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*"A manager's task is  
to make the  
strengths of people  
effective and their  
weakness  
irrelevant" -Peter  
Drucker*

The key to success in leading any project is finding the right people with the right strengths, and then getting the right tools for those people to use! Seems simple, right?

Then why do so many data collection projects use people who are weak in data management and weak tools like EXCEL? I think there is a misconception that money can be saved by using whoever is available (and cheap), and whatever tool is available (and free).

Proper data collection is critical to a successful research project. Knowing what to collect and how should be the place where resource investment is the greatest, not the least. Even with all the best intentions, without supporting data, important research questions go unanswered, deadlines get missed, and projects fail.

In the end, trying to cut corners by using inexperienced personnel or weak tools is not worth the time or money. What you pay for in cleaning up and trying to make use out of "messy data collection," eventually takes a toll. BSI professionals are often called when a client is faced with making sense of messy data and trying to get a project back on track.

Cutting corners in the beginning of a project, by not investing in the right people, strengths and processes, is never cost effective. Providing statisticians with messy data is not cheap nor time efficient. What may seem like savings in the beginning readily dissolves when the result is missed goals and ballooning budgets.

Let BSI help you efficiently design your data collection before you start with our strong data management skills and great tools (read about [rED Cap!](#)). Call today!

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