



HOW CAN BIG DATA AFFECT YOUR BUSINESS STRATEGY?



The Power of Big Data in the Homebuilding Industry

by: Paul Cardis, CEO



“Big data.” It’s been a buzzword since the early 2000s, but the homebuilding industry is just starting to wrap itself around the concept. What is big data and why should you care about it? In essence, big data contains what Oracle calls the [Three Vs of Big Data](#): a greater **variety** of data in increasing **volumes** and with ever-higher **velocity**. This means that big data is just larger, more complex data that one can use to make more insightful observations and takeaways. So, why should you care about big data?

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Emotions Can Make or Break Collaboration

by: **Clark Ellis, Senior Avid Advisor**

Emotional issues fall into three categories: Permission, incentives, and trust. Your people must feel like they have permission to collaborate, incentives must be in place that support collaboration, and they need to trust their leaders and co-workers.

Let's take these one at a time.

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