VUCA world it challenges out-dated world-views by highlighting blind spots, latent risks and hidden linkages or inter-connections.

Want to find out more? Contact us

at: support@growthpitstop.com or visit us online at www.pitstopanalytics.com

[Pitstop Analytics](#)™ leverages BIG data analytics, to measure, model and unlock the performance potential of ambitious business units, leaders and their teams. It is brought to you by [Growth Pitstop](#)™.

About Growth Pitstop™

Growth Pitstop® is one of the most exciting performance analytics companies in the world. We leverage the latest science and psychology of performance, together with F1™-style BIG data, to measure, model and unlock the performance potential of ambitious business units, leaders and their teams.



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