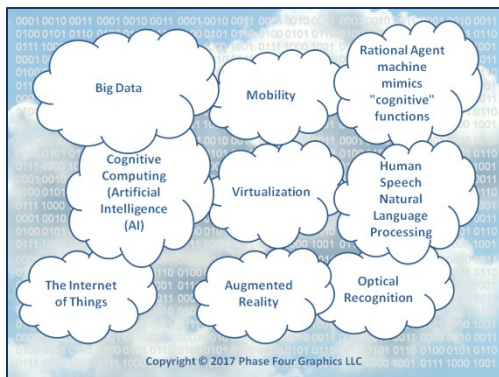




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## ***DATA RULES***

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Welcome to the year 2017. At last, the election is over and I can get back to passionate but sadly neglected issues. It starts with the purpose behind Competitive America.

### **Mission Statement**

For the United States of America to succeed, people must know what kind of country they want. Here is my vision for America.

*America must be as great for our children and grandchildren as it is/was for prior generations. Most Americans want the same basic outcomes. They want a strong economy, good jobs, a clean environment, responsible government, a viable education system, and reasonably priced health care. All are part of the American dream. Citizens deserve freedom from prejudice and unnecessary governmental regulation, freedom of religion, and freedom to pursue opportunities. That is the path to America's resurgence.*

*Freedom has never meant abdicating responsibility. We are stewards of our environment, resources, freedoms, and each other. Freedom is not free. It is hard work, and the intelligent use of time, resources, and personal values. It is being there for our neighbor, our military and law enforcement, firefighters, and brothers and sisters in the trench next to us.*

*It will take all of us to rebuild a Competitive America, and it starts by innovating the fourth-industrial age, green and resource effective, led by American businesses.*

*God gave America abundant resources; we must be good stewards and not bury our talents. It is our choice.*

I work every day to make this vision a reality. The objective is to build a better world for our children and grandchildren. The greatest investment we can make is educating **EVERY CHILD IN THE UNITED STATES**. Without an education, future generations will have an extremely difficult time succeeding in a data-driven economy. Building an opportunity driven society where they can find work and succeed is the first imperative.

## **The New Data Economy**

The reordering of society and the workplace are entering a period of hyper-convergence driven by the digital disruption. These forces, like invisible tsunamis, will change our lives so completely that in four years, 2017 will be the dark ages. Some writers call this a singularity, but this may be a stretch. What we know is a data-driven society will transform the way we live and work. The result will potentially be a more competitive America, offering greater opportunities to every citizen. An automated economy, where machines replace people, may force social changes to deal with the consequences of idled people. The situation will demand answers. How will a displaced worker acquire needed resources? How will they achieve the goals for their passions? What replaces "work" in a society?

In parallel with opportunities, the world will become an enormously more dangerous place. Information, the new currency, and every byte of data are at risk for misappropriation and misuse.

[They Will Do Anything: Identity Theft and Internet Fraud](#) - Competitive America publication.

[Security as a System](#) - Security for business- presentation posted on this website.

[Internet Security](#) - Security for individuals - presentation posted on Competitive America.

## **Course change**

Future studies will include disruptive technologies, driven by the massive forces of digitalization and automation. These are not new issues. I addressed them in [Decision-making in a Disruptive Reordering](#), [They Will Do Anything: Identity Theft and Internet Fraud](#), and [The Little Boy Asked - Why? The Search for Answers](#). Our future studies will go far beyond these topics, as I take a deep dive into the disruptive technologies from multiple perspectives and for a number of purposes.

What are the strengths, weaknesses, opportunities, and threats (SWOT) broadly related to business and our way of life? What are the implications of technology on jobs? Will enough skilled (STEM) workers be

available to fill demand? Specifically, how will they affect business systems like ERP and continuous improvement programs? How can I help the situation?

The results from these studies are subjects for future newsletters and publications.

### **Changes to CompetitiveAmerica.us**

I will make better use of Social media, such as the CompetitiveAmerica.us face book, to fill in the blanks on a number of subjects. Please use this site to directly interact and share your thoughts, knowledge, and opinions. Your input and interests will help shape my work.

**Technology in Action Index** - this new feature will provide linkage to various industrial videos on industrial applications. The selection criteria for content are how well each presentation/video conveys the message of advanced technologies. Here are two examples.

<https://www.youtube.com/watch?v=CYQ-NIWk3Gs> -This is a great machining video, a ballet of precision and spatial excellence in subtractive manufacturing.

<https://www.youtube.com/watch?v=O2thSsQrZUM> -This video is a primer on additive manufacturing. It's a little long, but very instructive.

Young people today need to understand there are jobs available working with these cool machines and processes. Starting as operators, for example, but through step functions of education and experience, there is a road to the executive office or ownership. Perhaps the journey is shorter with a university degree, but not everyone can afford the high price, nor wants to take that route. STEM education at a technical school offers viable alternatives.

**Influencers** - an index containing links to persons and companies that I believe have a critical message for our readers.

### **Focus**

2017 is going to be an interesting and informative year. The implications of a data-driven economy are pervasive and complicated. We must anticipate the multiplier effect between the various components of the digital convergence that will affect us all. Get ready, or look out.

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**DECISION-MAKING  
IN A DISRUPTIVE  
REORDERING**



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