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James Schramko here with a business tip. This one is about being curious.

How We Can Innovate

So, I regularly capture the numbers in my team. In fact I get a daily report and the data is good; we get all the stats. But what I ask for in particular is a commentary on what the stats mean. If they trend down or trend up, we have a look at what caused it. And then the next step is what do we do as a result of our learning. And that's how we innovate.

Getting Your Daily Stats

Importance Of Getting Your Daily Stats

So, being curious about your numbers and then digging in further is how you can really drive the innovation in your business. It's essential that you get a daily reporting system up and running in your business as soon as it reaches any size. It's tremendously motivating as well.

Is Your Website Being Hacked?

If you have a look at yesterday versus today stats, or yesterday versus the day before stats, then you can get a little micro trends and you can quickly find out what's happening. In fact I know a spike in traffic for one of our websites. It turned out that it had been hacked and injected with a whole bunch of medical terms. And because I get my daily stats, I was able to fix it before Google flag my site as a spam site. So getting your daily stats is good. Be curious about the numbers and develop your numbers into that three part framework. What caused the change? What can we learn about it? And what can we do as a result of that change?

Well, I'm James Schramko, hope you find this useful.

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