

Is your Knowledge Powerful?

A quick checklist to determine if your knowledge holds any power.

Is it...

Timely



The main component to powerful knowledge is its timeliness. The longer time goes the less powerful that info becomes.

Relevant



Is the knowledge relevant? Not all information is useful to all people. In order to have power the knowledge must be relevant to the user.

Accurate



Is it accurate? There is NO power in inaccurate information. Make sure your sources are trustworthy and legitimate.

Helpful



Is it helpful? Does it make someone's life better? Will it help bring about change? The more helpful the information is the more powerful it will be.

Insightful



Does it challenge the status quo? The more it does, and as long as its still timely, relevant, accurate, and helpful; the more powerful it will be.

Actionable



Is it actionable? Is the info just there to be had, or can it be used to take action and bring about change?