



# “Everything is data.”

(This expression, whose origin is unclear and is probably untraceable, most typically occurs in the field of information management, but its meaning comes to life when used in the context of human relationships and behaviour. To explain: in the information management context the operative word is ‘everything’, meaning that every piece of information is relevant and is worthy of recording and analysing. This of course is perfectly true for many situations. However in the human relationships context, ‘data’ is the operative word, meaning that everything, whatever it is, should be regarded objectively and non-judgementally. Data isn’t necessarily good or bad. Data just ‘is’. As such, “Everything is data,” reminds us of the importance of seeing things for what they are, and not how we feel about them. The expression helps us to be objective and fair, and to put our feelings and emotions to one side when reacting and making decisions, especially when our reactions and decisions affect others.)