Politicians and their families, diplomats, academics, business executives, fraudsters, judges and a sportswoman are among New Zealanders profiled in a massive Chinese intelligence database.

Sensemaking is the new book by ReD Associates’ US partners. The book argues that organisations should use approaches based not only on hard data and natural science but also on human intelligence.

Sensemaking is a form of cultural engagement made up of five principles. Compared to the mechanical efficiency of computers, it’s clear our human thought processes are flawed. Yet we do see one distinct advantage over machines: cultural knowledge. This cultural knowledge can be most powerfully harnessed in a method called sensemaking.

Sensemaking suggests, you aren’t just altering the way you do things. You are...