

# Mind the gap

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*The value of data is best understood when data can be linked to a specific impact, but sometimes that doesn't happen due to gaps.*

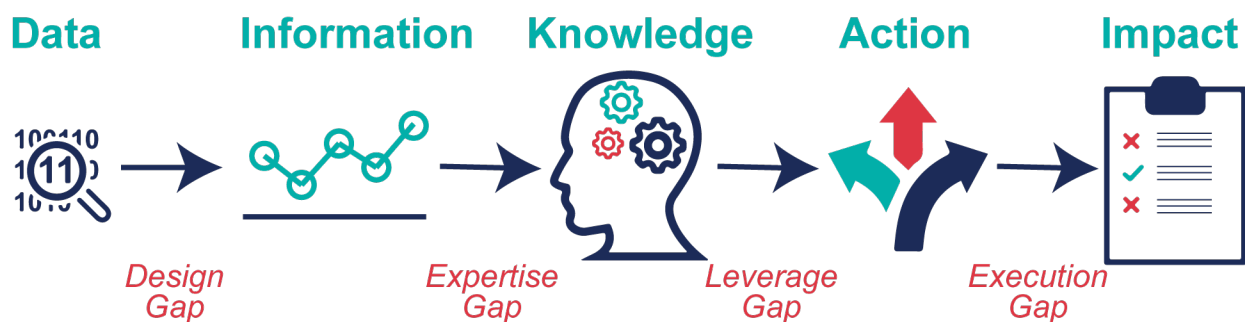
**Design gaps** can prevent data from moving to information. Design gaps include missing data, poor data quality, difficulty discovering or accessing data, and analysis challenges.

**Expertise gaps** can prevent information from moving to knowledge. Expertise gaps arise when data and information cannot be interpreted correctly due to a lack of knowledge.

**Leverage gaps** can prevent knowledge from moving to action. Leverage gaps occur when organizations have sufficient knowledge but lack the ability to move that knowledge to action.

**Execution gaps** can prevent an implemented action from achieving the desired outcome. This could be due to poor implementation or it could result from a design or expertise gap.

Each gap represents different challenges that must be addressed to maximize the impact and value of data (Figure 1).



**Figure 1:** Types of gaps that can prevent data from having an impact.

**For more information:**

de Vries, R.A. 2018. [The importance of user analysis before the technical design of an instrument, which presents information to users from a different discipline.](#)