

Media Release

Analytics 5.0 ↔ Qualitative Analytics

Analytics 5.0

We have been involved in the qualitative analysis of performance for two decades. The next phase of our journey is to share with our partners and prospective partners a qualitative analytics approach we call Analytics 5.0.

5.0 is an ambitious number. We are aware of discussions about [Leadership 4.0](#) and are keen to extend conversations about transformation into our areas of interest. We are mindful of [Web 3.0](#) concepts and recognise the potential of connected, ubiquitous knowledge networks to enable digital convergence.

Our focus in Analytics 5.0 is the integration of human intelligence with advances in artificial intelligence. We see *intelligence augmentation* as the catalyst for this integration.

Analytics 5.0 builds upon the foundations of intelligence amplification and intelligence augmentation articulated in the 1950s and 1960s and in more recent advances in artificial intelligence. Back in [1962](#), Douglas Engelbart observed “We refer to a way of life in an integrated domain where hunches, cut-and-try, intangibles, and the human feel for a situation usefully co-exist with powerful concepts, streamlined terminology and notation, sophisticated methods, and high-powered electronic aids”.

Our desire is to connect ‘human feel’ and ‘sophisticated methods’. We explore how emotions, anticipation, creativity, empathy, bias, resilience, random and disruption impact upon decision making, action and reaction. We provide insights from our observations and analysis of performance to support conversations about strategic directions and the optimisation of

performance in training and in competition.

For the last decade, Sports Wizard® has worked with an expert panel of sport scientists, social scientists, data scientists and high performance coaches to develop our 5.0 thinking and practice.

We are mindful that leaders have vast information flows available to them. Our 5.0 approach seeks to distinguish signal from noise in this information and to identify the people and behaviours that drive and connect performance. This includes conversations about:

- Performance readiness
- Opportunity, vulnerability and risk
- Decision-making
- Momentum and flow
- Intensity
- Drivers and connectors

These issues are at the heart of our 5.0 attempt to develop a qualitative, scientific approach to human thinking, planning, performance and analysis.

We are excited to share these 5.0 ideas and would be delighted to provide more information should an intelligence augmentation approach be of interest to you.

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