

OPEN LINE PRESENTATION

Presenter,

Welcome to:

**Small Data, Big Data, and Right Data – Take Advantage
of Your Data!**

Presented by
Lighthouse Consulting Services, LLC



Featured Guest:

Majid Abai
The Abai Group
310-571-8197
Majid@AbaiGroup.com
www.AbaiGroup.com



Host:

Dana Borowka, MA
CEO, Lighthouse
Consulting Services, LLC
Author of *Cracking The
Personality Code*

(310) 453-6556, ext. 403
dana@lighthouseconsulting.com

CALL US

1-310-453-6556

FOLLOW US



**IN-DEPTH WORK STYLE
PERSONALITY TESTING**

Personality Testing
Work Style Personality Testing
Work Style Assessments
In-depth Work Style Personality
Testing

**PERFORMANCE
MANAGEMENT CONSULTING**

Performance Management
360 Surveys
Company Culture Surveys
Employee Engagement
Executive On-Boarding
Leadership Training

Interpersonal Coaching
Career Guidance
Sales Training
Customer Service Training
Operational Productivity
Global Business Expansion

**LIGHTHOUSE CONSULTING
SERVICES, LLC**

3130 Wilshire Blvd. Suite 550
Santa Monica, CA 90403

T 310.453.6556
F 310.828.6987

OPEN LINE PRESENTATION

*Information is the oil of the 21st century, and
analytics is the combustion engine.*

- Peter Sondergaard, Gartner

1

**Featured Guest:**

Majid Abai

The Abai Group

310-571-8197

Majid@AbaiGroup.com

www.AbaiGroup.com

**Host:**

Dana Borowka, MA

CEO, Lighthouse

Consulting Services, LLC

Author of *Cracking The*

Personality Code

(310) 453-6556, ext. 403

dana@lighthouseconsulting.com

CALL US

1-310-453-6556

FOLLOW US**IN-DEPTH WORK STYLE
PERSONALITY TESTING**

Personality Testing

Work Style Personality Testing

Work Style Assessments

In-depth Work Style Personality
Testing

**PERFORMANCE
MANAGEMENT CONSULTING**

Performance Management

360 Surveys

Company Culture Surveys

Employee Engagement

Executive On-Boarding

Leadership Training

Interpersonal Coaching

Career Guidance

Sales Training

Customer Service Training

Operational Productivity

Global Business Expansion

**LIGHTHOUSE CONSULTING
SERVICES, LLC**

3130 Wilshire Blvd. Suite 550

Santa Monica, CA 90403

T 310.453.6556

F 310.828.6987

OPEN LINE PRESENTATION

Big Data is Confusing!

- There's a lot of chatter
- Not many people know what it is
- A lot of people are claiming to be doing it

2

**Featured Guest:***Majid Abai*

The Abai Group

310-571-8197

Majid@AbaiGroup.comwww.AbaiGroup.com**Host:***Dana Borowka, MA*

CEO, Lighthouse

Consulting Services, LLC

Author of *Cracking The**Personality Code*

(310) 453-6556, ext. 403

dana@lighthouseconsulting.com**CALL US**

1-310-453-6556

FOLLOW US**IN-DEPTH WORK STYLE
PERSONALITY TESTING**

Personality Testing
Work Style Personality Testing
Work Style Assessments
In-depth Work Style Personality
Testing

**PERFORMANCE
MANAGEMENT CONSULTING**

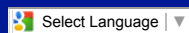
Performance Management
360 Surveys
Company Culture Surveys
Employee Engagement
Executive On-Boarding
Leadership Training

Interpersonal Coaching
Career Guidance
Sales Training
Customer Service Training
Operational Productivity
Global Business Expansion

**LIGHTHOUSE CONSULTING
SERVICES, LLC**

3130 Wilshire Blvd. Suite 550
Santa Monica, CA 90403

T 310.453.6556
F 310.828.6987



OPEN LINE PRESENTATION

*Big data is like teenage sex:
Everyone talks about it;
Nobody really knows how to do it;
Everyone thinks everyone else is doing it;
So everyone claims they are doing it...*

- Dan Ariely

**Featured Guest:**

Majid Abai

The Abai Group

310-571-8197

Majid@AbaiGroup.com

www.AbaiGroup.com

**Host:**

Dana Borowka, MA

CEO, Lighthouse

Consulting Services, LLC

Author of *Cracking The*

Personality Code

(310) 453-6556, ext. 403

dana@lighthouseconsulting.com

3

CALL US

1-310-453-6556

FOLLOW US**IN-DEPTH WORK STYLE
PERSONALITY TESTING**

Personality Testing

Work Style Personality Testing

Work Style Assessments

In-depth Work Style Personality
Testing

**PERFORMANCE
MANAGEMENT CONSULTING**

Performance Management

360 Surveys

Company Culture Surveys

Employee Engagement

Executive On-Boarding

Leadership Training

Interpersonal Coaching

Career Guidance

Sales Training

Customer Service Training

Operational Productivity

Global Business Expansion

**LIGHTHOUSE CONSULTING
SERVICES, LLC**

3130 Wilshire Blvd. Suite 550

Santa Monica, CA 90403

T 310.453.6556

F 310.828.6987



Select Language | ▼

OPEN LINE PRESENTATION

Big Data Definition:

*Analysis of a collection of [**massive**] data stores to gain competitive advantage or insight.*

**Featured Guest:**

Majid Abai
The Abai Group
310-571-8197
Majid@AbaiGroup.com
www.AbaiGroup.com

**Host:**

Dana Borowka, MA
CEO, Lighthouse
Consulting Services, LLC
Author of *Cracking The
Personality Code*

(310) 453-6556, ext. 403
dana@lighthouseconsulting.com

4

CALL US

1-310-453-6556

FOLLOW US**IN-DEPTH WORK STYLE
PERSONALITY TESTING**

Personality Testing
Work Style Personality Testing
Work Style Assessments
In-depth Work Style Personality
Testing

**PERFORMANCE
MANAGEMENT CONSULTING**

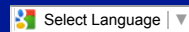
Performance Management
360 Surveys
Company Culture Surveys
Employee Engagement
Executive On-Boarding
Leadership Training

Interpersonal Coaching
Career Guidance
Sales Training
Customer Service Training
Operational Productivity
Global Business Expansion

**LIGHTHOUSE CONSULTING
SERVICES, LLC**

3130 Wilshire Blvd. Suite 550
Santa Monica, CA 90403

T 310.453.6556
F 310.828.6987



OPEN LINE PRESENTATION

What are Big Data Sources?

- Internal
 - Transactions, Emails, Logs
- External
 - Social Media, Audio, Photos & Videos
- Public
 - Lists, Census, Government

5

**Featured Guest:***Majid Abai*

The Abai Group

310-571-8197

Majid@AbaiGroup.comwww.AbaiGroup.com**Host:***Dana Borowka, MA*

CEO, Lighthouse

Consulting Services, LLC

Author of *Cracking The**Personality Code*

(310) 453-6556, ext. 403

dana@lighthouseconsulting.com**CALL US**

1-310-453-6556

FOLLOW US**IN-DEPTH WORK STYLE
PERSONALITY TESTING**

Personality Testing
Work Style Personality Testing
Work Style Assessments
In-depth Work Style Personality
Testing

**PERFORMANCE
MANAGEMENT CONSULTING**

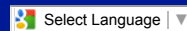
Performance Management
360 Surveys
Company Culture Surveys
Employee Engagement
Executive On-Boarding
Leadership Training

Interpersonal Coaching
Career Guidance
Sales Training
Customer Service Training
Operational Productivity
Global Business Expansion

**LIGHTHOUSE CONSULTING
SERVICES, LLC**

3130 Wilshire Blvd. Suite 550
Santa Monica, CA 90403

T 310.453.6556
F 310.828.6987



OPEN LINE PRESENTATION

How Does It Work?

- Identification
- Definition & Description
- Cleansing & Integration
- Analysis

**Featured Guest:***Majid Abai*

The Abai Group

310-571-8197

Majid@AbaiGroup.comwww.AbaiGroup.com**Host:***Dana Borowka, MA*

CEO, Lighthouse

Consulting Services, LLC

Author of *Cracking The*
Personality Code

(310) 453-6556, ext. 403

dana@lighthouseconsulting.com

6

CALL US

1-310-453-6556

FOLLOW US**IN-DEPTH WORK STYLE
PERSONALITY TESTING**

Personality Testing
Work Style Personality Testing
Work Style Assessments
In-depth Work Style Personality
Testing

**PERFORMANCE
MANAGEMENT CONSULTING**

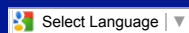
Performance Management
360 Surveys
Company Culture Surveys
Employee Engagement
Executive On-Boarding
Leadership Training

Interpersonal Coaching
Career Guidance
Sales Training
Customer Service Training
Operational Productivity
Global Business Expansion

**LIGHTHOUSE CONSULTING
SERVICES, LLC**

3130 Wilshire Blvd. Suite 550
Santa Monica, CA 90403

T 310.453.6556
F 310.828.6987



OPEN LINE PRESENTATION

Can SMB Take Advantage of BD?

- Yes! Completely!
- This Data is sitting in your databases!
- All you need to do it to release its power!

**Featured Guest:***Majid Abai*

The Abai Group

310-571-8197

Majid@AbaiGroup.comwww.AbaiGroup.com**Host:***Dana Borowka, MA*

CEO, Lighthouse

Consulting Services, LLC

Author of *Cracking The**Personality Code*

(310) 453-6556, ext. 403

dana@lighthouseconsulting.com

7

CALL US

1-310-453-6556

FOLLOW US**IN-DEPTH WORK STYLE
PERSONALITY TESTING**

Personality Testing
Work Style Personality Testing
Work Style Assessments
In-depth Work Style Personality
Testing

**PERFORMANCE
MANAGEMENT CONSULTING**

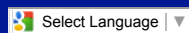
Performance Management
360 Surveys
Company Culture Surveys
Employee Engagement
Executive On-Boarding
Leadership Training

Interpersonal Coaching
Career Guidance
Sales Training
Customer Service Training
Operational Productivity
Global Business Expansion

**LIGHTHOUSE CONSULTING
SERVICES, LLC**

3130 Wilshire Blvd. Suite 550
Santa Monica, CA 90403

T 310.453.6556
F 310.828.6987



OPEN LINE PRESENTATION

Customer Targeting

- Identify Best Customers and Fire Worst Customers!
- Develop Marketing Plans & Sales Training for Best Customers
- Increase Life Time Value of Customers

**Featured Guest:***Majid Abai*

The Abai Group

310-571-8197

Majid@AbaiGroup.comwww.AbaiGroup.com**Host:***Dana Borowka, MA*

CEO, Lighthouse

Consulting Services, LLC

Author of *Cracking The**Personality Code*

(310) 453-6556, ext. 403

dana@lighthouseconsulting.com

8

CALL US

1-310-453-6556

FOLLOW US**IN-DEPTH WORK STYLE
PERSONALITY TESTING**

Personality Testing
Work Style Personality Testing
Work Style Assessments
In-depth Work Style Personality
Testing

**PERFORMANCE
MANAGEMENT CONSULTING**

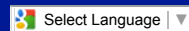
Performance Management
360 Surveys
Company Culture Surveys
Employee Engagement
Executive On-Boarding
Leadership Training

Interpersonal Coaching
Career Guidance
Sales Training
Customer Service Training
Operational Productivity
Global Business Expansion

**LIGHTHOUSE CONSULTING
SERVICES, LLC**

3130 Wilshire Blvd. Suite 550
Santa Monica, CA 90403

T 310.453.6556
F 310.828.6987



OPEN LINE PRESENTATION

Consumer data will be the biggest differentiator in the next two to three years. Whoever unlocks the reams of data and uses it strategically will win.

[Angela Ahrendts, CEO of Burberry](#)

9

**Featured Guest:**

Majid Abai

The Abai Group

310-571-8197

Majid@AbaiGroup.com

www.AbaiGroup.com

**Host:**

Dana Borowka, MA

CEO, Lighthouse

Consulting Services, LLC

Author of *Cracking The*

Personality Code

(310) 453-6556, ext. 403

dana@lighthouseconsulting.com

CALL US

1-310-453-6556

FOLLOW US**IN-DEPTH WORK STYLE
PERSONALITY TESTING**

Personality Testing
Work Style Personality Testing
Work Style Assessments
In-depth Work Style Personality
Testing

**PERFORMANCE
MANAGEMENT CONSULTING**

Performance Management
360 Surveys
Company Culture Surveys
Employee Engagement
Executive On-Boarding
Leadership Training

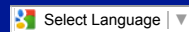
Interpersonal Coaching
Career Guidance
Sales Training
Customer Service Training
Operational Productivity
Global Business Expansion

**LIGHTHOUSE CONSULTING
SERVICES, LLC**

3130 Wilshire Blvd. Suite 550
Santa Monica, CA 90403

T 310.453.6556

F 310.828.6987



OPEN LINE PRESENTATION

Better Hires

- Choose the right person for the right job
- Several Organizations which can help in such choices
- Examples of Hiring using Big Data

**Featured Guest:***Majid Abai*

The Abai Group

310-571-8197

Majid@AbaiGroup.comwww.AbaiGroup.com**Host:***Dana Borowka, MA*

CEO, Lighthouse

Consulting Services, LLC

Author of *Cracking The**Personality Code*

(310) 453-6556, ext. 403

dana@lighthouseconsulting.com

10

CALL US

1-310-453-6556

FOLLOW US**IN-DEPTH WORK STYLE
PERSONALITY TESTING**

Personality Testing
Work Style Personality Testing
Work Style Assessments
In-depth Work Style Personality
Testing

**PERFORMANCE
MANAGEMENT CONSULTING**

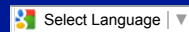
Performance Management
360 Surveys
Company Culture Surveys
Employee Engagement
Executive On-Boarding
Leadership Training

Interpersonal Coaching
Career Guidance
Sales Training
Customer Service Training
Operational Productivity
Global Business Expansion

**LIGHTHOUSE CONSULTING
SERVICES, LLC**

3130 Wilshire Blvd. Suite 550
Santa Monica, CA 90403

T 310.453.6556
F 310.828.6987



OPEN LINE PRESENTATION

Competitive Advantage

- Faster Decisions
- New Markets
- Change of Corporate Strategy

**Featured Guest:***Majid Abai*

The Abai Group

310-571-8197

Majid@AbaiGroup.comwww.AbaiGroup.com**Host:***Dana Borowka, MA*

CEO, Lighthouse

Consulting Services, LLC

Author of *Cracking The**Personality Code*

(310) 453-6556, ext. 403

dana@lighthouseconsulting.com

11

CALL US

1-310-453-6556

FOLLOW US**IN-DEPTH WORK STYLE
PERSONALITY TESTING**

Personality Testing
Work Style Personality Testing
Work Style Assessments
In-depth Work Style Personality
Testing

**PERFORMANCE
MANAGEMENT CONSULTING**

Performance Management
360 Surveys
Company Culture Surveys
Employee Engagement
Executive On-Boarding
Leadership Training

Interpersonal Coaching
Career Guidance
Sales Training
Customer Service Training
Operational Productivity
Global Business Expansion

**LIGHTHOUSE CONSULTING
SERVICES, LLC**

3130 Wilshire Blvd. Suite 550
Santa Monica, CA 90403

T 310.453.6556
F 310.828.6987

OPEN LINE PRESENTATION

Cost Reduction

- Reduced Payments
- Payment Recovery
- Increased Efficiency

**Featured Guest:***Majid Abai*

The Abai Group

310-571-8197

Majid@AbaiGroup.comwww.AbaiGroup.com**Host:***Dana Borowka, MA*

CEO, Lighthouse

Consulting Services, LLC

Author of *Cracking The**Personality Code*

(310) 453-6556, ext. 403

dana@lighthouseconsulting.com

12

CALL US

1-310-453-6556

FOLLOW US**IN-DEPTH WORK STYLE
PERSONALITY TESTING**

Personality Testing
Work Style Personality Testing
Work Style Assessments
In-depth Work Style Personality
Testing

**PERFORMANCE
MANAGEMENT CONSULTING**

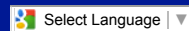
Performance Management
360 Surveys
Company Culture Surveys
Employee Engagement
Executive On-Boarding
Leadership Training

Interpersonal Coaching
Career Guidance
Sales Training
Customer Service Training
Operational Productivity
Global Business Expansion

**LIGHTHOUSE CONSULTING
SERVICES, LLC**

3130 Wilshire Blvd. Suite 550
Santa Monica, CA 90403

T 310.453.6556
F 310.828.6987



OPEN LINE PRESENTATION

Big Data Myths

13

**Featured Guest:***Majid Abai*

The Abai Group

310-571-8197

Majid@AbaiGroup.comwww.AbaiGroup.com**Host:***Dana Borowka, MA*

CEO, Lighthouse

Consulting Services, LLC

Author of *Cracking The**Personality Code*

(310) 453-6556, ext. 403

dana@lighthouseconsulting.com**CALL US**

1-310-453-6556

FOLLOW US**IN-DEPTH WORK STYLE
PERSONALITY TESTING**

Personality Testing
Work Style Personality Testing
Work Style Assessments
In-depth Work Style Personality
Testing

**PERFORMANCE
MANAGEMENT CONSULTING**

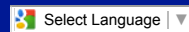
Performance Management
360 Surveys
Company Culture Surveys
Employee Engagement
Executive On-Boarding
Leadership Training

Interpersonal Coaching
Career Guidance
Sales Training
Customer Service Training
Operational Productivity
Global Business Expansion

**LIGHTHOUSE CONSULTING
SERVICES, LLC**

3130 Wilshire Blvd. Suite 550
Santa Monica, CA 90403

T 310.453.6556
F 310.828.6987



OPEN LINE PRESENTATION

You Must Have Big Data

- Reality:
 - You do not have to have massive amounts of data to take advantage of Big Data and its analytics.

14

**Featured Guest:**

Majid Abai
The Abai Group
310-571-8197
Majid@AbaiGroup.com
www.AbaiGroup.com

**Host:**

Dana Borowka, MA
CEO, Lighthouse
Consulting Services, LLC
Author of *Cracking The
Personality Code*

(310) 453-6556, ext. 403
dana@lighthouseconsulting.com

CALL US

1-310-453-6556

FOLLOW US**IN-DEPTH WORK STYLE
PERSONALITY TESTING**

Personality Testing
Work Style Personality Testing
Work Style Assessments
In-depth Work Style Personality
Testing

**PERFORMANCE
MANAGEMENT CONSULTING**

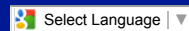
Performance Management
360 Surveys
Company Culture Surveys
Employee Engagement
Executive On-Boarding
Leadership Training

Interpersonal Coaching
Career Guidance
Sales Training
Customer Service Training
Operational Productivity
Global Business Expansion

**LIGHTHOUSE CONSULTING
SERVICES, LLC**

3130 Wilshire Blvd. Suite 550
Santa Monica, CA 90403

T 310.453.6556
F 310.828.6987



OPEN LINE PRESENTATION

Big Data is Only for Big Companies

- Reality:
 - Many SMBs take advantage of Big Data
 - Size doesn't matter

**Featured Guest:**

Majid Abai
The Abai Group
310-571-8197
Majid@AbaiGroup.com
www.AbaiGroup.com

**Host:**

Dana Borowka, MA
CEO, Lighthouse
Consulting Services, LLC
Author of *Cracking The*
Personality Code

(310) 453-6556, ext. 403
dana@lighthouseconsulting.com

15

CALL US

1-310-453-6556

FOLLOW US**IN-DEPTH WORK STYLE
PERSONALITY TESTING**

Personality Testing
Work Style Personality Testing
Work Style Assessments
In-depth Work Style Personality
Testing

**PERFORMANCE
MANAGEMENT CONSULTING**

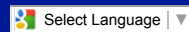
Performance Management
360 Surveys
Company Culture Surveys
Employee Engagement
Executive On-Boarding
Leadership Training

Interpersonal Coaching
Career Guidance
Sales Training
Customer Service Training
Operational Productivity
Global Business Expansion

**LIGHTHOUSE CONSULTING
SERVICES, LLC**

3130 Wilshire Blvd. Suite 550
Santa Monica, CA 90403

T 310.453.6556
F 310.828.6987



OPEN LINE PRESENTATION

Big Data Costs Too Much

- Reality:
 - Yes, Big Data could cost too much, but there are easy methods for curbing it.

**Featured Guest:***Majid Abai*

The Abai Group

310-571-8197

Majid@AbaiGroup.comwww.AbaiGroup.com**Host:***Dana Borowka, MA*

CEO, Lighthouse

Consulting Services, LLC

Author of *Cracking The**Personality Code*

(310) 453-6556, ext. 403

dana@lighthouseconsulting.com

16

CALL US

1-310-453-6556

FOLLOW US**IN-DEPTH WORK STYLE
PERSONALITY TESTING**

Personality Testing
Work Style Personality Testing
Work Style Assessments
In-depth Work Style Personality
Testing

**PERFORMANCE
MANAGEMENT CONSULTING**

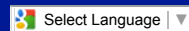
Performance Management
360 Surveys
Company Culture Surveys
Employee Engagement
Executive On-Boarding
Leadership Training

Interpersonal Coaching
Career Guidance
Sales Training
Customer Service Training
Operational Productivity
Global Business Expansion

**LIGHTHOUSE CONSULTING
SERVICES, LLC**

3130 Wilshire Blvd. Suite 550
Santa Monica, CA 90403

T 310.453.6556
F 310.828.6987



OPEN LINE PRESENTATION

What's Your Big Data Strategy?

17

**Featured Guest:***Majid Abai*

The Abai Group

310-571-8197

Majid@AbaiGroup.comwww.AbaiGroup.com**Host:***Dana Borowka, MA*

CEO, Lighthouse

Consulting Services, LLC

Author of *Cracking The**Personality Code*

(310) 453-6556, ext. 403

dana@lighthouseconsulting.com**CALL US**

1-310-453-6556

FOLLOW US**IN-DEPTH WORK STYLE
PERSONALITY TESTING**

Personality Testing
Work Style Personality Testing
Work Style Assessments
In-depth Work Style Personality
Testing

**PERFORMANCE
MANAGEMENT CONSULTING**

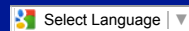
Performance Management
360 Surveys
Company Culture Surveys
Employee Engagement
Executive On-Boarding
Leadership Training

Interpersonal Coaching
Career Guidance
Sales Training
Customer Service Training
Operational Productivity
Global Business Expansion

**LIGHTHOUSE CONSULTING
SERVICES, LLC**

3130 Wilshire Blvd. Suite 550
Santa Monica, CA 90403

T 310.453.6556
F 310.828.6987



OPEN LINE PRESENTATION

Start With a Business Goal in Mind

- Start with Accomplishable Goals
- Identify a business case and the ROI
- Identify the best case scenario

**Featured Guest:***Majid Abai*

The Abai Group

310-571-8197

Majid@AbaiGroup.comwww.AbaiGroup.com**Host:***Dana Borowka, MA*

CEO, Lighthouse

Consulting Services, LLC

Author of *Cracking The**Personality Code*

(310) 453-6556, ext. 403

dana@lighthouseconsulting.com

18

CALL US

1-310-453-6556

FOLLOW US**IN-DEPTH WORK STYLE
PERSONALITY TESTING**

Personality Testing
Work Style Personality Testing
Work Style Assessments
In-depth Work Style Personality
Testing

**PERFORMANCE
MANAGEMENT CONSULTING**

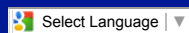
Performance Management
360 Surveys
Company Culture Surveys
Employee Engagement
Executive On-Boarding
Leadership Training

Interpersonal Coaching
Career Guidance
Sales Training
Customer Service Training
Operational Productivity
Global Business Expansion

**LIGHTHOUSE CONSULTING
SERVICES, LLC**

3130 Wilshire Blvd. Suite 550
Santa Monica, CA 90403

T 310.453.6556
F 310.828.6987



OPEN LINE PRESENTATION

Identify Relevant Data

- Which sources of data within the organization include such data?
- What external sources could you tap into?
- What are the costs/constraints for accessing such data?

19

**Featured Guest:***Majid Abai*

The Abai Group

310-571-8197

Majid@AbaiGroup.comwww.AbaiGroup.com**Host:***Dana Borowka, MA*

CEO, Lighthouse

Consulting Services, LLC

Author of *Cracking The**Personality Code*

(310) 453-6556, ext. 403

dana@lighthouseconsulting.com**CALL US**

1-310-453-6556

FOLLOW US**IN-DEPTH WORK STYLE
PERSONALITY TESTING**

Personality Testing
Work Style Personality Testing
Work Style Assessments
In-depth Work Style Personality
Testing

**PERFORMANCE
MANAGEMENT CONSULTING**

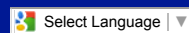
Performance Management
360 Surveys
Company Culture Surveys
Employee Engagement
Executive On-Boarding
Leadership Training

Interpersonal Coaching
Career Guidance
Sales Training
Customer Service Training
Operational Productivity
Global Business Expansion

**LIGHTHOUSE CONSULTING
SERVICES, LLC**

3130 Wilshire Blvd. Suite 550
Santa Monica, CA 90403

T 310.453.6556
F 310.828.6987



OPEN LINE PRESENTATION

Crawl, Walk, Run

- Start slowly. You will have many failures along the way.
- Don't spend too much on the first project. Reach goals, and then spend more.
- Build vs. Buy

20

**Featured Guest:***Majid Abai*

The Abai Group

310-571-8197

Majid@AbaiGroup.comwww.AbaiGroup.com**Host:***Dana Borowka, MA*

CEO, Lighthouse

Consulting Services, LLC

Author of *Cracking The**Personality Code*

(310) 453-6556, ext. 403

dana@lighthouseconsulting.com**CALL US**

1-310-453-6556

FOLLOW US**IN-DEPTH WORK STYLE
PERSONALITY TESTING**

Personality Testing
Work Style Personality Testing
Work Style Assessments
In-depth Work Style Personality
Testing

**PERFORMANCE
MANAGEMENT CONSULTING**

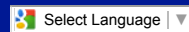
Performance Management
360 Surveys
Company Culture Surveys
Employee Engagement
Executive On-Boarding
Leadership Training

Interpersonal Coaching
Career Guidance
Sales Training
Customer Service Training
Operational Productivity
Global Business Expansion

**LIGHTHOUSE CONSULTING
SERVICES, LLC**

3130 Wilshire Blvd. Suite 550
Santa Monica, CA 90403

T 310.453.6556
F 310.828.6987



OPEN LINE PRESENTATION

Business 1st, Tech 2nd

- Don't get caught up on technology choices.
- Make sure you have a solid business model prior to spending big on technology.
- Don't get caught up on technology choices.

21

**Featured Guest:***Majid Abai*

The Abai Group

310-571-8197

Majid@AbaiGroup.comwww.AbaiGroup.com**Host:***Dana Borowka, MA*

CEO, Lighthouse

Consulting Services, LLC

Author of *Cracking The**Personality Code*

(310) 453-6556, ext. 403

dana@lighthouseconsulting.com**CALL US**

1-310-453-6556

FOLLOW US**IN-DEPTH WORK STYLE
PERSONALITY TESTING**

Personality Testing
Work Style Personality Testing
Work Style Assessments
In-depth Work Style Personality
Testing

**PERFORMANCE
MANAGEMENT CONSULTING**

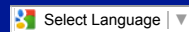
Performance Management
360 Surveys
Company Culture Surveys
Employee Engagement
Executive On-Boarding
Leadership Training

Interpersonal Coaching
Career Guidance
Sales Training
Customer Service Training
Operational Productivity
Global Business Expansion

**LIGHTHOUSE CONSULTING
SERVICES, LLC**

3130 Wilshire Blvd. Suite 550
Santa Monica, CA 90403

T 310.453.6556
F 310.828.6987



OPEN LINE PRESENTATION

Manage Costs

- You need to watch like a hawk.
- Costs can go up with
 - Hardware
 - Software
 - Tools
 - Developers
- Costs must match ROI

22

**Featured Guest:***Majid Abai*

The Abai Group

310-571-8197

Majid@AbaiGroup.comwww.AbaiGroup.com**Host:***Dana Borowka, MA*

CEO, Lighthouse

Consulting Services, LLC

Author of *Cracking The**Personality Code*

(310) 453-6556, ext. 403

dana@lighthouseconsulting.com**CALL US**

1-310-453-6556

FOLLOW US**IN-DEPTH WORK STYLE
PERSONALITY TESTING**

Personality Testing
Work Style Personality Testing
Work Style Assessments
In-depth Work Style Personality
Testing

**PERFORMANCE
MANAGEMENT CONSULTING**

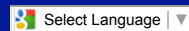
Performance Management
360 Surveys
Company Culture Surveys
Employee Engagement
Executive On-Boarding
Leadership Training

Interpersonal Coaching
Career Guidance
Sales Training
Customer Service Training
Operational Productivity
Global Business Expansion

**LIGHTHOUSE CONSULTING
SERVICES, LLC**

3130 Wilshire Blvd. Suite 550
Santa Monica, CA 90403

T 310.453.6556
F 310.828.6987



OPEN LINE PRESENTATION

Conclusion

- Information is gold and you must use it wisely.
- ALL businesses can take advantage of Big Data.
- Don't Jump in For Big Data's Sake
- Crawl, Walk, Run

23

**Featured Guest:***Majid Abai*

The Abai Group

310-571-8197

Majid@AbaiGroup.comwww.AbaiGroup.com**Host:***Dana Borowka, MA*

CEO, Lighthouse

Consulting Services, LLC

Author of *Cracking The**Personality Code*

(310) 453-6556, ext. 403

dana@lighthouseconsulting.com**CALL US**

1-310-453-6556

FOLLOW US**IN-DEPTH WORK STYLE
PERSONALITY TESTING**

Personality Testing
Work Style Personality Testing
Work Style Assessments
In-depth Work Style Personality
Testing

**PERFORMANCE
MANAGEMENT CONSULTING**

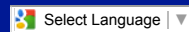
Performance Management
360 Surveys
Company Culture Surveys
Employee Engagement
Executive On-Boarding
Leadership Training

Interpersonal Coaching
Career Guidance
Sales Training
Customer Service Training
Operational Productivity
Global Business Expansion

**LIGHTHOUSE CONSULTING
SERVICES, LLC**

3130 Wilshire Blvd. Suite 550
Santa Monica, CA 90403

T 310.453.6556
F 310.828.6987



OPEN LINE PRESENTATION

**Thank you for attending
Small Data, Big Data, and Right Data – Take Advantage of Your Data!**

[Click Here](#) to contact our Featured Guest directly.

Click on [this link](#) to sign up for our upcoming Open Line:
Greater Tax Savings using Cash Balance Plans.

Presented by
Lighthouse Consulting Services, LLC

**Featured Guest:**

Majid Abai
The Abai Group
310-571-8197
Majid@AbaiGroup.com
www.AbaiGroup.com

**Host:**

Dana Borowka, MA
CEO, Lighthouse
Consulting Services, LLC
Author of *Cracking The
Personality Code*

(310) 453-6556, ext. 403
dana@lighthouseconsulting.com

CALL US

1-310-453-6556

FOLLOW US**IN-DEPTH WORK STYLE
PERSONALITY TESTING**

Personality Testing
Work Style Personality Testing
Work Style Assessments
In-depth Work Style Personality
Testing

**PERFORMANCE
MANAGEMENT CONSULTING**

Performance Management
360 Surveys
Company Culture Surveys
Employee Engagement
Executive On-Boarding
Leadership Training

Interpersonal Coaching
Career Guidance
Sales Training
Customer Service Training
Operational Productivity
Global Business Expansion

**LIGHTHOUSE CONSULTING
SERVICES, LLC**

3130 Wilshire Blvd. Suite 550
Santa Monica, CA 90403

T 310.453.6556
F 310.828.6987

